

home for the homeless questions in sport

# playthegame magazine 2009



**Greg Lemond**

The disease that is  
killing cycling



**Michael Franzese**

Former mob-boss attacks  
the fixers



**Nikki Dryden**

Calling athletes to reform  
sport



## visions for **sport** in times of crisis

stories from the sixth world communication conference on sport and society

**Coventry, UK, 8-12 June 2009**

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This magazine is a journalistic summary of events during Play the Game 2009, the sixth world communication conference on sport and society, which took place in Coventry, United Kingdom, from 8-12 June 2009.

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**Print**

Rosendahls, DK-6715 Esbjerg N  
[www.rosendahls.dk](http://www.rosendahls.dk)

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Play the Game 2009 was arranged in cooperation with Coventry University, United Kingdom.

More facts about **Play the Game 2009** on last page and at:

[www.playthegame.org](http://www.playthegame.org)

# contents **playthegame 2009**

## Governance and finance

- 4 Who took the money? The ISL bribery system
- 6 World handball: Charges of ingrained corruption
- 7 Pound: Corruption is part of human nature
- 8 Ex-mobster Franzese warns against match-fixing
- 9 Do we need an anti-corruption agency?
- 10 Play the Game Award 2009 to Declan Hill
- 11 Match rigging - a world wide plague
- 12 Sports financing balancing on the edge of the abyss
- 14 Europe is draining Africa for football talent
- 15 Peace and Reconciliation - the Coventry context
- 16 Athletes told to shut up or go home

## Anti-doping

- 17 Greg Lemond: The worst things happen in cycling
- 18 Doping enforcement: Has it gone too far?
- 20 Anti-doping a target for corrupters
- 21 The cocaine connection in sport

## Sporting culture

- 22 The price of a medal is rising
- 23 The sports pyramid is history
- 24 Parkour, an escape route for the youth
- 26 Death and overproduction: the fate of Thoroughbreds?
- 27 Kosovo sport: Let us compete
- 28 Oscar Pistorius: Changing our perception of sport

## Mega events

- 30 2018: England in the iron grip of Jack Warner
- 31 Misuse of mega events
- 32 No clear improvement of China's image after 2008
- 33 A Coventry Declaration to protect civil rights during events

## Overview and facts

- 34 Overview: Find papers and video on our website
- 35 Play the Game in facts and figures

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The following magazine does not claim to paint a full picture of world sport – not even of Play the Game 2009. We have selected among articles already written about our 2009 conference in Coventry, highlighting issues that need urgent consideration by the global sports community. Many valuable contributions have been sacrificed in the editorial process, but you can find most of the conference covered on video, slides and text at [www.playthegame.org/2009](http://www.playthegame.org/2009) (overview at page 34).

Play the Game would like to thank Coventry University, Advantage West Midlands, CV One, SEN Sport and all those people in Coventry who helped us create a successful conference. A special thanks to Professor Simon Chadwick, Director of the university's Centre for the International Business of Sport who was the first to suggest that Coventry hosted Play the Game 2009







by Jens Sejer Andersen, Director, Play the Game

# Speaking up for a sport that makes life worth living

In the spring of 2008, a Swiss court proved that in recent years a sum of at least 138 million Swiss franc – around 87 million euros – were paid as secret personal commissions, or bribes if you like, to a limited number of sports leaders in some of the most powerful sports organisations.

The money was paid out from the then biggest sports marketing company in the world, ISL, which went bankrupt in 2001. Its former directors did nothing to deny these events in court, because at the time such bribery was not illegal in Switzerland.

On the contrary, the directors confirmed that these payments were part of the daily business, indispensable if ISL wanted to acquire the TV and marketing rights of FIFA and other major players on the global sports market.

Curiously enough, in spite of being the biggest and most well-documented corruption scandal in sport known to this date, there has been no reaction at all from the involved international federations and the IOC.

And although tens of thousands of journalists cover sport every day, only a handful has bothered to ask like German Jens Weinreich does on the following page, “Who took the money?” For what purpose? Are they still holding important positions in sport? And are massive bribes still “all in a day’s work at the office” in sports federations?

At the conferences of Play the Game and in this magazine, questions like these abound. Not because we dislike sport, but because we like it. We like it all too much to see it fall victim to a culture of fraud, silence and failure to act. We are not attacking sport, we are trying to defend it.

Sport has a huge potential for developing individuals, communities and nations, but its values are, like former Olympic athlete Nikki Dryden states, threatened from the top.

Some threats are swept under the carpet by sport itself, others not. For instance, sports organisations have relatively quickly understood that match-fixing is a bullet aiming precisely at the heart of their own business.

If sport loses its unpredictability, the uncertainty of the outcome, everything is lost – every cultural, moral, entertainment, gambling and business value is reduced to zero.

According to experts, illegal gambling in Asia may account for more than 100 billion dollars in revenues. If only a tiny percentage of these fortunes is set aside to organise match-fixing around the world, then it is still a huge budget for fixers.

Declan Hill received the Play the Game Award be-

cause of his ground breaking research into how fixers operate. It is no wonder that there is a growing demand in world sport for establishing an international body against corruption in sport. Play the Game suggested such an initiative almost three years ago and we welcome the new trend, but we would also like to add a warning.

If the effort of an anti-corruption institution is focused only on match-fixing, then it will miss a very important area of interest, namely corruption in the corridors.

If this issue is overlooked, it will be the same kind of historic injustice that we have seen in the anti-doping struggle, all its qualities untold. The battle against the evils of sport tends to focus only on athletes, on those who deliver the sport themselves. Their morality and blood parameters are under daily scrutiny.

We must not forget that the athletes are only parts of a much bigger system. These young people are surrounded by trainers, managers, physiotherapists, doctors, agents, advisers, organisation officials, sponsors, journalists and media consumers – grown up and mature people who all exercise an extremely strong influence on a young, ambitious, inexperienced and vulnerable person.

In the fight against doping and corruption, it is high time that we turn the spotlight to the sports leaders and hold them accountable for the health and well-being of the sporting system.

The world sports leaders take much pride in claiming that they protect the health of nations, that they bind communities together, that they bring social, cultural and ethical values to us and most especially to our children.

These are certainly noble tasks. But if the sports leaders continue to focus on entertainment sport only, if they refuse the public access to information, if they deny taking part in public debates that are not controlled by them, how can we trust them?

As a first step, sports officials must open themselves and their organisations up for the public’s right to know and readiness to debate.

Play the Game invites sports leaders and everybody else with a heart for sport, to embark on a truly open, unrestricted and fact-based dialogue on how we create a better sport.

A sport that reaches out not only to those who are rich on talent, money and power, but everybody with a desire to play, have fun, make friends and make life worth living.

# the ISL Bribery

## The ISL bribery system: 138 senior officials in the

### BACKGROUND

by Ida Relsted Kærup, source: jensweinreich.de

In the spring of 2008, a Swiss court produced evidence that in the period from 1989 to 2001, the now liquidated International Sport and Leisure company (ISL) paid officials from a number of sports federations 138 million Swiss francs to obtain profitable broadcasting rights.

German investigative sports journalist and author Jens Weinreich, who keeps a critical eye on the world of sport on his award-winning blog has revealed aspects of his exclusive investigation into the ISL case at the previous three Play the Game conferences. At Play the Game 2009 in Coventry, he presented quotes and findings from the ISL trial in Switzerland.

#### Some conclusions from the trial

“According to Swiss law, ISL was allowed to pay at least 138 million Swiss francs to high-ranking sport officials,” says Weinreich

“In legal terms, bribery was not a crime in Switzerland at that time. The ISL system of paying sport officials was performed, as it came out during the court hearings, together with KMPG, one of the most famous accountancy firms in Zurich and it was officially permitted by the Swiss tax authorities.”

“An impressive number of sport officials and assistants, who have worked for Horst Dassler, for Adidas and the ISL-company, who were brought into their positions by Dassler, are still in their positions in the Olympic world as presidents of international federations, as IOC members, as so called consultants, or as bagmen. One of Dasslers closest assistants was Jean-Marie Weber, and the French born Weber was always described as ‘the bagman’. During the trial it was revealed that Jean-Marie Weber was the man who paid at least 138 million Swiss francs to high ranking sport officials in the Olympic world between 1989 and 2001.”

#### Who has the money?

At Play the Game 2009, Weinreich proposed a number of questions in the aftermath of the ISL trial as well as what he called “some preliminary answers”: “Who has got the money; the ‘Schmiergeld’ as they say in the German-speaking part of Switzerland?”

“Only Jean-Marie Weber knows who got it,” says Weinreich and continued with a long list of questions to which he says we can only guess the answers. “How much money did ISL pay in the 1980s? How much money was really paid to sport officials over more than 20 years, not only over a period of 12 years? How much money have the competitors of ISL paid, all those other marketing companies in the huge market?”

“How did the International Federations, the IOC, and the Ethics Commissions react after the ISL-trial? The short answer is “There was no action at all.



Only a handful of journalists have covered the biggest corruption scandal so far. Jens Weinreich is one of them, and he continues to pursue key questions like: “Who received the money?”

I have asked several senior officials. I do not know of any reaction which I should take seriously. No investigations at all. Who has got the money? The answer is simple: senior officials of the contractual partners of ISL.”

“Five of the defendants claimed they had no idea who got bribes. They claimed fellow director Jean-Marie Weber organised the payments. He



# system million CHF for Olympic world

laundered them through foundations in tax havens and a British Virgin Islands company (and many others), which distributed the money to companies and individuals. Most of the money was given in cash."

According to Weinreich, the ISL/ISMM group had held long-time contracts worth billions of dollars with FIFA, UEFA, IOC, IAAF (athletics), CAF (football), FIBA (Basketball), OCA (Asian Games), FINA (Swimming), CART (Auto Racing), ATP (Tennis), ITF (Tennis), LASI (Latin American Soccer Investments/Flamengo, Gremio).

"The key for getting these contracts was a gigantic bribery system, if we use the definition of the NGO Transparency International stating that 'Corruption is operationally defined as the misuse of entrusted power for private gain.' Mind you, we still don't know more than 80 per cent of the bribe-takers."

## The list of recipients

According to Weinreich, there are just a few well known names on the list of recipients. Nicolas Leoz from Paraguay, head of South American Football Federation CONMEBOL, and member of FIFA's Executive Committee. "Just a few hundred thousands for him," says Weinreich, "Mr Leoz denies any wrongdoing." "The list also reveals the company Renford Investments. According to an investigation of the Swiss journalist Jean-Francois Tanda, Renford was owned by Ricardo Teixeira, President of the Brazilian Football Federation CBF, FIFA Exco Member, and his former father in law João Havelange, FIFA President between 1974 and 1998, IOC member since 1963. Once there was also a dubious transfer of a million Swiss francs which was accidentally transferred to a FIFA account and was immediately re-transferred."

## Quotes from the trial

The ISL bribery system was mostly a cash system, and Weinreich explains that according to all defendants in the ISL court case, Jean-Marie Weber is the only person who knows the names of all takers. "Simply because he has organised all payments to sport officials."

Weber has always refused to identify recipients, telling the Swiss court authorities: "These payments were confidential and I must respect that confidentiality."

From the court hearings, Weinreich quotes Christoph Malms, former Chief Executive, who said that after joining ISL in the 1990s "he was shocked to discover the business was built on bribes." "I was told the company would not have existed if it had not made such payments", Malms testified. "I was always told they went to well-known decision-makers in the world of sports politics." Malms said kickbacks were usual in the sports marketing and sports political business worldwide. It was the style of the business."

Weinreich explains: "They have used terms like 'provisions', 'finder-fees' or even 'salaries'. Hans-Juerg Schmid, former Head of Finances, said during the court hearings, "If we hadn't made the payments, the other parties wouldn't have signed the contracts."

"It was like paying salaries. Otherwise they (high ranking sport officials) would have stopped working immediately! The other side doesn't want to be named, that is the very sensitive aspect of this business."

"During the hearing, Malms's lawyer Werner Würigler desperately attacked two FIFA Presidents and IOC members: Blatter and Havelange. Würigler claimed that Joseph Blatter, back then General Secretary and now President, had approached his client Malms and told him, if ISL wanted to keep FIFA's business, Jean-Marie Weber would have to stay in his positions in the company. If not, "it would be bad for ISL".

"Würigler also said that during the World Cup in France 1998, the outgoing President Joao Havelange made the same demand. Würigler described the situation as follows: Anybody at FIFA who knew about the bribes and who was getting 'Schmiergeld' could exercise great power over fellow officials. Würigler said ISL became a private source of money for FIFA officials, virtually something like their private bank."

In conclusion, Weinreich sums up: "There are numerous well-documented, strange operations within FIFA. In their decision, the three judges in Zug stated that FIFA 'knew more than they told investigators', that the behaviour of FIFA-officials 'was not always in good faith', and some of their claims 'were not credible'. FIFA was ordered to pay a part of the trial costs, despite claiming not to have misled the authorities."

## No action taken

"We have got an astonishing documentation of a huge bribery system. Some experts are saying that this is the biggest bribery system in Olympic sports ever. But nobody in the sporting world has taken any action. Not even against senior officials who were mentioned in the court documents. Who should have taken action: Sepp Blatter? Havelange? IOC President Jacques Rogge?" Weinreich asks in closing.

Summing up, Weinreich says: "From a strictly judicial point of view, the ISL-payments were in accordance with the former Swiss law. But the payments were never in accordance with the rules of sport federations and organisations. Olympic sport organisations are always arguing that their moral and ethical rules have to be much higher and harder than other rules."

## FACTS

According to lawyers and Judge Marc Siegwart in the ISL trial, 120 million Swiss francs were paid between 1989 and 1999, 18 million Swiss francs were paid between 1999 and 2001 until the bankruptcy procedure began. Another 18 million Swiss francs were transferred to a bribery account, the secret Nunca foundation in Liechtenstein, but had to be re-transferred in spring 2001 because of the financial difficulties of the ISL-group.

A simple chart of the bribery system can be seen at: <http://jensweinreich.de/>

# WORLD HANDBALL:

## Charges of ingrained corruption

by Marcus Hoy

**Top Swedish handball referee and administrator Christer Ahl was supposed to fly to the International Handball Federation (IHF) congress in Cairo early June this year. However, an increasing disillusionment with that body led him to addressing the Play the Game conference instead.**

Ahl, whose official title was Playing Rules and Competition Commission President, expressed deep concern over the way the sport is currently run. Corruption and lack of accountability are rife within the IHF, he claimed, with power concentrated in the hands of a small, unrepresentative minority which maintains power through the denial of democracy and open debate.

Over the past ten years, he said, the IHF has almost tripled its income. Televised games are more popular than ever. However, all recent media stories about handball have been concerned with off-the-field activities. The root of the problem, he claimed, can be traced back to IHF president Hassan Moustafa. According to Ahl, Moustafa is a power-hungry autocrat who values no opinion other than his own.

### The IHF ruling

Much of his criticism was reserved for the structure of the IHF's ruling council where, he said, decisions are made based on power and politics rather than reason and merit. Smaller countries with few registered players have the same representation as countries like Germany, with many thousands, a misrepresentation that keeps Moustafa and his allies in power.

Supporters and athletes have no representation at all, he added, and both the IHF's Secretary General and the only women on the council have been ostracised for attempting to speak out against Moustafa.

Although he presented little in the way of proof, Ahl spoke of his suspicion that matches had been fixed by corrupt referees who were then fast tracked to the top of their profession. He also accused Moustafa of receiving reimbursements without presenting receipts.

Ahl concluded with a plea for the formation of a new international body to investigate corruption in sports federations that is independent of the IOC.

### Challenger gagged

After the IHF congress in Cairo re-elected Moustafa as president, the German newspaper Berliner Zeitung reported that his only challenger, Jean Kaiser of Luxembourg, had been prevented from speaking to delegates.

According to the report, Kaiser claimed he was hindered in his presentation by being forced to use a microphone that could be remotely switched off by Moustafa – which the president did on frequent occasions. Kaiser is now considering an official complaint about the way the election was handled.

Read more at: [www.teamhandballnews.com](http://www.teamhandballnews.com)



*Christer Ahl, former Playing Rules and Competition Commission President in the International Handball Federation (IHF) claimed that corruption and lack of accountability are rife within the IHF.*

*“The best thing about this conference is that there are so many different perspectives, so many interesting speakers coming from a variety of different backgrounds.”*

Nikki Dryden, Human Rights Lawyer and former Olympic Swimmer, Canada



# Corruption is part of human nature

## INTERVIEW

**The IOC should consider whether its Code of Ethics could apply to international sports federations as well, says Richard W. Pound, member of the IOC and former president of WADA**

by Søren Bang, Danish Institute for Sports Studies (IDAN)

In 1998, when the doping and corruption scandals unfolded in connection to the Tour de France and the selection of Salt Lake City as host city for the Winter Olympic Games, shock waves went through the world of sport leading to reforms in the IOC and the foundation of the World Anti-Doping Agency (WADA).

Today the question is whether sport with its numerous examples of bad leadership and corruption is yet again in need of a new cleansing process. The answer is “yes”, says Richard Pound, although specific solutions are still to be decided. Nonetheless, the former Vice President of the IOC, President of WADA and current Chair of Play the Games’ Advisory Board sees a clear need for debate on how sports organisations can fight corruption in the form of match fixing, bad leadership and corrupt sports politicians.

“Sport is so important in society generally that it should be well-managed and should have good people doing it – and people doing it for the right reason. Corruption in any form; somebody using a position improperly to get personal benefits or advantages, that’s a very ancient theme that is particularly serious,” says Pound.

### Anti-corruption agency is feasible

*Establishing an Anti-Corruption Agency with WADA as a role model has been suggested. Which potential and difficulties do you foresee in such an agency?*

“What the exact model would be, I don’t know. But what does seem clear from a diagnostic perspective is what’s being done now isn’t working. And that was the same when we started to look at doping.”

*We have seen a debate on match fixing. Has the time come for action to be taken? Everybody, including Sepp Blatter in FIFA, seems to understand that sport cannot solve the problems of match fixing on its own.*

“Yes, that is right. But you can’t then say ‘this is a family problem and only the family can solve it’, because the family can’t solve it, even if it wanted to. I think sport is getting to the point where it is beginning to realise that it needs help. I don’t think for an example that tennis had any idea of the extent of the problem until very recently.”

### The role of an Anti-Corruption Agency

*Which role could an anti-corruption agency play in relation to the international federations and the IOC?*

“It would be a stakeholder. It would be in possession of information, which needs to be shared, where they think there is a problem or a result they don’t understand. Is it an injury problem or a manipulation? It can certainly contribute if there is a manipulation, finding out who is responsible. Is it just the athlete or are

others also involved – and if so: should they be suspended for how long and under what conditions? Furthermore, there’s the question that laws differ in each country.”

*In the long run, do you find it possible that such an agency will be established and that it will work?*

“The biggest problem I see is: Who will pay for it? I don’t know how many international sports federations will be prepared to put the money into this. Maybe some would say, for instance archery, why am I putting money into this agency when there is no match fixing in my sport?”

### Showdown with corrupt federations

While Richard Pound believes that it serves no good to regard match fixing as an internal ‘family problem’ for sport, the corruption charges rooted in the sports federations, like in the International Handball Federation (IHF), are a completely different matter.

“Assuming that all these things that we have heard about the International Handball Federation are true, that is something they should solve. That is a family problem.”

*Many will say that the power structures in the international federations are so firmly stuck that it is almost impossible for the federations themselves to solve their problems...*

“You may not agree with democracy, it’s awkward, it’s unwieldy and inefficient, but it’s better than any other system, so that’s the responsibility the federations have to take.”

*Yet at the same time you have hinted at the possibility that in order for the federations to be represented in the IOC one could create some standards of how they are to behave. Is this the right path for the IOC?*

“It’s a possibility. That’s the sort of thing the IOC should be thinking about. Maybe one of the conditions should be that all of the possible members of that category – not the actual 15 – should be subject to the IOC ethics code and the IOC ethics commission.”

*If we meet again in ten years time, what do you expect us to ask you then?*

“You will be able to use your questions again. Doping and corruption will continue because that is part of human nature.”



Richard W. Pound believes that an Anti-Corruption Agency would be an important stakeholder in international sports organisations

*The interview has also been printed in the newsletter of the Danish Institute for Sports Studies: [www.idan.dk](http://www.idan.dk)*



# Sport: Don't bet on it

by Marcus Hoy

*Former mob boss Michael Franzese has personal experiences from involving athletes in match-fixing*

**The old adage that it “takes a crook to catch a crook” became a reality when a former New York crime chief provided a fascinating insight into how match-fixing takes place in the USA. Michael Franzese, a reformed mafia boss who has spent almost a decade in US prisons, delivered his first-ever overseas speech to the 2009 Play the Game conference in Coventry.**

“I can tell you this. There’s a major problem in sport. If you think there isn’t, you’re kidding yourself” he said. “Are they doing it? You better believe they are”.

The practice of fixing US sports events, he said, is much more common today than it was in the past, partly due to the increased legitimacy of gambling. Bookmakers linked to organised crime routinely encourage sports players to get into debt, he said, and high rates of interest are charged when credit is extended. And athletes rarely decline the opportunity to clear their spiralling debts, which can sometimes total millions of dollars.

## All sports can be fixed

“These guys have a propensity to gamble,” he revealed. “It is bigger with sports stars than anyone else. Athletes are often simply asked to cover a spread bet, as opposed to throw a match, he said. While a key player in a US football or basketball game may not be able to change a result, he is usually able to ensure that a winning or losing margin is less than ten points.”

“NFL referees are also very susceptible”, Franzese confirmed. “A referee understands the spread, and can get away with giving certain decisions.”

Boxing is another sport that is often fixed, he said. “We had fighters that we owned. [Don] King was someone we were able to deal with” he said.

Few, if any, sports are beyond the reaches of organised crime, he said. “If you can make money on it, it is not immune. We would fix a game of chess if there was money to be made.”

Often, a large portion of a sport’s fan base only exists because people are gambling on the game, he pointed out, and national sports associations realise this. “I can’t see it slowing down. I can’t see why it should”, he concluded.

## Tougher rules proposed

Emmanuel Macedo de Medeiros, Chief Executive Officer of the European Professional Football Leagues, said that more stringent rules should be considered to prevent match-fixing. Officials could be changed before a game if any suspicion fell on their integrity, he said, and video evidence could be scrutinized more closely in match-fixing investigations.

Bookmakers could be asked to provide more information related to suspicious betting patterns, he added, even if this entails exceptions being made to data protection rules. “The legal betting industry should be on the side of sport,” he said.

His organisation is also considering giving its support to a French proposal to ban certain types of bets in certain sports, he added.

## Legal bookies not the problem?

Mark Davies, Managing Director of Betfair, offered a different perspective. While agreeing that more money is involved in legal gambling today, he denied that this has led to more instances of match-fixing. Much of this new money was around previously, he said, but was being spent in the illegal markets – which have been at the root of every major sports betting scandal.

While more people are gambling legally, he pointed out, the number of participations in sporting events, thus the number who could potentially be corrupted, has not changed.

Ultimately, he said, it is up to the sports regulators to ensure that sport is clean, but betting companies should offer tools and expertise to regulators. “There is an ability to track bets today like never before,” he pointed out.

Betfair’s decision to void bets on the 2007 tennis match between Nikolay Davydenko and Martin Vassallo Arguello due to illegal betting patterns, he said, demonstrates that his company is taking the problem seriously.

If the demand exists for certain types of uncommon bets, Davies pointed out, it will continue to exist whether or not they are banned. In the event of a ban, those wishing to place such bets will just look to the illegal markets, he said.

Watch live streaming from the session with Michael Franzese, Medeiros and Mark Davies at: <http://www.playthegame.org/2009>



## Three opinions about a new anti-corruption agency

### Christer Ahl

*Outgoing President of the Playing Rules and Referees Commission (PRC) of the International Handball Federation (IHF)*

“An entity like that should be in a position to respond to requests for help from an international federation. It should be a place where a whistleblower could turn, and it should have the rights to launch investigations at its own initiative. But it should not be seen as a threat or weapon; rather a support mechanism with the necessary competence to deal with the issues.”



### Jens Weinreich

*German journalist and expert in international sports politics*

“There is a lack of responsibility. The IOC leadership has the power, but they don’t use it. Still there is a need. There have to be rules in corruption cases as well. And there is almost nothing. So the idea to establish a kind of world anti-corruption agency is good, I think.”

### Richard W. Pound

*Member of the IOC and former president of WADA*

“Before saying that’s the preferred solution, let us have an inventory on what is going on - and what is the best response. It may well be that we all come to the conclusion that we need something along the lines of WADA. I certainly think it is worth exploring.”



*Source: Danish Institute for Sports Studies (IDAN)*

## RESEARCH PROJECT

### Database of corruption cases

As part of a research project, the Centre for the International Business of Sport (CIBS) at Coventry University has gathered information about a vast number of examples of corruption in sport.

Up until June 2009, Samantha Gorse, one of the researchers behind the project, has registered 2,000 cases of which the majority concern doping and match fixing. Corruption cases in sports organisations are part of the database as well.

The objective of the project is to create a clearer definition of corruption in sport as well as to look into how corruption influences the commercial activities of sport, such as sports marketing and the companies who use sport in their marketing.

Read more at: [http://www.coventry.ac.uk/researchnet/external/content/1/c4/53/26/v1244623681/user/CIBS\\_WP09.pdf](http://www.coventry.ac.uk/researchnet/external/content/1/c4/53/26/v1244623681/user/CIBS_WP09.pdf)



*Samantha Gorse has registered 2,000 cases of doping and match fixing*

*“In the Play the Game conferences the big benefit is that – in the three I have attended – on some very important issues I always go away thinking differently about some of those issues than when I came.”*

*Bob Munro, Chairman Mathare Youth Project, Kenya*



*“The merit of Declan Hill is that he is not only seeking sensational stories and case stories of match-fixing, although he has certainly uncovered some,” said Play the Game Board Member Tine Rindum Teilmann.*

## Match-fixing is widespread

**Canadian investigative journalist, author and academic, Declan Hill received the Play the Game 2009 award in recognition of his ground-breaking research and documentation of match-fixing**

**Hill, author of the critically acclaimed book “The Fix”, is the world’s leading investigator into the illegal Asian gambling rings that are the prime movers in the world of football match-fixing.**

Hill was selected as the recipient of this year’s award by the members of the governing board of Play the Game. The winner was announced in Coventry, UK, at Play the Game 2009, the sixth world communication conference on sport and society.

“The merit of Declan Hill is that he is not only seeking sensational stories and case stories of match-fixing, although he has certainly uncovered some,” said Play the Game Board Member Tine Rindum Teilmann, chairman of the IPC’s Women in Sport Committee and

member of the IOC’s Women in Sport Commission.

“But the most compelling parts of the book are those in which Hill describes the size of the illegal gambling industry, and how the main illegal operators use the most advanced technological and psychological tools.”

Hill’s academic and journalistic efforts to uncover match-fixing has been one of the key reasons why the fight against the phenomena is gathering momentum in the sports world.

“When Declan Hill gave his first major speech on match-fixing at Play the Game, the problem was largely ignored by sports organisations and by society as a whole. Now, the situation is different. A number of sports organisations, institutions and betting companies call for international action against what is described as an even bigger threat to sport than doping,” said Teilmann.

“We believe that Declan Hill’s work has been instrumental in raising this new public awareness.” The Play the Game Award is the latest prize won by Hill, who has also received honours from Amnesty International Canada and the Canadian Association of Journalists for his reporting. As Play the Game 2009 Award winner, Hill will be invited as guest of honour to Play the Game 2011, so that future delegates will continue to learn from his research and further the debate on the role on sport in society.

Hill, who holds a doctorate from the University of Oxford where he spent four years researching match-fixing, presented findings from his investigations at the opening ceremony of Play the Game. He also spoke on a panel on match-fixing at a public event hosted at Coventry Cathedral by Play the Game.

Find Declan Hill’s tools for investigative journalism in his presentation at Play the Game 2009:

[http://www.playthegame.org/uploads/media/Declan\\_Hill\\_-\\_How\\_to\\_do\\_investigative\\_journalism\\_with\\_no\\_money.pdf](http://www.playthegame.org/uploads/media/Declan_Hill_-_How_to_do_investigative_journalism_with_no_money.pdf)

### FACTS

The Play the Game Award pays tribute to an individual or a group of persons who in their professional careers or as volunteers in sport have 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 on his or her daily sporting activities

To read more about Declan Hill, visit his profile on the Play the Game website: <http://www.playthegame.org/knowledge-bank/author-profile/declan-hill.html> or visit his website: [www.howtofixasoccergame.com](http://www.howtofixasoccergame.com) or [www.declanhill.com](http://www.declanhill.com)



# World football susceptible to MATCH RIGGING

by Mario Rodrigues, Rediff.com

**Illegal Asian betting syndicates are swooping down on English football and the Premiership and other English leagues could be susceptible to match rigging, the bane of football the world over, a top investigative journalist warned at an international sports conference in England.**

“In England we’re beginning to see more and more fixing in the lower leagues. There is a network of Chinese gamblers all over the UK and they have been seen at youth level matches in Scotland,” Canadian investigative journalist Declan Hill, author of the controversial book *The Fix - Soccer and Organised Crime*, stated at the Play the Game conference in June.

## A worldwide plague

Several countries worldwide in recent times have been plagued by match-fixing scandals: Italy, Germany, Belgium, Finland, Poland, Bulgaria, Israel, Serbia, Croatia, Malaysia, Singapore, China, Vietnam etc., and almost all tournaments including the top Euro football leagues, Champions League, international fixtures and even World Cup games have been scarred by the taint of it.

While English football, including the Premier League, which is hugely popular all over the world, has remained largely free of the curse, its past record has hardly been inspiring.

Match-fixing was the scourge of the British game in the 1950s and 1960s and several players of top teams, including Manchester United, were either accused or convicted or confessed to fraternising with the “viper of bribery”.

The curious case of Liverpool’s famous goalkeeper Bruce Grobbelaar in the nineties is another case in point.

The fact that a couple of years ago a Premiership footballer, with a 50,000 pounds gambling debt, admitted to *The Independent* that he got himself deliberately red carded in a game to favour his bookmaker who agreed to write off

the debt is another indicator that the cancer may be even more deep rooted in the English game than apparent.

## Players and officials get involved

Hill, who has investigated and documented football match-fixing scandals all over the world revealed that Asian (Chinese) bookies have been frequenting international youth level matches all over the world and “trying to get to the players early” so they can have them in the loop when they represent their countries at the senior level

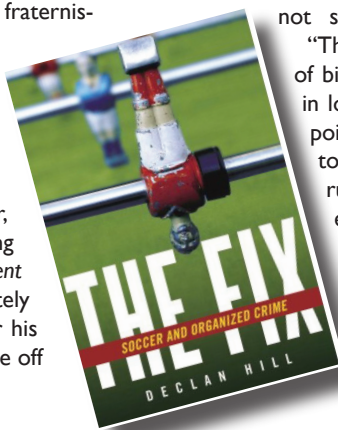
According to Hill, over the last 10 years games at the 1997 U-17 World Cup in Kuala Lumpur, 2004 Olympics in Athens, 2006 World Cup in Germany and 2007 international friendly between Ghana and Iran in Teheran were fixed. He said that then Ghanaian captain Stephen Appiah admitted to him that he took \$20,000 from bookies for winning a game at the 2004 Olympics which he then distributed among his players. He also revealed that top Ghanaian football officials also confessed to Asian bookies stalking the team at various venues across the world, including the women’s World Cup in China 2007 when Ghana were to lose by a five-goal margin to Norway

## FIFA remains a spectator

Hill said the second biggest scandal in football after match-fixing was the attitude of the football federations, including FIFA which are just not serious enough about tackling the menace.

“The illegal Asian gambling market is worth tens of billions of dollars but FIFA is just not interested in looking at the Asian illegal gambling market,” he pointed out. He also added that one has to pay up to dial the English Football Association anti-corruption hotline, something that has been apparently taken off the hook now.

Most international sports federations like basketball and cricket have anti-corruption or security departments, but football federations including FIFA have not yet put these structures in place, he regretted.



*“I would like to thank you for an extraordinarily interesting event – not primarily because of the chance to give my own presentation but first and foremost for giving me the chance to listen to so many other stories of interest and meet so many fantastic people.”*

Christer Ahl, USA/Sweden, the Playing Rules and Referees Commission, the International Handball Federation

# Sports finance: balancing on

**Many professional clubs are constantly on the verge of bankruptcy, at the same time as the sporting inequality. Can sports finance become so sick that we need to find**

by Søren Bang, Danish Institute for Sport Studies (IDAN)

**Salary costs far in excess of revenues, debts running into hundreds of millions of dollars, and an increasingly deepening divide between the top-performing clubs and the runners-up. Many professional football clubs, as well as clubs in less prominent sports, are under never-ending financial pressure because their revenues are unable to match their ambition on the pitch. The result is seen everywhere – also in Denmark, where clubs go bankrupt or need artificial respiration in sports such as football, handball and ice hockey. Moreover, the tendency is for medals to increasingly go to the financially strongest sports clubs.**

Is sport, with football as its prime example, in such a critical financial state that political intervention is necessary to ensure stability and sporting excitement? “Yes,” responds Ed Baker, Finance Director of Coventry City, which plays in the second tier of English football, the Championship. Clubs in the Championship are particularly notorious for balancing on the brink of bankruptcy due to labour costs, which last year reached 87 percent of total turnover.

The battle to reach the notorious Premier League, with its massive TV-market, keeps the clubs in a crazy wage spiral. “The business model can be described as ‘broke’. If football is a business, we cannot go on like this. And if not, let’s find alternative ways,” believes Baker, who in February 2008 personally took control of financial responsibility for a club where wages had reached 121 percent of the total revenues, without the club being even close to winning promotion to the Premier League.

Coventry City’s labour costs have decreased, but Baker believes that in general, a salary cap of 45-50 percent of revenue is needed, as well a reduction in the power of players’ agents. In his assessment, the main problem is that clubs cannot agree on these types of restrictions as long as some football club owners perceive of clubs as their private toys. “I think it will be necessary to have government intervention if we are to reach the goal of 45-50 percent,” explains Ed Baker.

## Clubs survive despite of crisis

Not all sports economists agree on the seriousness of the financial problems of sport. Consequently, they disagree on whether or not a large intervention is justifiable.

The difference of opinion was illustrated in Coventry Cathedral just five kilometres from the Ricoh



Is anybody sorry that football capitalists are losing their money? sports economist Stefan

Arena, as the Play the Game conference focused on the difficulties of professional sports in creating a sustainable economy despite soaring revenues from television, ticket sales and sponsorship. The renowned sports economist Stefan Szymanski of CASS Business School in London provoked conference delegates by arguing that the English form of unregulated ‘football capitalism’ has not failed, despite the fact that the professional clubs rarely are profitable, because over the course of a lifetime, only a few clubs have had to close shop.

It is only the ownership structures of clubs that are notoriously unstable, with a large number of insolvencies. “The demand for football is stable. The football leagues are stable, and the clubs are stable. Football Capitalism has been very successful compared to the alternatives. The only problem is that the clubs are incapable of making a profit. But is this really a problem? Is it a shame that football capitalists are losing money?” asked Stefan Szymanski, who also put the challenges of football in perspective by comparing its effect with the harm that



# the edge of the abyss

**increases.  
serious plans for recovery?**



Szymanski asked in a provocative defensive of what he saw as a stable model of sports capitalism. Photo Scanpix Danmark

'proper' capitalism can cause ordinary people.

"Over time, capitalism has provided massive economic growth. The problem is the occasional crisis it creates, with enormous human costs and horrible side effects. By comparison, the problems of football capitalism are trivial."

## The crisis is less severe in Germany

Personally, Stefan Szymanski rejects what he polemically refers to as the 'socialist' football model in the U.S. with closed professional leagues and tough regulations of both capital and labour (players) of the clubs. Alternatively, perhaps the model could be a looser 'social democratic' model, as known from German football for instance, which operates with a salary cap and puts certain requirements on ownership. The German regulated football system in the first and second divisions of the 'Bundesliga', is a role model for the English supporters' organisation Supporters Direct, which helps fans to buy into their clubs.

"In Germany, 30 out of 36 clubs make a profit. Why? Because they have a licensing system which basically says: 'The sport will eventually die, if we only allow clubs with people that are running in their own direction to be responsible for it. We need a central, guiding hand'. And in Germany, the cooperative model works," says the director of Supporters Direct, Dave Boyle. At the same time, he questioned whether the current financial crisis will become just a bump on the road as previous crises, or if the survival of many clubs is at stake?

With much higher ticket revenues than before, fewer assets to sell to get out of debt, risk of significantly lower television revenue – partly due to the influence of new media – the clubs are perhaps more vulnerable than ever before.

## Bad will and competitive imbalance

Many indicators suggest the development is heading for further regulation through, for instance, licensing systems or other types of regulations for the clubs. An example of this happened in Denmark while Play the Game 2009 took place, with the Danish National Olympic Committee (DIF) demanding that the Danish Ice Hockey Union tightened its laws, so that sports clubs face serious implications in case of bankruptcy. This measure was imposed after a number of recent bankruptcies: "In Danish sport, we must act financially responsibly. We owe that much to society and to ourselves. We cannot condone that some clubs leave substantial debt to society and simply go on as if nothing has happened. It creates bad will, and it is in no way fair to the clubs who do behave in a financially responsible manner," says DIF President Niels Nygaard.

In Coventry, UEFA Communications Director, William Gaillard put a similar idea forward as he pointed to the fact that in British football, until recently, investors could acquire Premier League Clubs simply through loans in order to leave the debt with the clubs themselves. This type of transaction has left Premier League clubs like Liverpool and Manchester United in substantial debt.

But above all, UEFA aims to avoid extreme economic and sporting irregularities as seen in the Spanish and Italian leagues where the most wealthy clubs have more than 100 times more money than the least affluent. "We have been asked by our clubs, but also by the EU and a number of governments, to strengthen the licensing system. We believe that regulation is needed if we are to avoid total sporting imbalance," said Gaillard.

Under the heading 'Financial Fair Play' UEFA has established a panel, which is to monitor club licenses. UEFA is also working to establish a new European licensing system. In the long run, they are expected to demand better balance between revenues and expenses. These sorts of demands are not found in proper capitalism. Yet the clubs also have more in common with cultural institutions, says Dave Boyle of Supporters Direct. "Football is about feelings, which is the main reason why so few clubs disappear. People are willing to fight for them, because they are irreplaceable."

# Europe is draining Africa of football talent

Extensive research into trafficking of young African players reveals that major European clubs systematically use loopholes in the regulation to recruit youth players from the African continent, leaving up to 20,000 former footballers living on the streets of European cities

by Stine Alvad

**“We have to be a little careful about what we say. Quite a lot of major clubs have been threatening us with lawsuits and they did that before we had written even a sentence.”** With these lines the two Norwegian journalists Lars Backe Madsen and Jens M. Johansson, begin their presentation of research on trafficking of young African footballers. Their research appears in the book *‘Den forsvunne Diamanten’* (The Lost Diamond) which was published in Norway late 2008 and presented at the Play the Game 2009 conference.

## The dirtiest transfer

The book features among other stories the tale of John Obi Mikel, the Nigerian player who was brought to Norway with the intention of being sold to Chelsea when he turned 18, the age where he could legally be sold to a professional club. Mikel caused quite a controversy when the Norwegian club Lyn sold him to Manchester United instead, thus breaking the gentleman’s agreement Lyn had with Chelsea.

All parties signed an agreement leaving Chelsea £20 million pounds poorer but with Mikel on the team. The agreement also bound all parties to not talk about the transfer again to neither media nor football authorities.

The journalists call this the dirtiest transfer in the history of football and it does not stand alone. It is a picture of how the football economy is developing and according to the Norwegian journalists it has turned into a cowboy economy. Due to football’s growing economy, clubs and agents are doing more to get a hold of the raw talent before anyone else finds it in order to get it at a cheap price. Often this raw material

is found in the African Continent.

African footballers have a good reputation and levels of talent are high. Their talent shows at a young age and this is why agents and clubs try to buy these talented players while they are still very young. In 2001, FIFA saw that this development risked getting too far and set down a new set of regulations forbidding international transfers of minors.

## “What Europe is doing is shameful”

Many European clubs have African players on their team and many African players have achieved more than they wished for when they first set out to be the next Eto’o. Unfortunately many players to be were lost in the process as well. Madsen and Johansson estimates that 20,000 young Africans have been or are living on the streets of Europe as a direct result of football trafficking.

The two Norwegians find this to be the worst they discovered in their research. “Europe is draining Africa for talent, and they only care about the money,” they say.

The book, *Den forsvunne Diamanten*, tells many of these players’ stories. It produces evidence of fake agents and human trafficking involving the major European clubs. The signed agreement, involving Chelsea, Manchester United, Lyn and Mikel is reprinted in the book and has caused the Norwegian Football Federation to urge FIFA to reopen the case.

The Norwegians are unsure of the result. “Even though several agents and clubs have been on trial for trafficking of minor players, no one has yet been convicted.”

Learn more about the book, “*Den forsvunne Diamanten*” at: [www.tiden.no](http://www.tiden.no)



The Norwegian journalists Lars Backe Madsen and Jens M. Johansson presents their research on trafficking of young African footballers in the book: *‘Den forsvunne Diamanten’* (The Lost Diamond).



# Peace and reconciliation

## the Coventry context

by Alan Hunter, Professor and Director of the Centre for Peace and Reconciliation Studies at Coventry University

Coventry is the only city in the UK which presents itself as a 'city of peace and reconciliation'. This designation appears on signs on the approach roads to the city, which eventually lead to Coventry Cathedral and Coventry University. Coventry has also provided a positive, welcoming environment for immigrants for many centuries.

A major factor in the city's peace agenda was a six-month bombing campaign in the Second World War, culminating on the night of 14 November 1940. Over half the city's 75,000 homes were damaged, and the medieval cathedral of St Michael, which had been one of the most beautiful in the UK, was almost destroyed.

The Provost, Richard Howard, made a moving statement in the days after the destruction, proclaiming the need for forgiveness and eventual reconciliation even in the midst of war. In the years following the war, the City and the Cathedral both pursued an active reconciliation agenda with a number of German cities. In 1962 a new cathedral was built to stand alongside the ruins of the old. It is the only cathedral in the UK dedicated specifically to the mission of peace and reconciliation.

It receives thousands of pilgrims every month. It is also an iconic example of twentieth century archi-



itecture that often features in 'top ten' lists of the UK's favourite modern buildings. The City, the University and the newly refurbished Herbert Art Gallery all have peace themes alongside the Cathedral. The University is unique in having two major centres dedicated to peace, reconciliation and community cohesion: The Centre for Peace and Reconciliation Studies (CPRS), and the Institute for Community Cohesion (ICOCO). They both enjoy international reputation and attract students and scholars from all over the world. CPRS in particular has strong links with China, and co-hosted the first ever peace studies conference in Nanjing which is also a 'martyred city' turning to peace and reconciliation.



**Sensport, a Coventry based sports garment company, sponsored a jacket to participants at Play the Game 2009.**

**sen** The Fabric of Sport

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# Athletes told to shut up or go home

## SPEECH

“Whether it’s the fight against doping, the struggle for athlete’s rights, or upholding the Olympic values, I believe that preserving the benefits of sport will not only serve humankind, but the integrity and meaning of sport itself: From its foundations of fair play, including anti-doping, to its teachings of good sportsmanship and conflict resolution, to its benefits of improved health, fitness and psycho-social development to its promises of upholding human rights and promoting peace. [...]

I have dedicated my life to promoting the benefits of swimming and sport to children in developing countries having worked in Pakistan, India, Sri Lanka and Kenya as well as Canada, Australia and the US. Yet I fear that my work, and the work of many athletes around the world, is being undermined by those in sport’s elite corridors of power.

In some areas our sports institutions do support some of the good benefits of sport. [...]

However, more often than not, they fail us, especially at the top. Made up of bureaucrats living off the work and success of athletes, there is no incentive to change the current path we are on: the financial growth of sports at any cost. [...]

### Succumbing to Chinese pressure

Let me give you a current example of what I mean. In March [2009], South Africa denied the Dalai Lama a visa to attend a peace conference linked to the 2010 Football World Cup, which the country is hosting. The conference was intended to discuss football’s role in fighting racism and xenophobia, but after the Dalai Lama was denied a visa, Desmond Tutu and other peace activists pulled out.

However, we all know why his visa was denied. China is one of South Africa’s major trading partners. Archbishop Tutu stated with dismay, “We are shamelessly succumbing to Chinese pressure. I feel deeply distressed and ashamed.” [...]

Last summer, I was similarly involved with another fight to utilize the power of sport to promote peace and human rights heading into the Beijing Olympic

**As a two-time Olympic swimmer, Nikki Dryden is committed to make sport work for peace and human rights. She accused sports leaders of failing to uphold the positive values of sport**

Games through an organisation called Team Darfur. [...] Through the voice of elite athletes, Team Darfur put international pressure on Sudan, the Chinese Government, and the IOC to uphold the Olympic values of peace and human dignity [...] Along with co-founder and Olympic speed skating champion Joey Cheek, I met with UN officials and government representatives to advocate for our position.

While many supported our efforts, they felt they could do little to hold the Chinese government to task. Despite the fact that the tools in our arsenal were their very own documents: The Olympic Charter and the Olympic Truce, we were dismissed by the IOC and the Chinese government. [...]

Olympic values are laid out in the Olympic Charter, which states that the goal of Olympism is to place ‘sport at the service of the harmonious development of man, with a view to encouraging the establishment of a peaceful society concerned with the

preservation of human dignity.’ [...]

The Olympic Truce is equally as commanding and one Olympic Truce fact sheet states, “In this third millennium, the IOC is more convinced than ever of the positive role that sport can, and must, play as a catalyst in our society. It unites and teaches about respect and tolerance, two values that are essential in today’s world.” [...]

Still, no one but a handful of athletes and human rights activists did anything to make those initiatives come alive. [...] The IOC and the world’s governments backed down from their claimed values of peace and human rights in the face of political and financial pressures from the Chinese government.

### Day for reform has come

Despite the fact that we athletes were merely protecting the exact Olympic values that the IOC uses to sell the Olympic Games to corporate sponsors, we were told ‘to shut up or go home.’ [...]

Right now there are athletes who have chosen to stand up against very powerful sports institutions and their leaders in the face of threats and coercion.

But I believe the day for reform and change has come, for if it doesn’t, the value, both emotional and financial, of the Olympic Games will cease to exist. We as athletes, must fight to protect its core founding values. I believe that the athletes and our national level institutions have the power to truly turn the tide, especially with the support of the media.

*Read the full speech of Nikki Dryden at:  
[www.playthegame.org/2009](http://www.playthegame.org/2009)*





**Greg LeMond spoke to Play the Game about the “disease that is killing cycling”: the worst-case doping scenarios often come true**

# The worst things happen in cycling

by Marcus Hoy

LeMond, who won the Tour de France in 1986, 1989 and 1990, is the sport’s highest-profile doping critic. In recent years, he has had highly publicised fallouts with Lance Armstrong, Floyd Landis and the Trek cycle manufacturer over his blunt comments. Currently involved in ongoing litigation with Trek, LeMond admitted that he is “in a battle to keep his reputation and businesses”.

## Cycling’s Mr. Clean

Although he enjoys a reputation of cycling’s “Mr Clean”, LeMond admitted that it was partly due to luck that he did not use performance-enhancers during his career. “I was fortunate to get into cycling when I did,” he said. “If I had turned professional in 1993 or 1994, I don’t know what I would have done. This system corrupts everyone, even the good people”

Despite much vaunted reforms designed to catch drug cheats, he said, cycling is still on a “slow death march”. Doping remains commonplace, and as a result, there will soon be little money left in the sport. He called for radical solutions to halt the trend, including the criminalisation of doping for riders, coaches and doctors. Cyclists, he pointed out, are often used as “lab rats” for doctors, and over a hundred have died from doping and related causes.

## Time for independent drug testing

LeMond also criticised the International Cycling Union (UCI), which, he said, operated a policy of “punishing honesty and rewarding dishonesty” when it came to dope cheats. He advocated an independent drug testing agency, separate from the UCI, to test riders competing

in the Tour de France.

Riders who come clean and admit their drug use should be welcomed back into the fold, he said. Bjarne Riis, the 1996 Tour de France winner who gave back his yellow jersey, is a good illustration of someone who should remain connected to the sport, he added.

However, citing Floyd Landis and Tyler Hamilton as prime examples, he stated that he had little sympathy for “those who refuse to admit to their guilt, despite mounting evidence”.

## “You don’t need a smoking gun”

“I know the sport, and I doubt that there is anyone who has wrongly tested positive when they are negative” he said. “There could be, but I doubt it. Standards must be really high to ensure that athletes are not wrongly accused”.

LeMond also criticized the high-profile campaigns waged by certain cyclists to clear their names, despite what he saw as overwhelming circumstantial evidence pointing to their guilt.

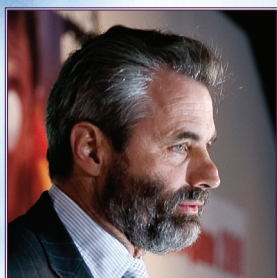
“When you have enough circumstantial evidence, and enough witnesses, you don’t need a smoking gun”, he said. Unless another major initiative is announced to clean up the sport, LeMond said, he has opted to walk away from professional cycling.

“I still enjoy it as recreation, but as regards following it at competition level, I’m done” he said. “I would not like my kids to go into professional cycling today”.

By the end of his presentation, LeMond was asked if he thought Lance Armstrong would ever admit to taking performance-enhancing drugs. “No way”, he concluded. “That guy has got no conscience”

Watch live streaming of Greg LeMond at: [www.playthegame.org/2009/on-demand-streaming.html](http://www.playthegame.org/2009/on-demand-streaming.html)





**Herman Ram:**  
"Transparency and open dialogue are vital"



**Yves Kummer:**  
"Athletes have no personal privacy and lack human rights"



**David Howman:**  
"WADA is for the benefit of clean athletes"

# Doping enforcement: has it gone too far?

**Some athletes feel their civil rights are not respected in the intensified hunt for doping offenders. More focus must be put on the athlete's entourage**

**Anne-Marie Kappelgaard:**  
"NOVO will not add biological marker to our products"



**Sandro Donati:**  
"Focus should be on prevention among children"



**Greg LeMond:**  
"So far, athletes are the only one who have paid the price"



*"It was very thought provoking and I enjoyed my day there. I'm looking forward to the next one."*

Andy Layhe, Bike Pure, UK



by Marcus Hoy and Jens Sejer Andersen

**Have we reached a stage where criminals have more privacy rights than athletes? This was one of the questions raised when a world-class group of doping experts and policymakers engaged in a lively debate on anti-doping policies.**

According to Yves Kummer, President of the European Elite Athletes' Association, the conflict between doping enforcement actions and human rights is now tilted in favour of the former. Europe's sportsmen and women, he pointed out, are citizens and employees residing in the EU, and should therefore be protected by EU law.

However, he told the Play the Game conference, many of his athletes feel they are not protected by Europe's tough data protection and personal privacy laws. In theory, athletes voluntarily relinquish such rights to aid the fight against doping, he said - but in practice they have no alternative than to comply with restrictive "whereabouts" rules.

"Pedophiles and other criminals on probation enjoy wider privacy rights than athletes covered by the whereabouts rule", he said.

"We allow ourselves to be tested, but this should not give the authorities carte blanche".

His organisation has received complaints from numerous athletes, he said, who argue that the current tracking system is so complicated and restrictive that they are unable to lead normal lives. However, when they complain, the standard answer is "if you don't comply you can't compete".

Herbert Ram, CEO of the Netherlands Anti Doping Authority, stressed that the whereabouts registration was necessary for the doping controllers to be efficient.

But he was also concerned about the conflict between democratic values and current anti-doping policies. A "natural tension" exists between safeguarding democratic rights and the fight against doping, he said. Protests from athletes' organisations over data protection issues are increasing, he pointed out, and conflict with medical community remains a sensitive issue.

Transparency and open dialogue are vital for anybody engaged in drug testing policies that some see as intrusive, he added.

**Mothers want the real stuff**

For Anne-Marie Kappelgaard, senior medical director at Novo Nordisk, a global leader in insulin and growth hormone production, there were limitations as to how helpful the industry can be:

"Some years ago, one of our presidents mentioned that we might introduce a biological marker in our products, so it was easier to trace it in doping tests. I spent the whole next week talking to angry mothers. They wanted the real stuff," Kappelgaard said. Besides, national authorities would never allow additives:

"Our product has to be the same the human body produces. We cannot contaminate it because of a small group of people who might not behave correctly".

In any case, athletes should not bother to take growth hormone. Novo strongly advises against non-therapeutic use because of possible side effects, but also several studies show that growth hormone simply

is not efficient. Kappelgaard admitted that elite athletes had not been part of the studies:

"In one case we gave a test group placebo. Especially the men not only felt they performed better afterwards, we could also measure that they did. This shows something about the strength of the mind!" Kappelgaard stated.

David Howman, Director General of the World Anti Doping Agency (WADA), was invited to give a rundown of his agency's achievements in its first ten years of existence. During this time, he said, WADA has made significant inroads in the fight against dope cheats. Out-of-competition testing has become standard practice, he said, and the WADA code has been adopted and accepted by the IOC and most international sports federations.

Furthermore, UNESCO had launched an anti-doping convention ratified by a record number of countries in a record time.

Howman understood that some athletes felt disenfranchised by the strict testing structure, but he added that WADA's Athletes' Committee provides sportsmen and women with an independent voice. "WADA exists for the benefit of clean athletes", he said.

He, like all other panellists, stressed that the athlete is not the only one to blame for doping.

"We talk with athletes who are caught in testing, because we would like to get more information about their entourage, doctors and trainers who have a great responsibility."

When asked if these people should also be punished, the answer was clear:

"It should happen and can happen under the revised code".

This viewpoint was strongly backed by former Tour de France-winner Greg LeMond.

"The athlete does not get the idea of doping out of the thin air. They are told to dope by doctors and managers. But so far athletes are the only one who have paid the price," LeMond said.

**WADA split about criminalisation**

LeMond did not support the idea of criminalising the use of doping:

"I believe in rehabilitation, not imprisonment, and I believe in education and forgiveness."

WADA is split in this question. The sports organisations are against putting athletes into prison, but governments have many different views.

David Howman was personally not in favour of criminalising the use of doping, but stressed that the UNESCO anti-doping convention obliged countries to sanction the illegal production and trafficking of doping substances.

The Italian anti-doping researcher Alessandro Donati, whose mapping of doping trade has led many governments to a stronger police effort against doping trade, suggests a completely different approach.

"I do not believe much in the fight against trafficking, but much more in prevention among children. Also we must offer children up to 13-14 years a whole new kind of sports organisation. The one we have now, is made for adults."

# Increase transparency in doping

The credibility of the anti-doping system is at stake as long as it lies open to corruption, an Australian anti-doping expert says



by Michael Herborn

Can we trust the labs to deliver results backed up by science and science alone? asks doping researcher Michael Ashenden. Photo: Stockxpert

For all the technological progress made in doping testing, the bedrock of the anti-doping system is the integrity of doping testers, the laboratories they work for, and the national anti-doping agencies running the system, says Australian anti-doping researcher Michael Ashenden. Worryingly though, he believes the current set-up lies open to corruption and greater attention must be paid to the chain of custody in the collection and analysis of doping samples.

Ashenden, of the Science and Industry Against Blood Doping Research Consortium (SIAB), is a key player in the anti-doping world. Aside from his work with SIAB, he sits on the World Anti-Doping Authority's (WADA) Athlete's Passport expert committee and the International Cycling Federation's (UCI) Blood Passport Committee.

His experience has been that the testers are always playing catch-up with the dopers, with new ways of doping emerging as soon as tests come out to check for existing methods. He is also convinced that rogue doctors are currently developing methods for gene doping, if it has not already taken place.

However, in his speech to Play the Game 2009 delegates, he chose to focus his attention on problems on the administrative rather than scientific side of doping testing.

## Can we believe in testing results?

We trust the labs to deliver results backed up by science and science alone, but what is our faith based upon, asks Ashenden? Can we really be sure that testers, or even the athletes being tested, are who they say they are? How easy would it be to switch an athlete's sample for a clean one? Are the laboratories looking after samples taking adequate step to ensure the security of samples?

Ashenden has heard enough to be unsure the sys-

tem is sufficiently secure. He gave an example from Eastern Europe, where a tester was approached by several menacing individuals who surrounded him, producing both cash and a 'clean' urine sample for the tester to take to the labs. The tester was forced into a compromising position through fear and intimidation, effectively blackmailed into corrupting the system. The nature of the doping testing system allows for this to happen, risking the integrity of the doping system at large.

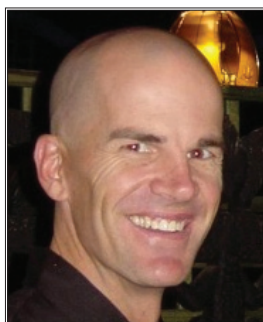
Despite these warnings, Ashenden is convinced that at the highest level, the WADA administration is free from corruption, describing the organisation as "above integrity". His fears are that the same cannot be said of some national anti-doping agencies and sports federations, for reasons of lack of funding, unprofessional practices or foul play

## Transparency and credibility

If we want to bring greater transparency and credibility to the system, independence is key, argues Ashenden. He cited the example of the UCI, which accepted a contribution from cyclist Lance Armstrong at his peak as a rider, for assisting with the funding of the federation's anti-doping programme. While stopping short of accusing the UCI and Armstrong of corruption, he felt that the arrangement had the potential to impair the impartiality of the system. If the star rider is the

person who is making substantial contributions to the federation's doping programme and at the same time is bringing in spectators, participants and revenue to the sport, what happens if the star is found guilty of doping?

The same could be said of national sports federations and National Olympic Committees overseeing anti-doping bodies in their home countries, says Ashenden. If the anti-doping system is to live up to its goals, greater transparency and independence will be an important next step.



Michael Ashenden,  
Australian anti-doping expert



Athletes have a complex life, and it does not fit with using cocaine for personal reasons, Alessandro Donati said.

by Jens Sejer Andersen

# The cocaine connection in sport

It is a mistake to distinguish between doping and cocaine as a social drug according to the Italian doping expert Alessandro Donati

**“Every time an athlete is taken for use of cocaine, sports organisations immediately say it has to do with his personal life. This is a big mistake. Cocaine and doping are both performance drugs, and there is a strong connection between them.”**

The Italian Alessandro Donati, who won the Play the Game Award 2007 for his anti-doping fight for 25 years, drew upon his experience as an athletics trainer, a consultant for the Italian courts and a recent in-depth investigation into the world cocaine production, as he outlined why sport has a special relation to cocaine.

“I know well the mental balance of an athlete. Athletes have a very complex life, and it cannot be combined with using cocaine for personal reasons. Cocaine serves as compensation when you use other drugs,” Donati said.

According to Donati, elite athletes can use cocaine to compensate for a slump in mood or aggressiveness related to use of steroids and testosterone.

On his slides, he showed a number of cases of elite

athletes and officials who had been caught in illegal cocaine trade, but he stressed that the problem was widespread

“You must think not only of top athletes, but also common practitioners in the gyms who use steroids. The trafficking of both kinds of substances are in same hands.”

## Ridiculous figures

In recent years, Alessandro Donati has expanded his attention from trafficking of sports drugs only to the trafficking of cocaine and other drugs.

He called the United Nations’ official figures for cocaine production “ridiculous” and showed how the Colombian military in one month could document production of 599 tons of cocaine, whereas the U.N. estimates that the total global production is 600 tons – per year.

“There is a little difference”, Donati said ironically. He called for a much stronger effort to define the global offer that is in the hands of organized crime.

“It should be recognized that WADA did understand the relationship between supply and demand of doping substances. Other international institutions, far more important than WADA and with much more public funds (United Nations, World Health Organization, Interpol and others) must share the liabilities that can sometimes become complicity.”

## BRIBING THE OFFICIALS - getting around the tests

### CASE

by Michael Herborn

**Just weeks after Michael Ashenden spoke at Play the Game 2009, the reality of his fears were demonstrated at the highest level of sport. It emerged that the manager of Austrian ex-cyclist Bernhard Kohl had bribed officials at doping laboratories in Central Europe to help the cyclist beat doping controls.**

Stefan Matschiner, Kohl’s manager, paid staff at laboratories to examine doping samples in order to establish thresholds for doping tests. By working out what these thresholds were, Matschiner was able to control the levels of doping substances – allegedly testosterone and EPO in this instance – in his client’s bloodstream and make sure Kohl’s test samples did not exceed those levels.

This method of cheating, known as micro-doping, allows athletes to fly beneath the radar of current doping testing procedures. It meant that Matschiner knew how much of a doping substance

he could administer to Kohl in the evening before the race, for it to be undetectable the next day.

Kohl was eventually caught out by testers, however. In October 2008, he tested positive for CERA, a variant of EPO, which he allegedly used during the Tour de France. He later admitted to drug use, and received a two-year ban from the sport. Kohl subsequently retired from cycling in May 2009, claiming that in cycling, “it is impossible to win without doping”.

Matschiner was arrested in Austria in March 2009, and charged with the sale of doping substances. He has also been implicated in the doping of other top Austrian athletes and faces further investigation from the national anti-doping agency.

And the cost of bribing laboratory workers, undermining the credibility of the whole anti-doping system? Just 150 to 500 euros a sample.



# The price of a medal is rising

by Ida Relsted Kærup

**“Nations invest more in elite sport yet in return they don’t get increasing performances. This raises questions for policy-makers: Maybe its not just all about money, or maybe competition has increased so considerably that policy-makers should ask questions?”**

Along with a group of fellow scientists, Veerle De Bosscher from Vrije University in Bruxelles has compared elite sports policies in different countries.

Presenting a comparison of five of them, De Bosscher concluded that in the four year period 1999-2003, they all increased their investment in sport, both in general and in elite sports particularly.

Still, almost every nation in the study experienced a performance decrease from 2000 to 2004, when comparing the national performance in the Olympics Games in Athens and Sydney.

The same tendency is seen when adding the newest figures from 2008 (the Beijing Olympic Games). Except for the two future host nations, Canada and the UK, performance has decreased despite an increase in expenditures.

“Spending more in elite sport will not give the same return in terms of performances,” De Bosscher concludes.

The study is called SPLISS which stands for Sports Policy factors Leading to International Sporting Success. It identifies nine so-called pillars for sporting success: Financial support, sport policies, sport participation, talent identification & development, athletic career support, training facilities, coaching, international competition, and scientific research.

De Bosscher underlines the paradox that since nations copy each others’ sporting and training system, this factor cannot help distinguish one nation



**Nations invest more in elite sport, but get less return on investment**

Veerle De Bosscher

from another.

“Increasing global competition is encouraging nations to adopt a more strategic elite sports policy. They do so in order to differentiate themselves from other nations. However, the net result is a near uniform model of elite sports development

with subtle local variations. With increasing costs but diminishing returns on investments.” Her advice is that nations make a difference by spreading their investment in a blend of pillars.

According to the study, the best performing nations in Athens (2000) scored high on financial support for elite sport, athletic and post athletic career, training facilities, and coach development

The less developed areas in general were talent identification and development, coaches provisions (living circumstances), and scientific research or sport science support. Therefore, investing in these areas may give a competitive advantage, De Bosscher concludes.

## The sports is history

by Ida Relsted Kærup

**It is a myth that participation sport and elite sport share the same interests. This was revealed at a session about European sports policy**

“The sports pyramid model with all its untested convention and lack of transparency is not a valid picture of the current situation in the European sports sector.”

In these words the President of the International Sport and Culture Association (ISCA), Mogens Kirkeby, set out to deconstruct the pyramid which for some decades has been used as a model for illustrating the European sports sector.

### Deconstructing the pyramid logic

As a representative of a grass roots organization, Kirkeby reveals his motive to be based on the opinion that the grass root sector does not benefit from using a pyramid model as a platform for political decisions about sports financing.

On the contrary, Kirkeby stated: “The pyramid model serves as an illusion that will prolong the ambiguity between political overall messages, priorities and the political decisions.”

“On the other hand, we cannot predict that decision-makers will act more in favor of a balanced support structure between grass root and top sport if decisions were made on evidence, based more on a model illustrating reality and not an illusion. But I believe that it is worth the risk because in many coun-

The strongest voice in the local debate is organised sport, but even the local sports association does not always meet the needs of an increasingly more active population



Photo: Jens Astrup, DGI Landsstævne 2009

# pyramid

tries we do not have much to lose.”

The arguments made by supporters of the pyramid structure have three main claims based on the following ideas: “Financial solidarity”, “grass-roots sport creates top sport and top sport creates grass-roots roots sport”, and “It is the same game!”

The three arguments are based on the assumption that there is such a thing a “one family of sport” and that grass roots sport and elite sport can share through a strong solidarity, a claim which Kirkeby finds to be a myth.

“To reach the highest level of excellence it is assumed that having a huge base and structures for this base automatically produce top performers. But when the goal is to create top performers, the traditional structure with the huge base is not relevant. It is too costly and it is also very rarely needed.”

As an example of how grass roots sport and elite sport are not connected, Kirkeby stresses that the top ten female tennis players have been identified as talents and have been paid special attention to: They are not part of developed sport for all. The key, says Kirkeby, is early identification and specialization.

“It is assumed that high performance sport is serving as a vehicle for mass sport. The more top performers, the more participants at grass root level. But evidence of such marketing effects are very difficult to justify.”

Kirkeby stresses that grass roots sport is not top sport at a lower performance level. The mindsets and the preferences of the types of participants are very different, says Kirkeby referring to the fact that top performers need arenas and references to other performers. As a contrast, grass roots participants are both producing and consuming their own sport which makes

them so-called “pro-sumers” in the words of Kirkeby.

Kirkeby establishes the goal as providing “settings that fulfill the needs of the performer and the “prosumer”, that is, both a platform for the best athletes and a platform for the active citizens.”

## Tendencies in sport for all

Continuing the discussion of sport for all, Director of Danish Institute for Sport Studies, Henrik H. Brandt high-lighted two tendencies from Danish a sports participation study from 2007: First of all,

recreational sports have more participants than national sports. And secondly, sport has become more than a movement for children and youth. A similar growth is not seen in competitive sport, nor is it seen in sport clubs.

Children and adults use different arenas, and teenagers tend to turn their back on sport. When focus is on talent development, the 75 percent of the teenagers who just want to have fun or network are lost, explains Brandt.

According to Brandt, there is a tendency for public authorities to invest in what they already have. He asks: “Who

is talking for the joggers or the cyclists or the skaters when it comes to provision of facilities. The women who want to do yoga, pilates or gymnastics that they cannot do in a dirty sports hall. Or the elderly who have taken up sport and would like a time slot too. Who is talking for them? The strongest voice in the local debate is of course organized sport.”

“I have nothing against entertainment sport or the Olympics, it is just that it has not a lot to do with participation sport. So if your government wants to promote participation in sport, they shouldn’t use participation in sport as an excuse for the next big Olympic stadium for five million pounds, or the next talent development program. If they really want to promote participation in sport what they should do is to promote participation in sport and aim the resources at that,” says Brandt.



Mogens Kirkeby, ISCA



# PARKOUR

an escape route for the youth



Photo: Andy Day/www.keil.com



## Where parents see the risks, young people are attracted by exploring the boundaries of their bodies in a new international movement trend

by Michael Herborn

**Parkour, or l'art du déplacement, is an increasingly visible activity in inner-city areas across the United Kingdom and beyond. Groups of youngsters jumping from buildings to buildings, down flights of stairs and running up walls is now a common sight. Dan Edwardes of Parkour Generations believes that it offers an escape route for youths, who often feel that traditional sport and sports culture does not represent their needs.**

### The art of flight

In fact, practitioners, also known as traceurs, tend not to even regard Parkour as a sport, preferring the term discipline instead; an appropriate choice of words given the control and precision they exhibit. But just as Parkour is not a sport, it is also not performance. Traceurs compete against themselves, striving for self-improvement and pushing their own physical limits further in a controlled and restrained manner.

In approach to discipline and mindset Parkour shares some similarities with martial arts. It differs though in that while martial arts develop fighting skills, parkour looks at the art of flight. Traceurs practice overcoming obstacles in ways which maximise the energy generated by their bodies whilst moving. The result is a fast yet graceful traverse of distances and obstacles that would seem impossible for most.

### “Being strong to be useful”

Despite the risks involved with Parkour, it is not an activity for adrenaline junkies, believes Edwardes. Parkour is something for people who want to explore the boundaries of what the human body is capable of achieving without the assistance of artificial enhancements.

The ideology of Parkour owes much to the theories of early twentieth century French physical exercise instructor Georges Hébert, whose motto “etre fort pour etre utile”, “being strong to be useful”, is key to

the nature of Parkour. Strength, speed and agility are nothing without a purpose, and traceurs train so that they can be useful members of society, says Edwardes.

He believes that the nature of Parkour promotes valuable social skills and ambitions, such as discipline, control, friendship and self-mastery to name a few, that have benefits for society in general.

### A discipline for the individual

Edwardes has had first-hand experience of the effect of Parkour on young people. In a project he worked on with Westminster City Council in London, crime rates dropped 69% as a result of the project, lending weight to the assertion of practitioners that Parkour promotes ethics and respect for one's environment.

From his experience, Edwardes believes Parkour appeals to youths because of the independence and creativity it offers. Once basic skills are learnt, individuals develop their talent individually, free from the rules culture of organised sport. No expensive equipment is needed to take part, and anywhere can become an arena.

A constant question he fields though is with regard to danger. He freely admits that there are risks involved and injuries occur, in exactly the same way as with any other athletic or physical activity. However, this should not discourage parents and authorities from supporting Parkour, and that the discipline offers a solution to other key problems faced by society.

“We are concentrating on the wrong risks,” says Edwardes. “We should look at obesity, diabetes, other health problems rather than keeping with the ‘no ball games’ culture.” For Edwardes, Parkour is not the encouragement of risky behaviour, it is the reintroduction of risk in a managed way.

Learn more about Parkour at:

<http://www.parkourgenerations.com/>

## FACTS: SPORT AFTER SCHOOL

According to the magazine, “Udspil” from the Danish Gymnastics and Sports Associations (DGI), the age group which is most difficult to get to participate in sports activities is the 12-18 year olds.

Yet, a Belgian project has activated more than 10,000 young people in Belgium's ten largest cities. Sport after School (Sport Na School) is a new concept where youngsters get the chance to buy a sports pass which gives them free access to all kinds of sports after school, a concept that has proven very successful in many cities in Belgium. The key to success has been that it is easy, inexpensive and with a varied offer of sports. In a questionnaire, 58 percent of the teenagers answered that they joined the programme because they get to try out different types of sport.

Read more about the Belgian project at: [www.sportnaschool.be](http://www.sportnaschool.be)

# Death and overproduction: the fate of Thoroughbreds?

Premature deaths, overproduction and lack of transparency taint the racehorse industry in the UK, reveal three experts

by Ida Relsted Kærup

**Through exclusive research into the facts and figures of the Thoroughbred industry, the experts prove how horses are used and abused in sport.**

With a population of 58 million horses worldwide, and over 1 million horses in the UK alone, the equine industry, including horse racing, is estimated to be the second most profitable sport in Britain, surpassed only by football.

Like other sports, Thoroughbred horse racing has been hit by the global financial downturn. For Thoroughbreds, a particular breed of horse known for its speed, the crisis has resulted in an increase in horse production and a drop in the number of Thoroughbreds sold.

## Horses get dumped

"In sport, we are used to tennis rackets breaking and replacing the old ones with new ones, without any sense of remorse. But what happens to a horse, when it breaks?" asks Dr. Terri Byers, (CIBS) Centre for the International Business of Sport and Principal Lecturer at Coventry University.

According to Terri Byers, the main problems surrounding the use and abuse of horses for sport are overproduction and indiscriminate breeding. A large number of Thoroughbred horses are produced each year, even though only a few of these will make it to the racecourse. The surplus horses are sold for meat, not

used or re-homed.

"We simply lack information on what happens to the Thoroughbreds after their careers end," says Terri Byers. "Unlike the broken tennis racket, we expect a horse to have a post career life, yet many horses are terminated when injured or unable to compete."

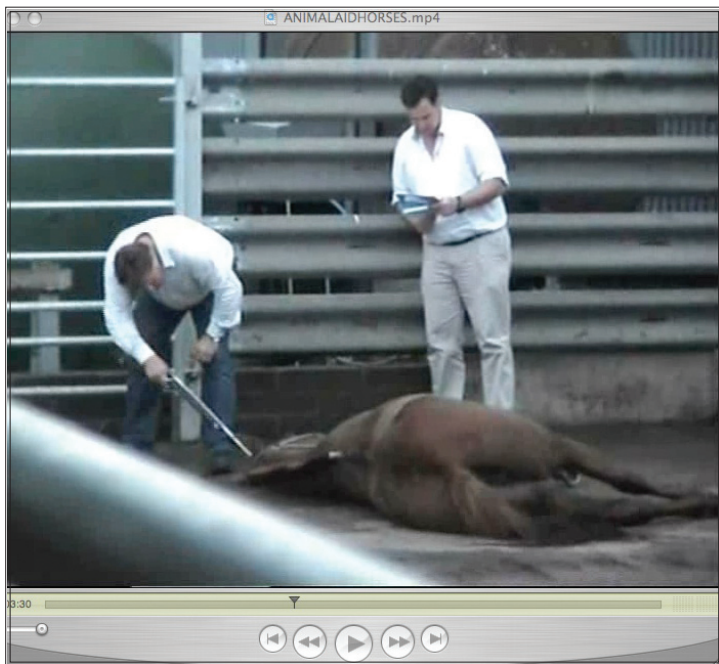
## Few horses enter training

Andrew Byers, Senior Lecturer at the School of Animal Rural and Environmental Science at Nottingham Trent University, agrees that the main problem is the surplus horses generated by the Thoroughbred industry.

According to Andrew Byers's research, 83,517 horses were needed for Thoroughbred racing in Britain in 2008. In 2006, these horses generated GBP 2.86 billion for the British economy overall with the direct economic impact of British racing being GBP 870 million.

Andrew Byers estimates that the 148 horses which get re-homed annually by the four charities which are officially funded by the UK Thoroughbred Industry, represent only 4 percent of the number of horses who have not continued into racing. The question is what happens to the rest of them?

Looking into the stallion fees, which represent the fee a stud can charge for their stallions to cover a mare, Andrew Byers finds that more than half have decreased their stallion fee recently, serving to encourage production



Video footage from a British horse slaughterhouse where a race horse is shot.  
Photo © Animal Aid / Dene Stansall

## Premature deaths

The outlook is not necessarily good for the horses that make it on to the track either says Dene Stansall, Horse Racing Consultant for Animal Aid UK, who supports the need for public awareness of the conditions of horses used for sport.

"One in 35 race horses that start the season racing will die prematurely by the end of it," says Stansall. "Last year alone, more than 180 horses died during races."

According to Stansall, the horse racing industry is dominated by "corporate and commercial empires with a vested interest in maintaining the status quo." These stakeholders include bookmakers, racecourses, breeders, owners and sponsors.

Read the full story at:

<http://www.playthegame.org/news/detailed/death-and-overproduction-the-fate-of-thoroughbreds-4446.html>

*"Play the Game in Coventry was a very good event and I would have liked to stay longer."*

Lars Backe Madsen, Journalist, Dagens Næringsliv, Norway





## Kosovo sport stake holders urge

# “Let our players compete internationally”

*Despite international recognition of Kosovo's independence, the country is still not allowed to participate in international sport. Photo (c) flickr user Radio Nederland Wereldomroep, used under a Creative Commons 2.0 licence*

by Steve Menary

**The continued embargo on Kosovo playing international sport is seriously damaging sport in the former Yugoslav republic, a trio of Kosovans told at Play the Game 2009.**

Kosovo declared independence from Serbia on February 8 2008 but has not secured membership of the United Nations, leaving most Kosovan sports teams in international limbo.

“Help us, every minute lost is a minute lost to society” said Agim Islami, President of the Tennis Federation of Kosovo, who recalled a Kosovan athlete telling him: “If you become champion of sport in Kosovo, you stop there, there is nowhere to go.”

The European Handball Federation allows Kosovan clubs to play internationally but not the national team, which remains on the sidelines, and some Kosovan sports federations have abandoned hope of playing internationally.

Kosovo has eight tennis clubs but as Agim Islami said: “Our aim is not international competition but popularisation with the kids.”

### Severe Serbian interference

So far, 60 countries have recognised Kosovo's independence as have seven out of eight members of the G8 grouping of the world's biggest economic nations but continued opposition from Serbia's ally Russia is preventing UN membership.

Mr Islami told how Serbian interference is also damaging fragile attempts to unite Kosovo's population, 92% of which are ethnic Albanian with minorities such as Kosovan Serbs and Turks.

He added: “A Kosovan Serb basketball club played in the Kosovo league until Belgrade banned them from playing and now they must play in the Serb league. We

are desperately calling on all minorities to come and play but they get signals from Belgrade not to participate in sport [in Kosovo].”

### Membership of the IOC

The Kosovan government wants membership of the International Olympic Committee (IOC) to enable its athletes to compete in the next Games in London in 2012 said Arberore Riza, a media advisor from the country's Ministry of Sport, who added that all documentation for membership is completed.

Driton Latifi, sports news editor at Kosovan newspaper Daily Lajm, said that Kosovo's continued exclusion from the IOC is political. He pointed to the 2000 Olympics as evidence. He said: “Five athletes from East Timor competed but they were still not a state but Kosovo could not compete in Beijing [at the 2008 Olympics.]”

Around half of the 2.3 million population is aged under 25 but Kosovo's isolation from world sporting bodies such as the IOC has left the country's government with just 1.7 million euros to spread around its sporting bodies.

### Poor infrastructure

Kosovo has eight athletics clubs but their 330 members have no infrastructure to compete on said Mr Islami. Only two stadia in the capital Prishtina and Mitrovica meet international football requirements but the Kosovan football federation is shunned by UEFA and FIFA.

Agim Islami added: “We had several offers to play games but FIFA does not allow us to play and every team that will play us will be punished.” Three years after returning from the United States to coach the land of his birth, Kosovo's football manager, Edmond Rugova, recently stood down in frustration at the lack of games for this team.

*“...a thoroughly enjoyable and extremely well put together conference, and it was a pleasure to talk and to meet so many interesting participants.”*

Dan Edwardes, Parkour Generations UK

# Oscar Pistorius – changing our perception of disabled sport

by Marcus Hoy

**Should the “Bladerunner”, Oscar Pistorius, have been allowed to compete at the Beijing Olympics? Mike McNamee, Professor of Philosophy at Swansea University, thinks not. Speaking at the final full day of the Play the Game conference, McNamee was one of a panel of top experts gathered to discuss the changing nature of disabled sport.**

Despite, or perhaps because of, his hi-tech prosthetic feet, the “Bladerunner” is ranked among South Africa’s top athletes. When the international athletics body, the IAAF changed its rules to outlaw his Olympic participation, Pistorius’s high-profile attempts to overturn the ban became world news. Future developments, the reversal of the ban, and Pistorius’s ultimate failure to make the national team, were followed keenly across the world.

## Trans Humanism

Although athletes with disabilities have previously competed in the Olympics and other top sporting events, McNamee said, the sight of Pistorius’ hi-tech “blades” has had a much greater effect on the debate than deaf swimmers and wheelchair archers. The advent of “trans humanism”, the use of technology to improve human achievement, raises interesting questions about how we define “disability”, McNamee said. Today, the word does not always imply a performance deficit.

Do the carbon fibre artificial limbs employed by Pistorius alter the nature of the obstacles put in front of him, McNamee asked? And can his action still be defined as “running”? How would we treat, say, a hard-punching boxer with fingers implanted with Kevlar, an extremely strong material used in bulletproof jackets? Pistorius’ participation, McNamee concluded, would have far-reaching implications for the future of the Olympic movement.

## What is an “able body?”

Ted Fay, Senior Research Fellow at the State University of New York, pointed out that athletic apartheid still exists on many levels. In addition to disability, he said, race, gender, class and sexual orientation are all factors that can entail restrictions from the game. Pistorius attracted attention not just for his novel artificial limbs, Fay pointed out, but for his desire to “move from one club to another”

What, Fay asked, defines an “able body”? Bodies can be altered in many ways. New organs can be transplanted, drugs can change the metabolism, and skin grafts can alter the appearance. The definition of “nor-

mal” is not as straightforward as many assume, he said.

Professor Gert-Peter Brüggemann of Germany’s Deutsche Sporthochschule has carried out a thorough scientific analysis of Pistorius’s artificial limbs. As a re-



*Mike McNamee  
Trans Humanism  
raises interesting  
questions about  
disability*



*Gert-Peter  
Brüggemann  
Pistorius has greater  
advantage because  
of the blades*



*Martin Mansell  
Gains are being  
made in the fight to  
achieve parity*



*Ted Fay  
Athletic apartheid  
still exists on many  
levels - What is an  
able body?*

sult, he said, he is in no doubt that they afford certain physical advantages. Pistorius practices a “different kind of locomotion” to regular sprinters, he said. The blades weigh less than normal feet and give a greater energy return. Less muscular work is required at the knee and hip joints, and aerobic capacity is improved.

## Revenues and prestige

Ricky Balshaw, a Paralympics silver medallist with Britain’s equestrian team, asked what the difference was between his silver medal and a regular Olympic silver. A couple of hundred thousand pounds in revenue, he suggested, and a large amount of prestige. Although Paralympic athletes are not looked down on, he said, both sponsors and the general public often ignore their achievements

Balshaw admitted that he would also like to represent Britain as an able bodied rider, not so much for the public recognition, but to be able to compete against the best able-bodied riders in his field.

Martin Mansell, a key disability adviser to Britain’s Sport and Leisure Industry, also spoke of the continued disparity between disabled sport and able bodied sport. The Olympic Games, he said, is touted as the world’s biggest sports festival. It begins with the opening ceremony of the able-bodied games and ends with the closing ceremony of the Paralympics. However, if the Paralympics is supposed to enjoy equal status, he asked, why do athletes like Pistorius and Balshaw aspire to take part in the regular games?

However, he added, gains are being made in the fight to achieve parity. Britain’s Paralympics and Olympics cycling teams lived in the same accommodation and trained together in Beijing he pointed out, which could prove a positive model for the future.

Mansell also examined the differences between the social and medical concepts of disability. “People should be judged by their abilities, not their disabilities” he concluded.

Further information is available at: [www.abilityvsability.co.uk](http://www.abilityvsability.co.uk)





Should  
**Oscar Pistorius**  
has been allowed  
to compete at the  
Beijing Olympics?



## INTERVIEW

## 2018: England

# “The only people with the power to sort out the corruption at FIFA are the Swiss cops.”

## IN THE IRON GRIP OF

by Ida Relsted Kærup

The closing speech at *Play the Game 2009* in Coventry was given by award-winning investigative reporter, writer and documentary filmmaker, Andrew Jennings, who is best known for his work concerning corruption in sports organisations and the politics of international sports, particularly within FIFA and the International Olympic Committee.

Jennings is the author of several books, among them *“Foul! The Secret World of FIFA” (2006)* and *“The Lords of the Rings” (1992)* about corruption within the Olympic movement.

*At Play the Game 2009 you called FIFA’s ruling Executive Committee “members of the World Domination League”. What do you mean by that?*

“It’s a bit of an old English joke, “world domination league”. I suppose it’s indicating huge power; power that can’t be challenged. FIFA is not subject to any scrutiny, financially or in any other way. Sports supporters tend to only cover the football. And so you have this hugely powerful group, or one of the spearheads of globalisation, and there’s no scrutiny at all. They are immensely powerful. They get away with it. Whatever we report about them, whatever documents we find, we still find that they are untouchable.”

*And you say that they get away with it: Could you give me some examples of what it is that they get away with?*

“Well, corruption, vote rigging, I mean, all of these things that I’ve gone into over the years and documented very carefully: Vote rigging for congresses, is a very important issue I think, the very opaque FIFA finances. Just think, we still are not able to get from Blatter or FIFA what he earns, what his deals are.

“This is all secret; we are not allowed to know, and this is not acceptable when you can find out the salary of almost any politician in the world, it’s not good enough that FIFA will not reveal this information.”

“And also, we have the bribery case which [German investigative journalist] Jens Weinreich and I have been covering extensively for the last few years including going to the trials in Zug last year, where a number of FIFA people were exposed for taking bribes. We published it. Nothing happened.”

*At your speech at Play the Game 2009 you in particular pointed at FIFA’s Vice President Jack Warner. Would you give me a couple of examples of why you point to him?*

“He’s been involved in ballot rigging at two congresses, 1996 and 1998. I published this with the docu-

ments. The latest thing I’ve put on my website is (...) Warner ranting on about me being a white foreigner, a white Englishman. Nobody would do anything about it. So racism is banned by FIFA, but not if you are Vice President.”

*In the ideal world, in the world where you could change FIFA to become the type of federation you think it ought to be, if you could mention just a couple of points they really need to change...*

“They should have for instance a register of interests, like any member of parliament: where you get your money from, what your business connections are, directorships. I can find out anything about a British MP, I can probably do the same with Danish, and most other countries, certainly America where elected people have



to declare their interests and that would be one thing about FIFA, because we find out who is doing private business deals with FIFA.

“What they need is an independent body to look at them and to look at their structure, their elections, their money. In fact, they don’t audit world cup ticket distribution because that’s all part of the lubrication of FIFA. The fact is that they don’t audit the quarter of a million



# JACK WARNER

## Misuse of mega events

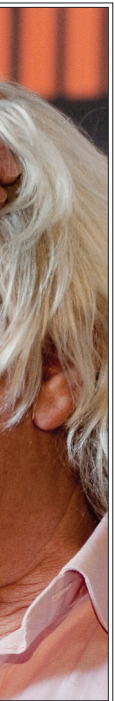
by Henrik H. Brandt and Søren Bang,  
Danish Institute for Sports Studies (IDAN)

annual grants to national associations so it's there to be stolen by people who will support Blatter."

Your speech at Play the Game 2009 was titled "England in the iron grip of Jack Warner". Why is that?

"Well, that's a title I was given: The iron grip of Jack Warner. And I was quite happy with that, because on the one hand we are told that England founded the game, indeed the British home nations helped set the rules of football so they matter, they are important. And yet they've got nothing to say, any of the English national associations, about the corruption of FIFA. And that's because they are bidding for the 2018 World Cup. Partly that, so they don't want to upset Warner or Blatter or any of the rest of the 23-24 voters."

"And it's embarrassing that the English will not speak up. We don't need FIFA's money and if you give in to corruption, let them get away with it, then it's a bad world. Danes are just as bad. You can speak up; you don't need FIFA's money. But I pick on the English because it happens to be that England is bidding at the moment."



Why is it that nobody speaks up?

"It's a good life, isn't it? They don't want to get involved. Outside football, most of us have concerns about corruption and impropriety. It's a taboo subject. Just as in the IOC it is a taboo subject to ever mention Samaranch's political background – nobody ever uses that 'f' word."

"It's the same in FIFA: We will be welcoming Blatter and these people to Britain regularly and we never say a word to them, and it's disgraceful that we can't speak the moral truths."

How do you see the development in the near future?

"I hope that the criminal investigations in Switzerland into allegations of fraud at FIFA are successful: because no other body seems capable of taking on FIFA apart from the criminal investigators from the Canton of Zug, who are continuing to investigate allegations about bribes that FIFA officials were paid."

Now, that's our only hope, if leading members of FIFA are criminally indicted, then the sponsors will force change and then perhaps the little mice in England and Denmark and elsewhere will squeak. But it's a pretty sad situation that the only people with the power to sort out the corruption at FIFA are the Swiss cops. Everybody else turns away and pretends it doesn't exist."

Watch live streaming of Andrew Jennings at:  
<http://www.playthegame.org/conferences/play-the-game-2009/on-demand-streaming/closing-session-and-play-the-game-2009-award.html>

**The biggest mega events with their indisputable fascination and ability to mobilize the masses are tending towards a scandalous patterns. Traditionally, this type of event is known for large budget excesses, however now the extra expenditure concerned has risen to unfathomable amounts. The Vancouver Winter Olympics, The London Summer Olympics, the football World Cup in soccer in South Africa and the European Championship in football in Ukraine and Poland are all next in line of mega events out of financial control.**

The pattern is simple: At first, with a mixture of euphoria and naivety, those who advocate in favour of participating in the bidding process of the mega events encourage the idea that the mega event will effectively trigger the resurrection of the nation. Next, the budget explodes. While tax payers are left with the bill after the financially sidetracked attempt at saving national prestige, enterprising kingpins can often enrich themselves personally through construction contracts and consultancy fees.

The vast waste of money is further aggravated by the fact that hope of encouraging participation in sport, an idea which is often used to legitimise investments in large mega events, only rarely appear to be genuine. As an example, in England sports for all officially had to surrender 547 million pounds in funds from National lottery support in order to contribute to financing the 2012 London Olympic Games. Despite of this, Brigid Simmons, Chairwoman of the Central Council of Physical Recreation (CCPR), the alliance of governing and representative bodies of sport and recreation in the UK, told delegates in Coventry how she expected that the Olympic Games would function as a backdrop for a national strategy to promote sports for all.

In 2007, CCPR said exactly the same at the Play the Game conference in Reykjavik, yet not much has happened since. The strategy for usage of the Olympic arenas after the event and promotion of participation in sport throughout the country has still not been settled. But then again, who is interested in sports for all, when national pride is at stake? The answer, sadly, is that all too few people are interested.

Consequently, organisations like Play the Game are necessary if international sport is to be prevented from changing from being a positive symbol with strong universal values to becoming a mere reflection of the dark sides of global society. Unfortunately, powerful tendencies already point in that direction as expressed by the former three times Tour de France winner Greg LeMond: "Today it is almost embarrassing to be a former Tour de France winner."

# No clear victory as China set out to improve image through Beijing 2008 Olympics

by Ida Relsted Kærup

**From a Chinese perspective the Beijing 2008 Olympics set out to improve China's international image. This goal was only partly achieved, experts agree.**

Professor Hai Ren, the Director of Olympic Studies at University of Beijing, told Play the Game that "the Beijing 2008 Olympics has not changed China's image too much, at least from the perspective of dominant western media."

"But the games have made both China and the world rethink the importance of each other," he added.

## China and the world

In the eyes of Hai Ren, the 2008 Beijing Olympics was a historical opportunity for the country to showcase the many years of rapid Chinese development to the world. The ambition was to bridge the gap between China and the world, Hai Ren reported.

"In a sense, it [the 2008 Beijing Olympics] was a large scale of mass communication. The 2008 Beijing Olympics was not seen as a message, but as a media."

Aidan White, General Secretary of the International

Federation of Journalists (IFJ) disagreed to some extent. While agreeing that the Games were successful, he added that they restored some of the negative effects of the international protests during the Olympic torch relay which damaged China's image.

Referring to a joint project between the IFJ and Play the Game during the Olympics, White concluded that progress had been made, especially in improved working conditions for foreign media, despite of clear violations of human rights including freedom of expression.

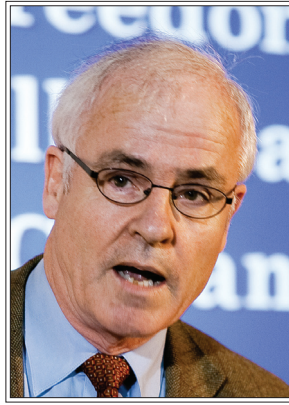
## No evidence of change

As an indicator of progress, he said, the IFJ has held meetings with the All China Journalists Association.

Lecturer Xiong Huan, on the other hand, concluded in terms of Chinese sports policies, that "it doesn't seem they will change."

"There is not enough evidence that the Chinese politics of sports will change," said Xiong Huan of the Irish Institute for Chinese Studies at the University of Cork.

Referring to Prime Minister Wen Jiabao's 2003 comments on the opportunity given to China, Hai Ren said: "If we don't grasp it, it will slip away."



Although it is still early to assess the impact of the Beijing Olympics, three experts gave it a stimulating try. Follow Xiong Huan, Aidan White and Hai Ren on video at: [www.playthegame.org/2009-on-demand-streaming.html](http://www.playthegame.org/2009-on-demand-streaming.html)

## FACTS

Play the Game for Open Journalism was a joint initiative of both Play the Game and the International Federation of Journalists for the Olympics in Beijing, 2008. The goals of Play the Game for Open Journalism were:

- \* To raise the quality of media coverage and public debate on the 2008 Olympic Summer Games in Beijing and its legacy
- \* To lay a basis for a strengthened direct dialogue between Chinese and non-Chinese organisations, individuals and stakeholders in relation to media issues
- \* To inspire to further progress in the development of freedom of expression in the People's Republic of China through open, fact-based and respectful debate and dialogue
- \* To improve the quality of media coverage surrounding sports mega-events and their legacies

Visit the website at: [www.openjournalism.playthegame.org](http://www.openjournalism.playthegame.org)





# Delegates approve Coventry Declaration to protect civil rights

In a swift move, the delegates at Play the Game expressed support to critics of the Vancouver Winter Olympics, who had been harassed by Canadian authorities. Vancouver City Council responded positively.

**The audience at Play the Game was taken by surprise in the last session of Play the Game when the Canadian professor Chris Shaw revealed that he had experienced trouble entering Britain on his way to speak in Coventry. Upon his arrival Chris Shaw was held back by British authorities and questioned for an hour about the purpose of his visit.**

Chris Shaw, who works as a professor of ophthalmology at the University of British Columbia, has written the book "Five Ring Circus: Myths and Realities of the Olympic Games" in which he questions the value of hosting Olympic events such as the upcoming 2010 Winter Olympics in Vancouver in Canada.

In the subsequent debate, his compatriot and investigative reporter Laura Robinson added that in the first week of June, Chris Shaw had been confronted by two police officers in Vancouver who questioned him about his book, presumably because they found parts in it that they did not like. Chris Shaw confirmed this incident.

This led Laura Robinson to suggest that a declaration in favour of the legal right of Chris Shaw and anybody else to speak freely about the Vancouver Olympics. This declaration (see box) found its way from the Coventry Cathedral to the Vancouver City Council where it was up for endorsement on 7 July 2009. The Coventry Declaration itself was not endorsed, but as a direct result of it, Vancouver city council passed a motion committing the city to ensuring the right of all Canadians to freedom of expression and security of the person in the lead up to the Olympic and Paralympic Games in 2010.

The city also agreed to write to senior levels of government, VANOC and the Vancouver Integrated Security Unit (ISU) "requesting them to publicly reaffirm their commitment," to these rights.

The motion to endorse the declaration, put forward by councillor Ellen Woodsworth, managed to raise a discussion on how the civil rights are being upheld in the running up to the Winter Games in 2010 - a discussion that will most likely continue for quite a while.

link: <http://www.playthegame.org/news/detailed/human-rights-are-no-game-4468.html>

## the Coventry Declaration

The expression of ideas through the written or spoken word is fundamental to democracy and the rights of all individuals and groups. The right to express one's self through words is a pillar of a civil and democratic society.

During the first week of June 2009, author Chris Shaw was confronted by two police officers in the city of Vancouver where the 2010 Winter Olympics will be held. The police told him they wanted to talk to him about his book, "Five Ring Circus", a critical analysis of the Vancouver Games. They persisted to question him over a period of time.

During the first week of June, twenty individuals who had questioned the Olympic Games were visited by police officer's in their home, workplace or while going about their business.

Participants at Play the Game condemn, in the strongest manner possible, any action in Canada that in any way, shape, or form harasses, intimidates, or threatens any writers or individuals who express ideas through words. Participants at Play the Game ask the city of Vancouver, the province of British Columbia, the Canadian government, VANOC, and the Vancouver Integrated Security Unit, to state in unequivocal language, that all Canadians and those who visit Canada, will have their fundamental right to:

- Security of the person
- Freedom of expression (protected, respected and unimpinged as Canada's Charter of Rights and Freedoms guarantees)



Confronted by the police and held back at the airport: Canadian professor Chris Shaw got unexpected response to his book about Olympic mega-events

## Watch video, slides and texts from the conference at our homepage

A magazine can only give small and insufficient picture of a very content-rich conference. Here is a list of the video, slides and text we have gathered on [www.playthegame.org/2009](http://www.playthegame.org/2009). Sessions available on video are marked with (V), and presentations in Italics are available as full text or slides. You can also find audio and video recorded by Coventry University as free podcasts at the iTunes store.

**(V) Opening Session** Welcome to Coventry Cathedral/Adrian Daffern - Coventry University Welcoming Address/Madeleine Atkins - Welcome to the West Midlands/Jim Johnston - Welcome to Play the Game 2009/Jens Sejer Andersen - Pundits and players: Is writing the game always second best?/David Goldblatt - Sport's institutions: Corrupting the meaning of sport/Nikki Dryden - Match-fixers: They are here./Declan Hill

**(V) Sustainable football financing in times of crisis** The reassuring stability of football capitalism/Stefan Szymanski - The Challenges in European Football Today/William Gaillard - Power struggles in football and treatment of breakaway structures under EU competition law/Katarina Pijetlovic and Simon Gardiner

**(V) The global arms race in sport: Consequences for the elite and the populations** Financing of sport in times of global recession/Wladimir Andreff - Playing the game of the global sporting arms race? Sports Policy factors Leading to International Sporting Success (SPLISS)/Veerle De Bosscher - International challenges to "Sport for all"/Henrik H. Brandt - The pyramid is history: The real challenges and conflicts between grass-roots and top sport./Mogens Kirkeby - The role of EU in European sports policy/Pedro Velázquez

**UPDATE Workshop: Investigative journalism in sport** The Lost Diamond - Trafficking of Young African Footballers/Jens M. Johansson and Lars Backe Madsen

**Doping testing: (Lack of) ethics and efficiency?** Doping testing: Scratching the surface/Richard Ings - Ethical issues derived from imperfect doping tests/Werner Pitsch - Can corruption derail the testing system?/Michael Ashenden

**Animals in sport: Use or abuse?** Why the Racing Industry Fails the Horse/Dene Stansall - Use and abuse of animals in sport/Terri Byers - UK thoroughbred horse production: Racing to the knackerman's yard?/Andrew Byers - The catalytic role of animals in sport/William Brooke

**(V) A champion's look at the cycling world today**/Greg LeMond **Blowing the whistle: Corruption in the corridors** Mutiny, murder and mayhem: Football in Guyana/John Mair - Federation Internationale de l'Automobile, a motor racing mess/Pablo Vignone - Where the game will be played: Venue allocation for Brazil's 2014 World Cup/Bernardo Pires Domingues and Rafael Maranhao - David vs. Goliath: Defeating the mighty Mr. Adamu in court/Olukayode Thomas - From skategate to biathlon: Defining corruption in sport/Samantha Gorse

**Anti-doping: Prevention and youth attitudes** Anabolic steroid use among students in the US/Gary Gaffney - Testing recreational athletes: Can it be justified?/Ask Vest Christiansen - Young people and steroids: Attitudes and risk behaviour/Michael Sauer - Doping Prevention: Unloved and unsolved task/Gerhard Treutlein - Alcohol advertising and youth in sport: Recipe for a mismatch/Matthew Nicholson

**(V) Lessons from Beijing 2008** The Changing of the Chinese Government's Sports Policy Post-Beijing 2008/Xiong Huan - Beijing Olympic Games and China's National Image and Cultural Identity /Hai Ren - Media freedom in China: How far does it reach?/Aidan White - Human rights and Beijing 2008: Match or mismatch/Brian Dooley

**Terrible teenagers? Sport's quest for the hearts and minds of the youth** SNS : A new concept for Sports after School in order to motivate youngsters to a more active life-style/Nadine De Ridder - Necessary Risk: Parkour and the Development of Human Potential/Dan Edwardes - Mainstream sport: Excluding the disadvantaged/Kerry McDonald - Fewer and more active: Teenagers in Danish sport/Maja Pilgaard - Physical literacy of primary school children/Samantha Dawson

**(V) Match fixing: A blow to the core of sport** Don't Bet On It/Michael Franzese - Sports Betting: Safeguarding the Integrity of Professional Football/Emanuel Macedo de Medeiros - Tackling corruption in sport in the 21st Century: How Betfair can help /Mark Davies

**(V) Ten years after the IOC reforms: The state of governance in sport** International sport under Swiss legal protection/Mario Gojman (in absentia) - World handball hijacked by its president: Structural problems, scandals, and an urgent need for change /Christer Ahl - The ISL bribery system: 138 million CHF for high-ranking officials in the Olympic world /Jens Weinreich - Sport: Breaking the intransparency record/Robert Lloyd - The new sports organisation – eight essentials for renewing the management of sport /Lars Haue-Pedersen - The IOC reforms: Which of them worked/Richard W. Pound

**Anti-doping: Ways and thoughts of the elite athletes** Doping trends in track and field athletes/Gary Gaffney - Doping careers in wrestling, weightlifting, cycling/Christophe Brissonneau - A reflection on downsides of anti-doping/Verner Moller - Adding more variables to the theory of doping: The dynamics of informal rules and norms vs. the formal institutions/Joachim Parbo - Anti-Doping: Confusion, opposition and violations/Georg Facius - A think tank for anti-doping research/Klaas Faber

**Sport for the Good: What is it good for?** Upholding the Integrity of Australian Sport/Debbie Simms - The fitness industry: A challenge to traditional

sport/Kasper Lund Kierkegaard - Harnessing wilderness as therapeutic recreation and context for enhancing wellness in a youth development project in South Africa/Anthony Naidoo and Marlon Botha - Scientific support for the "Coach Campaign" in German top level sport/Andreas Pohlmann - Sport's overlooked value: The kinesthetic style/Florian Petrica - Youth development in Argentine football/Marcela Mora y Araujo

**Sustainable sports financing in times of crisis** Corporate social responsibility in sport/Sylvia Schenk - Sustainable sponsorship: CSR as a communications tool in sport/Daniel Cade - Ambush marketing: Time for football to address it/Nicholas Burton - Is benefaction such a good thing? A review of benefactors in English football/John Beech - Manchester United: It's all on the shirt/John Mair - Cricket IPL: First case of an Asian league surpassing Europe/Adrian Pritchard - Mass media as part of the football business/ Alejandro Wall

**(V) New challenges to the global struggle against doping** The cocaine connection in sport/Sandro Donati - Democratic values and the global fight against doping/Herman Ram - Professional athletes' view on anti doping policy/Yves Kummer - The pharmaceutical industry in anti-doping: Possibilities and limitations/Anne-Marie Kappelgaard - WADA's Tenth Year of Existence: Achievements, Challenges and Way Forward/David Howman

**UPDATE Workshop: Investigative journalism in sport** Plus ça change....writing the real story in sports never gets any easier /Laura Robinson - How to do investigative journalism in sports when you don't have any money /Declan Hill

**Tackling the violent fans** Preventing and controlling football-related disorder: Security versus civil liberties/Lise Joern - Intrinsic versus Extrinsic Factors in Conceptualizing Competitive Sports Fan Violence/Ted (Charles T.) Vehse

**Aspects of football player trade** Football's foreign exchange: Challenging perceptions of foreign player involvement in the English Premier Academy League/Richard Elliott - Football agents: Fundamental principles and duties/Tim Vollans - The Scale and Scope of the Football Agents' Industry in the UK/Anna Semens

**Sport in the making of national identity** Never forget you're Welsh: Sport as a political device for the promotion of national well-being/Russell Holden - The Hand of God: Chapter two/Ezequiel Fernández Moores - Integrated or segregated? Media Representation of Oscar Pistorius/Tatiane Hilgemberg - Branding Jamaica: Usain Bolt in the UK press discourse/Marcella Daye - Sport in Kosovo: The struggle for world recognition/Agim Islami, Arberore Riza and Driton Latifi

**Beijing 2008: Business and politics** OG in Beijing - The victory of the market forces over the morality/Jørn Hansen - Framing the Beijing Olympic Games: Human Rights Advocacy Groups versus the Beijing Olympic Officials/Ana Adi - Norwegian human rights organizations: Experiences from Beijing 2008, and the road ahead./Anders Hasselgaard - The game is up: Tackling illegality and immorality in China's system of sports governance /Rowan Simons

**Gender and human rights in sport** Can't Get No Satisfaction: The IOC, Sexism and the Olympic Games /Laura Robinson - Invisible Barriers: Women and Sports Governance in Canada/Erin Durant

**Protecting the game: Measures against match-fixing** Cricket Mania and Fast Money: Is Twenty20 cricket safe from fixing, betting and doping? /Murali Krishnan - Professional tennis: How can it be protected?/ Richard Ings - Safeguarding the integrity of sport/Ali Khalid

**Paralympic athletes: More different than the rest?** Oscar Pistorius as Para/Olympian: difference, equity and slippery slopes/Mike McNamee - Reframing Sport Contexts: Labeling, Identities, and Social Justice/Ted Fay - Double amputee sprinting: Biomechanical challenge, mechanical advantage or just a different kind of locomotion? /Gert-Peter Brüggemann - An athlete's perspective/Ricky Balshaw - Paralympics and inclusion - On whose terms?/ Martin/Mansell

**(V) Sport for development : Dream or reality?** The dream coming through/Poul Hansen - Using Sport Wisely: How the Best Values of Sport can Prevent Conflict and Stimulate Development/William Bennett - Sport for Peace and Reconciliation: Young Peacemakers in the Mathare Slums and Kakuma Refugee Camp in Kenya/Bob Munro - Sport and reconciliation – mission impossible!/Andreas Selliaas - Sport-for-development: Pessimism of the intellect; optimism of the will/Fred Coalter

**(V) Mega-events: Can they drive development?** How the Swiss "EUROphoria" boosted sport for all /Lorenz Ursprung - The Hidden 4th Pillar of Olympism: Privatized Profit, Socialized Debt/Chris Shaw - London 2012: Delivering the promise/Brigid Simmonds - London's quietest stories: What we should REALLY expect in 2012/Simon Chadwick - News Media Coalition/Andrew Moger

**(V) Closing session 2018: England in the iron grip of Jack Warner**/Andrew Jennings



# facts about Play the Game

**Play the Game is an independent institution run by the Danish Gymnastics and Sports Associations and the Danish Association for Company Sports 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 his or her 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

In 2009, a total of 280,000 Euro for the running of Play the Game's office was donated by:

- The Danish Ministry of Culture
- Danish Gymnastics and Sports Associations, DGI
- Danish Association of Company Sport, DFIF

On top of this, the 2009 conference was financed by in-kind and donations from:

- Advantage West Midlands
- Coventry University and the Centre for the International Business of Sport (CIBS)
- SenSport
- The National Olympic Committee and Sports Confederation of Denmark, DIF
- Team Denmark, the national Danish elite sports institution
- The Norwegian Union of Journalists
- The Danish Union of Journalists

## Conference facts

The sixth World Conference on Sport and Society, Play the Game 2009, took place in Coventry, UK, June 8-12.

Some key figures:

- 282 delegates from 32 countries took part
- 111 speakers gave presentations

## Programme Committee

In planning the conference programme, the secretariat received advice and assistance from the Programme Committee:

*Andreas Selliaas*, International consultant, The Norwegian Olympic and Paralympic Committee and Confederation of Sports, Norway, *Dag Vidar Hanstad*, PhD student, journalist, The Norwegian School of Sports Sciences, Norway, *Hans B. Skaset*, Professor, Norway, *Henrik H. Brandt*, Director, Danish Institute for Sports Studies, Denmark, *Jens Weinreich*, Journalist, Sportnetzwerk, Germany, *John Beech*, Lecturer, Coventry University, United Kingdom, *John Mair*, reporter, lecturer, Coventry University, United

Kingdom, *Joachim B. Olsen*, international shot putter, chairman of the Danish Athletes Association, Denmark, *Joseph A. Maguire*, Professor, Loughborough University, United Kingdom, *Kirsten Sparre*, Journalist, PhD, Freelance, Denmark, *Lars Hauue-Pedersen*, Managing Director, TSE Consulting, Switzerland, *Mogens Kirkeby*, President, International Sport and Culture Association, Denmark, *Simon Chadwick*, Director, Centre for the International Business of Sport, Coventry, United Kingdom, *Terri Byers*, Principal lecturer and programme manager, Coventry University, United Kingdom

## Board

The overall responsibility of Play the Game lies with its board:

*Jens Brinch*, International Director of the Sports Confederation of Greenland (Chairman, appointed by the Danish Minister of Culture), *Sigmund Loland*, Professor, Rector, The Norwegian School of Sport Sciences, *Søren Riiskjær*, Director of the Secretariat of Sports Politics, Danish Gymnastics and Sports Associations (DGI), *Tine Rindum Teilmann*, Board member of the Danish Paralympic Committee and of the Olympic Committee and Sports Confederation of Denmark, member of the IOC's Women in Sport Commission, Denmark, *John Thrane*, Editor-in-Chief, Danish Association of Company Sport (DFIF), *Søren Wormslev*, Journalist, Senior Vice President, International Federation of Journalists (IFJ), *Margita Boström*, Foreign reporter, Swedish National Radio

## Contacts

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More facts at: [www.playthegame.org](http://www.playthegame.org)





**While Play the Game travels on and will start looking for a host in 2011, students and teachers in Coventry look back at a learning experience**

“Students rise to a challenge if you trust them and give them one. This week they’ve learnt that stories matter.”

John Mair, a former BBC reporter and senior lecturer of journalism at Coventry University, earned the right to boast a bit about the achievements. During and after the conference, the journalist student’s web reporting on Play the Game at [cutoday.wordpress.com](http://cutoday.wordpress.com) received over 25,000 hits, far more than usual.

In more than 100 postings at the site, the students give an extensive coverage of the conference, its speakers and participants. The video, audio and text material is still available to the public.

“The product and its appeal has shocked even hardened hacks like me and my fellow lecturer Andrew Noakes”, John Mair writes on the blog, concluding:

“Whatever the platform, whatever the technology, it’s the stories, stupid. No stories, no content, no audience. It’s a lesson we have all learned quickly.”

The dozen of hard-working journalist students were not alone in supporting Play the Game. The conference would have broken down quickly if it was not for another 45 student volunteers and their lecturer Ian Webster from the university’s Centre for the International Business of Sport.

They left the sweat of the books and the gym for a week to engage in setting up chairs and tables, acting as local guides and drivers, bringing water around and solve unforeseen problems on the spot.

“A successful conference is built on many important elements, but not many as important as having the energetic participation of so much youth,” says conference director Jens Sejer Andersen.

“They add vitality, humour and a fresh feeling to the atmosphere, apart of course from solving indispensable tasks. We, in return, offer a unique learning environment and equal rights for the students to join the sessions, events and networking. And we hear from the old and the young generations alike that the encounter is inspiring for both.”

Coventry was the first city outside the Nordic countries to host a Play the Game conference, but probably it won’t be the last.

“In the autumn of 2010 we will launch a bidding process, and judging from the informal declarations of interest we have heard from more than a handful of countries in three continents, our next challenge will be to professionalize this part of our work. There will always be a subjective element in such a process, but we owe the applicants to make it as objective and transparent as possible.”

# Coventry rising to the challenge



*A rare view during Play the Game: Student volunteers resting on the stairs between the new cathedral and the ruins of the old one*