Play the Game 28 Oct 2015

Key words:

Eating an Elephant
Financial or Fan power
Success but not Solution
Play the Game vs. Change the Game

Mogens Kirkeby, President of ISCA



Change the **Game**



Challenge identification	Change the Game	,

A better (sport) world

How slow development / small changes do we accept without changing our strategy fundamentally?



Change the **Game**

A better (sport) world

Herman Ram, Director of the Anti Doping Agency in the Netherlands:

"We do not need more guidelines and codes – we need implementation"
"We have to eat the Elephant one piece at a time!"



Doping
Corruption
Inactivity
Match-fixing

Change the **Game**



Doping
Corruption
Inactivity
Match-fixing

Challenge actions

Revealing Advocacy Climbing agendas

Change the **Game**



Doping
Corruption
Inactivity
Match-fixing

Challenge actions

Revealing
Advocacy
Climbing agendas

Change the **Game**



Doping
Corruption
Inactivity
Match-fixing

Challenge actions

Revealing
Advocacy
Climbing agendas

Change the **Game**



Change the **Game**

A better (sport) world

A tendency in todays political advocacy is that if you can transform your message into financial numbers \$ – you have a stronger message!



Doping – Turnover illegal drugs Corruption – Amount of bribery Match-fixing – Amount of gaming Inactivity – Cost

Change the **Game**

A better (sport) world

A tendency in todays political advocacy is that if you can transform your message into financial numbers \$ – you have a stronger message!



Doping – Turnover illegal drugs Corruption – Amount of bribery Match-fixing – Amount of gaming Inactivity – Cost **Change** the **Game**

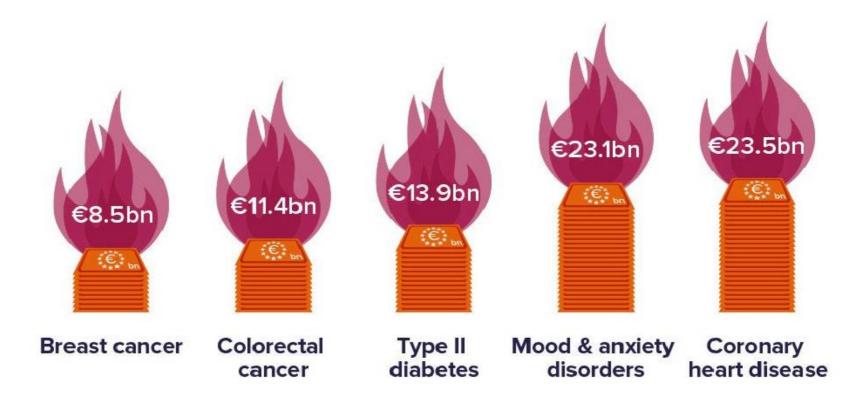
A better (sport) world

A tendency in todays political advocacy is that if you can transform your message into financial numbers \$ – you have a stronger message!



There is a high cost to doing nothing

Lack of exercise contributes to diseases that cost Europe over 80 billion Euros every year





Total: €80.4bn

Inactivity kills, and we're sitting on a ticking time bomb

Deaths caused in Europe every year by not moving enough:





If we do nothing, lack of exercise could soon cause **more deaths than smoking**. But the burden isn't shared equally – some countries are more inactive than others.



Doping
Corruption
Inactivity
Match-fixing

Challenge actions

Revealing Advocacy Climbing agendas

Parallel actions

Charter Convention Code

Strategy

Change the **Game**



Doping
Corruption
Inactivity
Match-fixing

Challenge actions

Revealing Advocacy Climbing agendas

UNESCO Charter
CoE Conventions
WADA Code
WHO Physical Activity Strategy

Change the **Game**



Doping
Corruption
Inactivity
Match-fixing

Challenge actions

Revealing Advocacy Climbing agendas

UNESCO Charter
CoE Conventions
WADA Code
WHO Physical Activity Strategy

Change the **Game**

Revealing Advocacy Climbing agendas

UNESCO Charter
CoE Conventions
WADA Code
WHO Physical Activity Strategy



Doping
Corruption
Inactivity
Match-fixing

Challenge actions

Revealing
Advocacy
Climbing agendas

UNESCO Charter
CoE Conventions
WADA Code
WHO Physical Activity Strategy

Change the **Game**

Infrastructure for change

Revealing Advocacy Climbing agendas



Doping
Corruption
Inactivity
Match-fixing

Challenge actions

Revealing
Advocacy
Climbing agendas

UNESCO Charter
CoE Conventions
WADA Code
WHO Physical Activity Strategy

Change the **Game**

Infrastructure for change

Political and organisational infrastructure!

Revealing Advocacy Climbing agendas



Doping
Corruption
Inactivity
Match-fixing

Challenge actions

Revealing Advocacy Climbing agendas

UNESCO Charter
CoE Conventions
WADA Code
WHO Physical Activity Strategy

Change the **Game**

Infrastructure for change

Political and organisational infrastructure!

What are our assets?

2% Financial assets

50% Fan assets

Revealing Advocacy Climbing agendas



Doping
Corruption
Inactivity
Match-fixing

Challenge actions

Revealing Advocacy Climbing agendas

UNESCO Charter
CoE Conventions
WADA Code
WHO Physical Activity Strategy

Change the **Game**

Infrastructure for change

Political and organisational infrastructure!

What are our assets?

2% Financial assets

50% Fan assets

Revealing Advocacy Climbing agendas

A better (sport) world

How can we activate these assets to create a change making infrastructure?



Doping
Corruption
Inactivity
Match-fixing

Challenge actions

Revealing Advocacy Climbing agendas

UNESCO Charter
CoE Conventions
WADA Code
WHO Physical Activity Strategy

Change the **Game**

Infrastructure for change

Political and organisational infrastructure!

What are our assets?

2% Financial assets

50% Fan assets

Revealing Advocacy Climbing agendas

A better (sport) world

How can we activate these assets to create a change making infrastructure?

Reform or revolution?



Doping
Corruption
Inactivity
Match-fixing

Challenge actions

Revealing Advocacy Climbing agendas

UNESCO Charter
CoE Conventions
WADA Code
WHO Physical Activity Strategy

Change the **Game**

Infrastructure for change

Political and organisational infrastructure!

What are our assets?

2% Financial assets

50% Fan assets

Revealing Advocacy Climbing agendas

A better (sport) world

How can we activate these assets to create a change making infrastructure?

Reform or revolution?

We need a significant change of strategy!!



Doping
Corruption
Inactivity
Match-fixing

Challenge actions

Revealing Advocacy Climbing agendas

UNESCO Charter
CoE Conventions
WADA Code
WHO Physical Activity Strategy

Change the **Game**

Infrastructure for change

Political and organisational infrastructure!

What are our assets?

2% Financial assets

50% Fan assets

Revealing Advocacy Climbing agendas

A better (sport) world

How can we activate these assets to create a change making infrastructure?

Reform or revolution?

We need a significant change of strategy!!

