

# SPORT SHOULD WORK FOR SUSTAINABILITY RATHER THAN GOVERNANCE



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# INTERNATIONAL STRATEGY OF THE NOC OF DENMARK

DANISH SPORT TAKES  
INTERNATIONAL RESPONSIBILITY

BEVÆGER  
DANMARK

# DANISH SPORT WILL PROMOTE SUSTAINABILITY



**Financial sustainability**

**Environmental sustainability**

**Social sustainability**

# **GOOD GOVERNANCE IS LEFT OUT OF THE INTERNATIONAL STRATEGY WHY ON EARTH?**



**Somewhat mechanical approach**

**Political culture tends to be forgotten**

**The improvement on the quality of leaders is more important**

**The danger of losing international influence**

**A need to analyse and understand the power structures**

# AND WHY BOTH GOVERNANCE AND SUSTAINABILITY ARE HARD TO REACH



- **Internationale sports organisations are monopolies**
- **The broad population don't care or they don't act.**
- **One country one vote is system preserving**

# **RAISING THE BARS – IMPROVE THE LEADERSHIP IN SPORTS ORGANISATIONS**



**Hosting seminars and workshops for all elected international leaders**

**Individually customized action plans for their international influence**

**Lobby contracts with selected national governing bodies**

**International leadership education together with Sweden, Norway, Finland and Netherlands.**

**AND THEN WE CAN  
ACHIEVE...**



**BEVÆGER  
DANMARK**

# CLEAR METHODOLOGY



## 118 federations

- Olympic federations
- Members of ARISF
- DIF's national federations

## 1.640 positions

- Exec. committees
- Right to vote



# APPLICATION OF WEIGHTING



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

Rank	Country	Points	Points +/-	Rank +/-
1	United States	283	26	0
2	France	201	18	1
3	United Kingdom	186	-3	-1
4	Germany	177	26	5
5	Italy	176	-6	-1
6	Canada	174	44	5
7	Russia	171	0	1
8	Spain	167	-6	-3
9	China	158	17	1
10	Australia	146	-26	-3
11	Switzerland	141	-32	-6
12	Japan	129	33	2
13	South Korea	116	-6	-1
14	New Zealand	96	4	1
15	Egypt	95	-4	-2
16	Turkey	85	20	6
17	Brazil	83	2	0
18	Belgium	81	16	4
19	Netherlands	80	16	5
19	Mexico	80	4	-1
21	Sweden	78	-4	-5
22	Qatar	54	2	4
23	Greece	52	10	10
23	Hungary	52	-13	-3
25	Norway	50	2	3
25	Finland	50	-16	-5
<b>27</b>	<b>Denmark</b>	<b>48</b>	<b>8</b>	<b>9</b>
27	Morocco	48	14	14
27	Kuwait	48	1	3
30	Poland	46	-6	-4



# TO ACHIEVE MORE INFLUENCE AND MORE SUSTAINABILITY



- **Sport needs to build better and broader alliances**
- **Strong European position is not enough**
- **Sport needs more elections with several candidates**