

Reforming football: To be or not to be...a FIFA president

A national association viewpoint

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ABOUT THE DANISH FOOTBALL ASSOCIATION (DBU)

- Danish FA is the largest sport association in Denmark
- 1.670 football clubs, 21.000 club officials, 48.000 trainers
- 335.000 registered football players

- **Vision:** 500.000 active football players in 2025



KEY VALUES OF DBU

- Decency
- Sustainability
- Good governance
- Health
- Respect



PRACTICE WHAT WE PREACH

- What the DBU wants externally in FIFA is what we already are doing internally
- Our domestic and international activities are bound by our key values

PART OF SOMETHING BIGGER

- Welfare alliances
- International activities



DOMESTIC ACTIVITIES

- Football fitness
- 11 for Health
- Free of bullying
- Welfare alliances



International activities

**AMNESTY
INTERNATIONAL**

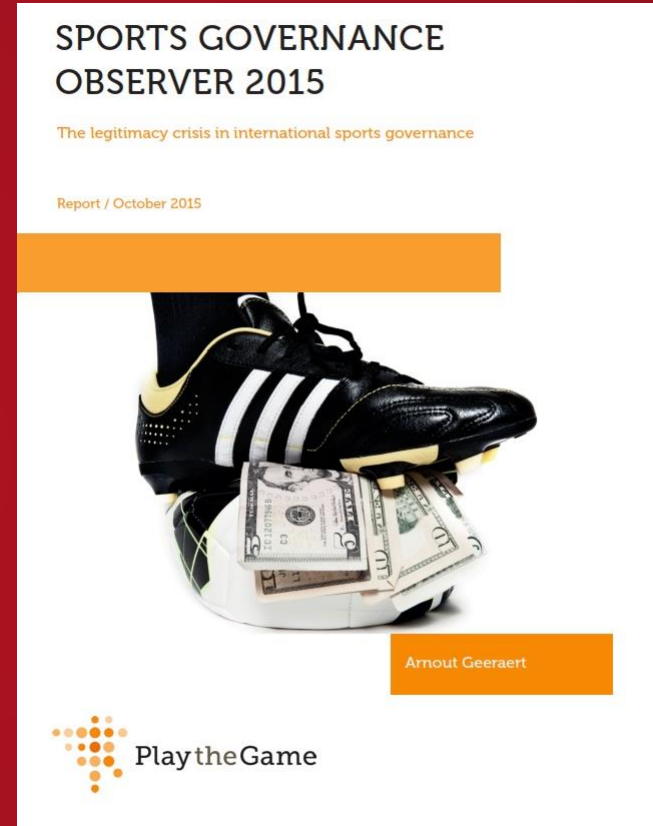


Play the Game

- Good governance has been a strategic key area of DBU for many years now
- As a part of our work on good governance, DBU is planning to work closely together with **Play the Game** and **Amnesty International Denmark** in order to strengthen our work on good governance

PROBLEMS IN FIFA

- Even though FIFA is not the 'worst' sport federation when it comes to corruption etc., it is still not good enough
- DBU applauds the already adopted reforms in FIFA
- Now is the time to deliver and to implement the reforms



WHAT DO WE WANT INSTEAD?

- In DBU, we insist on:
 - a new president
 - true reform and renewal
 - cleanup and decency
- Our proposals for the future of FIFA involves:
 - Implementation of already adopted reform proposals
 - Further adoption of reform proposals of Mr. Scala and the FIFA Reform Committee
- Separation of powers and transparency are the keywords



TO BE OR NOT TO BE: A FIFA PRESIDENT

- Welcome the field of candidates
- Positive with a Plan B from UEFA
- Meeting between Nordic associations in November – inviting all FIFA candidates to discuss their candidature
- Up to the election in February 2016, the Nordic presidents will discuss the possibility of finding a common candidate to support

REFORMING DBU AS AN EXAMPLE TO THE OUTSIDE WORLD

- In DBU, we want to be frontrunners in reforming the world of football and to set an example.
- We have recently established a political commission in DBU in order to reform our internal governance.
- External interests are invited as experts – and I invite Play the Game to join the commission.

Thank you for your attention



QUESTION TO THE CANDIDATES

How do you respond to the reform proposals of Mr. Scala and the preliminary proposals of the FIFA Reform Committee – including age and term limits, segregation of powers and improved gender equality?