

## FIFA: How Havelange got it

Abstract ID: PTG-2015-76 - (121)

All authors:  
Anibal Chaim

Date submitted: 2015-10-05

Date accepted: 2015-10-06

Type: Academic

Keywords: Havelange; FIFA; Brazil; dictatorship; military

Category: Governments vs. fixers: Will the rule of law beat the law of the jungle?

### Synopsis:

This paper aims to elucidate the process through which Jean Havelange – FIFA's president between 1974 and 1998 – got arrangements with national football directors from Africa and Asia, with the Brazilian military dictatorship and even with Pelé in order to get elected for the first time in 1974. We also aim to evidence that this man took Brazilian people's money to run his campaign.

### Abstract:

#### Results:

This is a research based on investigation of Brazilian newspapers and secondary sources between the years 1968 and 1974.

### Discussion:

In Brazil, this period is known as the one in which the highest levels of brutality and repression were imposed on the population. For those who are unfamiliar with the Brazilian political history, the greatest reference about Brazil for this period regards sports: it was in Mexico's 1970 World Cup that Brazil enchanted the world, became champion for the third time and got the Jules Rimet Cup. Few people know, however, that the investment done for winning the 1970's World Cup was set in a much broader political level by the Brazilian government, and that its achievement by the national team was a major mark not only for football in Brazil, but also for the military who were ruling at the time. This story begins in the mid-1968, when crowds were demonstrating against the government by the country's streets, and Joao Havelange (1) said that there were only two ways to gather 200,000 people : either for a football game, or for a protest against government. Brazil's political crisis came to its limit in December that year when Costa e Silva, the Brazilian President at that time, invited Havelange and other sport directors to state that Brazil needed to win the 1970 World Cup anyway, because in that period he - Coast and Silva -

would still be president, and would not like to lose this tournament. This meeting produced the most important agreement in the history of Brazilian football: the government would create alternative ways for financing the organization led by Havelange - the Confederação Brasileira de Desportos, CBD - who should use these resources to promote football in Brazil within the purposes defined by the government.

Implications/Conclusions:

Stocked with the extra money which went into the CBD, Havelange initiated the plan for becoming FIFA president. Still in 1968, the leader signed an agreement with Pelé, who after some bad businesses had a heavy debt. Their agreement was that Havelange would help the player with his financial hardships if he accepted to be Havelange's canvasser. The player accepted the deal, and already in 1968 Havelange began promoting various excursions with either the Pele's Santos, or Brazilian national team for the entire world, especially countries in the Arab world and sub-Saharan Africa. Today we know that were the votes of those countries that elected the Brazilian for the presidency of FIFA. After a few years, it was found that, for games that were politically interesting for Havelange, he charged a smaller amount, and Pele did the same. The result was that revenues did not cover expenses, and after Havelange was elected to the FIFA, the CBD was an astronomical debt, which was covered by the money from Brazilian's government Social Security in 1975.

Note 1: He said it after coming back from Mozambique, where he watched the first game held in the Salazar stadium, during the country's independence battles.

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## Viktor Troicki vs the International Tennis Federation: Mental Health, Disability Rights, and Anti-Doping Efforts

Abstract ID: PTG-2015-75 - (120)

All authors:  
Ana Mitric (corresp)

Date submitted: 2015-09-17

Date accepted: 2015-09-21

Type: Journalist

Keywords: ITF, anti-doping, WADA, needle phobia, testing, sample collection, disability, accommodation, investigations, athlete rights

Category: Good governance in sport: Setting standards, raising bars.

### Synopsis:

This will be a brief presentation reviewing the complexities of a 2013 tennis anti-doping case which resulted in a one-year suspension for the player in question.

The case highlights several key issues: federation over-reach, disregard for athlete rights, inadequate training of Blood Control Officers, and insufficient acknowledgment of and accommodation for mental disability in professional athletes at both the federation and global level (i.e., WADA).

### Abstract:

This submission is for an Open Forum presentation linked to two of the conference's themes: good governance in sport and the world anti-doping code.

In 2013, Viktor Troicki of Serbia was found guilty of violating anti-doping rules by the International Tennis Federation and suspended for a period of eighteen months. Specifically, he was found to have "refused or failed without compelling justification to submit to the collection of a blood sample after notification of testing" during an ATP tournament in Monte Carlo in April of that year. Following a semi-successful appeal to the Court of Arbitration for Sport, his period of ineligibility was reduced to the mandatory minimum for this type of violation: one year. Virtually every media depiction of Troicki's case described it as a "he said, she said" case, in which the central issue was a dispute between Troicki and the Doping Control Officer (DCO) on duty in Monte Carlo. Troicki claimed that, due to his physical condition at the time, the DCO had told him it "should be all right" if he skipped the test that day after writing a letter of explanation to the ITF's Tennis Anti-Doping Programme (TADP) manager. The DCO denied this and testified that she told the player that she "could not advise him on whether or not [his condition] would be considered a valid excuse" and that her "understanding was that if you are selected and notified that you are required to provide a sample, you must provide the sample in all cases." The CAS, though upholding the ITF's decision that Troick had committed a violation,

determined that “there was a misunderstanding in the DCS” between the athlete and the DCO. Further, they concluded that the misunderstanding was, in part, due to what the DCO “did and did not do” while interacting with the athlete. Their decision included criticisms of the ITF procedure and recommendations for changes, one of which was partially incorporated into the 2014 TADP.

Although both the ITF and CAS decisions in the case make reference to Troicki’s physical and mental state on that day, neither go into detail in exploring the condition that contributed to his state: namely, his longstanding needle phobia. My work remedies such inattention, not only discussing the condition and its symptoms but also arguing that Troicki’s was as much—if not more—a mismanaged disability case as it was an anti-doping case. My research revealed that WADA’s International Standard for Testing—while recognizing physical, intellectual, and sensorial disabilities—doesn’t recognize mental (i.e., psychiatric) disability as a category which may require reasonable accommodation during the sample-collection procedure. Not only is this failure to acknowledge mental disability as something affecting athletes behind the times, it also puts WADA in direct conflict with the UN Convention on the Rights of Persons with Disabilities (2006). I will argue for changes to WADA’s code, as well as increased regard for athlete’s rights during both testing and investigations, and include excerpts from scholarly literature on needle phobia, interviews with the player in question, and responses from both the ITF and WADA.

References:

Reference: CAS 2013/A/3279 Viktor Troicki v. International Tennis Federation (ITF)

## A moral reform with an appetite for destruction

Abstract ID: PTG-2015-74 - (119)

All authors:  
Rasmus Møller (corresp)

Date submitted: 2015-09-01

Date accepted: 2015-09-07

Type: Academic

Keywords: Talent, equality, anti-doping, fascistoid, moral reform.

Category: Open Forum.

### Synopsis:

Elite sport is a measure of athletic superiority, which requires natural talent. Such talent is often an object of admiration when it leads to glorious victories even though it is a result of pure 'birth luck'. I analyse an argument in favour of eliminating the significance of meritless luck in sport and argue that its logic is incompatible with the *raison d'être* of sport.

### Abstract:

In this paper I want to investigate the relevance of talent in elite sport. I will begin with an analysis of, what I propose to call, the equality-focused argument against anti-doping. The foundation of this argument was laid by the Swedish philosopher Torbjörn Tannsjö in his 1998 article 'is our admiration for sport heroes fascistoid'?, but it has since been developed as an argument against anti-doping by others, latest by Pieter Bonte (Bonte 2015). Bonte directs his criticism at what he calls anti-doping absolutism, which he believes is rooted in a Darwinian ideology that celebrates innate natural talents. According to Bonte, Sports level playing field is "rigged in favor of the talented". We have constructed sport this way because of an "atavistic, animalistic interest in discovering and glorifying those who have more talent, i.e. better genes". This glorification of natural talents can, according to Tannsjö, be labeled immoral because it entails contempt for weakness that is of a fascistoid nature (Tannsjö 1998). The problem with anti-doping in relation to sports is the simple fact that it prevents the leveling out of genetic differences that forms the basis of a morally problematic admiration for genetic superiority. Such admiration is morally misplaced since it is founded on individual differences for which individuals have no control. According to the equality-based argument a moral reform is called for in which the leveling out of physical differences is allowed. Ideally this would enable men and woman, and even genetically less fortunate representatives of both sexes, to compete with each other. I will conclude by arguing that although the equality-focused argument seems to point to a morally brighter future for sport, it can in fact be unmasked as a radical critique of sport that threatens to remove its *raison d'être* by eliminating the relevance of

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talent.

References:

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Tannsjö, T. (1998): "Is our admiration for sport heroes fascistoid"? Journal of the Philosophy of Sport, Vol 25, Issue 1.

## The Austrian approach: How to combat match-fixing and promote integrity in sport

Abstract ID: PTG-2015-73 - (118)

All authors:  
Severin Moritzer (corresp)

Date submitted: 2015-08-18

Date accepted: 2015-08-25

Type: Academic

Keywords: Match-Fixing, Austria

Category: Governments vs. fixers: Will the rule of law beat the law of the jungle?

Synopsis:

The Austrian approach: How to combat match-fixing and promote integrity in sport

Abstract:

Severin Moritzer<sup>1</sup>

Prior to 2012 the complex set of questions relating to how to deal with the controversial issues of match-fixing and betting fraud had never been tackled in a comprehensive manner in Austria. This changed substantially when the Austrian Ministry of Sport, the Austrian Football Association (AFA) and the Austrian Football League collectively founded the Association for Protecting the Integrity in Sport. Using the brand name 'Play Fair Code'<sup>2</sup> in its day-to-day activities, the association has subsequently been joined by a series of other major sports stakeholders, including the Austrian Federal Sports Organisation, the Austrian Olympic Committee, the Austrian Ski Federation, the Bookmakers' Federation, the Austrian Lotteries and the Austrian Ice Hockey League (Erste Bank Eishockey Liga), together with a range of Austrian betting providers.

The Play Fair Code is primarily funded by the Austrian Ministry of Sport, as well as through annual membership fees and sponsor contributions. The operating team consists of two full-time employees, headquartered in Vienna; the president is former international footballer Günter Kaltenbrunner. There is also ongoing close cooperation with the Austrian Ministry of the Interior, in particular the ministry's Integrity in Sports Unit.

The operating strategy of the Play Fair Code, which was laid down as soon as the organisation was founded and remains clearly defined, lies in prevention and monitoring, and has included the creation of an ombudsman facility to receive communications related to match-fixing in Austrian sport.

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Prevention

From the very beginning the Play Fair Code applied a top-down education

strategy, with professional athletes (including future professional athletes) constituting the first target group, followed by the interface between professional, semi-professional and amateur athletes, referees and sport representatives. As an estimated 80% of match-fixing cases worldwide take place in football, the Play Fair Code initially focused its efforts on preventative activities in this sport.

Since 2012 all the players in Austria's top two professional leagues, the Austrian Football Association's national youth teams (both men's and women's football), players at its youth academies and the country's top match officials have been trained using a tool developed especially for professional footballers, professional youth team players, referees and linesmen.<sup>3</sup> All nine of the AFA's regional divisions have also received their own information and training, focusing specifically on match-fixing.

Since the beginning of 2013, by combining direct lectures, seminars and workshops focusing on integrity in sport and match-fixing at around 150 training courses, the Play Fair Code has been able to reach approximately 5,000 people within its core target audiences of players, association officials, sports organisation employees and media representatives, amounting to close to 100% of the Austrian professional footballers and referees. A twelve to eighteen month rotating refreshment of the training courses and seminars is also in place to ensure sustainability.

In line with the Codes' top-down strategy 2015's priority is the expansion of training activities into amateur sport, specifically the 48 football clubs of the third-highest Austrian division (regional league). The Erste Bank Eishockey Liga achieved full membership of the Play Fair Code in September 2014, resulting in a new training module being rolled out from spring 2015 for players at the top of the league.<sup>4</sup>

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Experience to date has confirmed that the one-to-one athlete education approach is a sustainable and verifiable model of raising awareness and understanding.<sup>5</sup> It also provides a means to speak directly about the penalties for involvement in match-fixing, such as criminal law prosecution, consequences from the point of view of the AFA's regulations, labour law implications and, last but not least, the loss of social reputation.

Monitoring

A system of observation and analysis of matches and match results is now being employed in professional football at almost all levels, providing effective protection against match-fixing. The approximately 30,000 matches played in the top two divisions in each of UEFA's 54 member countries, all European club competitions, and matches between national teams are already subject to professional monitoring.

As a member of UEFA, the Austrian FA is part of the UEFA monitoring system operated by Sportradar. This protective tool provides sports stakeholders with an effective means of monitoring matches and match results. The Play Fair Code uses the monitoring tool with a didactic approach in order to raise awareness from the athlete's perspective that behaviour on the pitch has a strong impact in terms of transparency and credibility, as athletes understand that their individual behaviour may be analysed from the perspective of potential match-fixing efforts.

The legal situation in Austria and the ombudsman

From a criminal law perspective, match-fixing is currently dealt with as the

criminal offence of fraud. This was the basis for criminal convictions in the major football match-fixing scandal that took place in Austria's first division in 2013.<sup>6</sup>

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As in the rest of Europe, there are ongoing discussions in Austria whether the introduction of a specific sports integrity and anti-match-fixing section into the existing criminal law code might facilitate the fight against match fixing. For the moment, however, it would appear that no such addition is on the political and legislative agenda.

Besides the criminal law, there is a strong focus in Austria on the consequences of match-fixing in terms of the AFA's own regulations. As in other countries, there is a specific stipulation in the association's rules requiring players, referees and officials to report suspicions of match-fixing.<sup>7</sup> The report has to be filed with the competent Austrian regional football association. This obligation to report is particularly emphasised within every training session of the Play Fair Code.

With the idea of creating incentives for informants, the Play Fair Code, in collaboration with the sports ministry,<sup>8</sup> has set up an ombudsman's office through the law firm Niederhuber & Partner Rechtsanwälte GmbH (NHP) since 1 February 2014 as a confidential first point of contact for athletes and participants in sport in the event of issues related to match-fixing. The contacts have been extensively promoted in the Austrian world of sport, and they can be reached by e-mail or telephone around the clock. They are available to help and offer advice free of charge, receive information and tips about match-fixing that is either being planned or has already taken place, and to investigate the concern.

The ombudsman's office is required to treat any information it receives from informants in total confidence, and it can be contacted anonymously. Working in close collaboration and harmony with the informant/person seeking advice – and, most importantly of all, only ever with their explicit agreement – the ombudsman will then contact the Play Fair Code, in order to find a tailored

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solution, together with the sports association involved. The ombudsman's activities are evaluated twice a year in order to strengthen the fields of operation and to improve the services offered.

National and international projects on sport integrity

As a national focal point on sports integrity, the work of the Play Fair Code extends beyond match-fixing, and even beyond Austria, to encompass wider activities related to strengthening integrity in sport in the country. As a result of an inter-ministerial working group initiated by the sports minister, Gerald Klug, that proposed texts for provisions relating to its superstructure ('General Commitment to Integrity in Sport') and substructure ('Inadmissible Influence'), the Play Fair Code was entrusted in March 2014 to develop unified conditions governing integrity in sport for all the Austrian professional sports associations. These texts are currently in the process of being integrated with the official statutes and regulations of the professional sports associations. In January 2015 the American Football Federation Austria became the first such association to incorporate these new conditions, and other professional sports associations are expected to follow on a step-by-step basis.

The Play Fair Code is also engaged in efforts to strengthen European cooperation in sport. The European Union's 'Workplan of the European Union

for Sport 2014–2017’, approved in May 2014, set out a series of concrete measures to be implemented by the Commission and the EU member states, including ‘developing a European dimension to the integrity of sport, taking the combating of match-fixing into account in particular’.<sup>9</sup> The Play Fair Code is a member of the ‘match-fixing’ Expert Group established to exchange best-practice methods in combating match-fixing.

In addition, on 9 July 2014 the Council of Europe approved the Council of Europe Convention on the Manipulation of Sports Competitions within the framework of the Enlarged Partial Agreement on Sport (EPAS). Article 13 of the convention provides for the setting up of a national platform. In

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this context, the Play Fair Code is a designated part of the network of national regulatory authorities of the sports betting market.

#### Conclusion

Combating match-fixing demands far-reaching and ongoing efforts from sports associations, law enforcement agencies, betting operators, governmental institutions and other stakeholders. The Play Fair Code has dealt with these demands now for more than three years, gaining experience and developing know-how and good practices by acquiring and involving the relevant stakeholders and exchanging best-practice approaches on a national and international level. This centralised model is the Austrian approach for one of the biggest threats in sport today.

With the prospect of a national platform being established in the future in the context of the EPAS convention against match-fixing, it is satisfying that some milestones have already been achieved in Austria with the Play Fair Code.<sup>10</sup> 1 Severin Moritzer is Chief Executive Officer for the Play Fair Code, based in Vienna, dealing with prevention, information, training, knowledge transfer and awareness-raising programmes.

2 See the Play Fair Code website: [www.playfaircode.at/startseite](http://www.playfaircode.at/startseite).

3 An overview of the training tool and a full version of a videotaped training session are available on the Play Fair Code website: [www.playfaircode.at/downloads](http://www.playfaircode.at/downloads).

4 The Austrian Ice Hockey League has also received funding from the European Union for a project named ‘EU Rookie Cup’ as part of the Erasmus+ promotional programme. In this project, the Play Fair Code is an expert partner of the Austrian Ice Hockey League on the issue of integrity in sport and match-fixing.

5 As an accompanying measure, the Play Fair Code offers various e-learning tools, such as those from UEFA, FIFA and the Deutsche Fußball Bund/Deutsche Fußball Liga, on its website based on a link service.

6 For the case of Dominique Taboga, see Reuters (UK), ‘Former Austria forward Kuljic jailed over match-fixing’, 3 October 2014, <http://uk.reuters.com/article/2014/10/03/uk-soccer-austria-matchfixing-idUKKCN0HS1S120141003>.

7 Article 115a of the Austrian Football Association’s rules explicitly states that a failure in reporting perceptions with regard to match-fixing from players, referees or officials may result in sanctions, such as a warning, financial fines or bans.

8 The details can be found on the Play Fair Code website:

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[www.playfaircode.at/1/ombudsstelle](http://www.playfaircode.at/1/ombudsstelle).

9 Council of the European Union, 'Resolution of the Council and of the Representatives of the Governments of the Member States, Meeting within the Council, of 21 May 2014 on the European Union Work Plan for Sport (2014–2017)', 2014/C 183/03 (Brussels: Council of the European Union, 2014), <http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:42014Y0614%2803%29>.

10 The Play Fair Code was awarded with the European Play Fair Diploma 2014 by the European Fair Play Movement; see the European Fair Play Movement website: [www.fairplayeur.com](http://www.fairplayeur.com).  
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References:

## GENDER TESTING IN SPORT

Abstract ID: PTG-2015-72 - (115)

All authors:  
Georg Facius (corresp)

Date submitted: 2015-08-02

Date accepted: 2015-08-25

Type: Sports Official

Keywords: Gender testing - CAS ruling - Dutee Chand - human rights

Category: Open Forum.

Synopsis:  
History of gender testing in sport.  
Ruling of the "Court of Arbitration for Sport" suspends gender testing in sport

Abstract:  
CAS SUSPENDS IAAF'S HYPERANDROGENISM REGULATIONS

In 2004 I produced a paper:  
[http://www.123hjemmeside.dk/GENDER\\_TESTING/19174884](http://www.123hjemmeside.dk/GENDER_TESTING/19174884)  
in which I presented a survey of the history of GENDER TESTING/SEX TESTING in international athletics.

It all started in 1966 at the European Championships in Budapest, where the International Association of Athletics Federations (IAAF) introduced "gender verification" by requiring that all female athletes should parade naked in front of a panel of physicians.

Ever since, a number of "scientific" methods of gender verification have been introduced, only to be abandoned again after some time, because they were found to be based completely on inadequate, unscientific and inconclusive grounds.

However, having endorsed this failed policy for so many years, the IAAF desperately fought to keep up appearances with the President Lamin Diack and the chairman of the IAAF Medical Committee Arne Ljungquist at the forefront.

At the IAAF world congress in 2005 I had prepared a proposal concerning this issue but it was sabotaged on beforehand by the IAAF and at the congress I was denied my right of speech:  
[http://www.123hjemmeside.dk/GENDER\\_TESTING/19174889](http://www.123hjemmeside.dk/GENDER_TESTING/19174889)

At the “Play the Game” conference 2011 I made a speech on this subject, which I concluded by asking Arne Ljungquist, who was sitting on the panel with me, to step down from his position (now) as chairman of the Medical Commission of the International Olympic Committee (IOC):

[http://www.123hjemmeside.dk/GENDER\\_TESTING/19174898](http://www.123hjemmeside.dk/GENDER_TESTING/19174898)

After the terrible case of Caster Semenya, which ended in complete disaster for the IAAF, they desperately tried to come up with yet another method of gender verification, that was “The hyperandrogenism Regulations” which have now been suspended by The Court of Arbitration for Sport (CAS).

The IAAF/IOC has now a maximum of two years to come up with an ironclad, scientific proof that these regulations, which they have established with the assistance of “experts” from all over the world, can be used the way the IAAF claims.

So the never ending story has not finished, but in my experience, and humble opinion, this is just another nail in the coffin of the IAAF and that of the IOC that has been behind this all the way.

The CAS decision comes shortly after the Human Rights Tribunal of Ontario accepted Canadian cyclist Kristen Worley’s case against the same regulations, on 14 July.

It appears that Arne Ljungquist recently has been replaced as chairman of the IOC Medical and Scientific Commission

Tribunal Arbitral du Sport

Court of Arbitration for Sport

MEDIA RELEASE

For further information related to the CAS activity and procedures in general, please contact either Mr Matthieu Reeb, CAS Secretary General, or Ms Katy Hogg, Communications Officer. Château de Béthusy, Avenue de Beaumont 2, 1012 Lausanne, Switzerland. [media@tas-cas.org](mailto:media@tas-cas.org); Tel: (41 21) 613 50 00; fax: (41 21) 613 50 01, or consult the CAS website: [www.tas-cas.org](http://www.tas-cas.org)

ATHLETICS

CAS SUSPENDS THE IAAF HYPERANDROGENISM REGULATIONS

Lausanne, 27 July 2015 - The Court of Arbitration for Sport (CAS) has issued an Interim Award in

the arbitration procedure between the Indian athlete Dutee Chand, the Athletics Federation of India (AFI) and the International Association of Athletics Federations (IAAF).

The CAS Panel in charge of the procedure (The Hon. Justice Annabelle Claire Bennett AO, Australia (President), Prof. Richard H. McLaren, Canada, and Dr Hans Nater, Switzerland) has suspended the "IAAF Regulation Governing Eligibility of Females with Hyperandrogenism to Compete in Women's Competition" (the "Hyperandrogenism Regulations") for a maximum period of two years in order to give the IAAF the opportunity to provide the CAS with scientific evidence about the quantitative relationship between enhanced testosterone levels and improved athletic performance in hyperandrogenic athletes.

In the absence of such evidence, the CAS Panel was unable to conclude that hyperandrogenic female athletes may benefit from such a significant performance advantage that it is necessary to exclude them from competing in the female category.

While the Hyperandrogenism Regulations are suspended, Ms Dutee Chand is permitted to compete in both national and international level athletics events. Should the IAAF not file any scientific evidence within the two-year period granted by the CAS Panel, the Hyperandrogenism Regulations will be declared void.

The Interim Award is published in full on the CAS website:  
[www.tas-cas.org/en/jurisprudence/recentdecisions](http://www.tas-cas.org/en/jurisprudence/recentdecisions)

Georg Facius  
Denmark

30th July 2015

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References:  
CAS ruling

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## The state of Caribbean football and why it matters

Abstract ID: PTG-2015-70 - (114)

All authors:  
Lasana Liburd (corresp)

Date submitted: 2015-07-28

Date accepted: 2015-08-02

Type: Journalist

Keywords: CONCACAF, FIFA, Jack Warner, Caribbean, CFU

Category: Good governance in sport: Setting standards, raising bars.

Synopsis:

A look at the relevance of Caribbean football and, more specifically, Caribbean football administration in CONCACAF and FIFA.

Abstract:

Caribbean football has earned quite a reputation in and outside of FIFA. But it is nothing to pat ourselves over the back about.

I would like to explore the Caribbean Football Union (CFU) paying particular attention to what it has done on and off the field and the wider implications in the global game.

References:

Wired868, Andrew Jennings, Trinidad Express, CONCACAF Integrity Report, US Department of Justice, South Africa Times

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**Playing the other. African footballers, racism and self-charismatization in German professional football**

Abstract ID: PTG-2015-71 - (112)

All authors:  
Christian Ungruhe (corresp)

Date submitted: 2015-07-21

Date accepted: 2015-08-25

Type: Academic

Keywords: Africa, football migration, Germany, racism, othering, stereotypes, self-charismatization

Category: Transfers and trafficking: The human cost of broken dreams

Synopsis:

This paper deals with the mechanisms of African football identity in Germany. Whereas open racism has declined and African players are often icons of their clubs, African players' images in German professional football are nevertheless based on an evolutionary worldview. While African players implicitly reproduce this notion in order to increase their ethnic capital as a form of a self-charismatization, this self-charismatization reproduces notions of difference and cultural inferiority on the football pitch and beyond.

Abstract:

To begin with the good news, open racism in professional German football has declined over the last ten to fifteen years. Whereas African players on amateur levels may face racist assaults during matches time and again, African footballers in the Bundesliga are frequently celebrated by fans and are often icons of their clubs. However, and this is the bad news, the celebration of star players and forms of open racism during amateur matches are often only two extremes of a continuum. As this paper will show, professional African footballers continue to be socially constructed as being different and this difference grounds in alleged natural features that reproduce racial classifications. Since physical ability and a (more or less) direct bodily interaction between players on the field are essential qualities of sporting performance, representations in sports get their legitimation from physical features, particularly in a team game like football. Focussing on the body as the apparently natural (even if trained) incorporation of sporting ability fits popular conceptions of a physical ethnic, national (or African) identity based on racial characteristics. For instance, African players in Germany are frequently portrayed as being powerful or playful - popular ascriptions which ground in a colonial rhetoric of an evolutionary worldview based on alleged natural differences (see Carrington 2010). Hence, it is this notion of a general African other which also manifests the otherness of Africans players on the football

pitch.

However, while this paper will analyze the historical construction of this manifestation it will also discuss to what extent the ascribed otherness is adopted by African footballers as a means of increasing their ethnic capital, not least in order to fulfill expected role models and exploit the advantages of possessing unique qualities (see King 2004). Nevertheless, as the analysis will show, acquiring sportive (and social) advantages by fulfilling role models is neither a passive asset nor a strategic choice. Instead, it rather refers to a kind of self-charismatization (Soeffner 1997: 65-67 and 81f), an active and continuous yet rather implicit endeavor of the individual player to style himself with qualities in order to receive recognition.

Thus, self-charismatization may contribute to an acceptance of African players among fans, teammates and the media, however it sets notions of difference and cultural inferiority. By elaborating on the mechanisms and constructions of the representation of African players, this paper will show that both the celebration of African players and their self-charismatization reproduce colonial images and thereby reproduce notions of racism. This continuous process of reproducing difference feeds the social knowledge about Africa in Germany and thus contributes to a representation of difference that may lead to a general manifestation of the African other in the football milieu and beyond.

#### References:

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## **Baku 2015: a failed attempt at "sportswashing" Azerbaijan's image**

Abstract ID: PTG-2015-69 - (111)

All authors:

Rebecca Vincent (corresp), Gulnara Akhundova

Date submitted: 2015-07-17

Date accepted: 2015-07-28

Type: Other

Keywords: Azerbaijan, European Games, Baku 2015, Formula One, human rights, corruption, "sportswashing"

Category: The revolt against global events: A perfect storm for sport?

Synopsis:

The inaugural European Games were held in June 2015 in Baku, Azerbaijan, amidst an unprecedented human rights crackdown in the country. The Sport for Rights campaign examines how the Azerbaijani authorities used the Games to attempt to "sportswash" their image, how those efforts backfired, and the implications for Europe. The campaign explores how this experience could be applied to next year's Formula One race in Baku, and to similar events in other countries.

Abstract:

In June 2015, Baku, Azerbaijan hosted the inaugural European Games, the first major international sporting event to take place in the country. In the run-up to the Games, the ruling Azerbaijani regime worked hard to promote a positive image of the country abroad. Presumably, the Games were to be used as an attempt to "sportswash" Azerbaijan's image, to distract international attention from the unprecedented human rights crackdown taking place on the ground.

By volunteering to host the Games, Azerbaijan opened itself to international scrutiny, and yet the regime grew increasingly hostile under the very spotlight it created. Rather than taking the opportunity to implement democratic reform, the authorities worked more aggressively than ever to silence criticism and dissent. Outspoken journalists and human rights defenders became the country's newest political prisoners, including Sport for Rights founder Rasul Jafarov, and Leyla Yunus, who had called for a boycott of the Games just days before her arrest.

Perhaps the Azerbaijani authorities thought the mere fact of hosting the Games would generate positive PR, sufficient to cover up the rampant abuses they continued to perpetrate. But this was a serious miscalculation. The majority of international coverage of the Games at least mentioned, if not detailed, the widespread human rights abuses taking place in the background. For the first

time, the mainstream international press consistently recognized

This was in part due to human rights campaigning by groups such as Sport for Rights, which drew attention to the crackdown through actions such as staging a series of protests in cities across Europe to mark the opening ceremony, and reaching out to U2 frontman Bono, who appealed on behalf of Azerbaijani political prisoners on stage during two concerts in Montreal. But it was also largely due to the behavior of the regime itself.

Indeed, the Azerbaijani authorities seemed determined at every stage to undermine their own chances of receiving positive coverage. On the eve of the Games, they banned representatives of human rights organisations Amnesty International and Platform from entering the country, as well as prominent media outlets, such as The Guardian. They drove the very headlines they then criticized as being part of an “anti-Azerbaijani” campaign. They failed to realize that the coverage they sought could not be bought; it would require them to stop the human rights crackdown and implement some tangible reforms.

For better or worse, Baku 2015 was an important moment for both Azerbaijan and for Europe. It forced big questions into the spotlight – should international sporting events be held in undemocratic countries? Should the sporting community keep silent on human rights? Is Azerbaijan part of Europe, and what does that entail? Will this be the first and last European Games?

Sport for Rights believes there are lessons to be learned from Baku 2015 – for human rights campaigners, for the media, for the sporting community, and for countries hosting major sporting events. We would explore these and other issues, and share our experiences from Baku 2015, at the Play the Game conference.

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## Abstract report - Play the Game

## Alternative Models of Sport Development in America Outside of the Educational System--Can it work to Prevent an Educational Crisis?

Abstract ID: PTG-2015-67 - (108)

All authors:  
Bradley Ridpath (corresp)

Date submitted: 2015-07-13

Date accepted: 2015-08-25

Type: Academic

Keywords: College sports; NCAA; higher education; Sport Development; Club Sports

Category: USA College Sport: Unprotected amateurs in a billion-dollar business.

Synopsis:

The purpose of this research is to discuss potential alternatives to the American based educational sports development model. Specifically, as the US educational system continues to erode, it is time to recognize the potential negative impact and high focus commercialized and for profit athletics has had on educational primacy. This presentation examines the current state of athletic development in America and proposes solutions using the European Sports Club system as one of the potential templates for improvement.

Abstract:

The phenomenon of sport throughout history has been the consistent subject of empirical and popular inquiry, and that is certainly the case with Sport Development in the United States. The USA is virtually the only country in the world that has close to 90% of its sports development activities embedded within its educational system (Forde, 2015). This is opposite of other countries who primarily conduct elite sport, mass participation sport, and recreational sport outside of the educational system within an external club sports system (Pot & Hillvoorde, 2013). The purpose of this research is to examine, compare and contrast, the European club sports model and the American education based system to ascertain if other models can be developed in conjunction with, or separate from the current way of governing educationally based sports in the United States.

Considering the external pressures, such as lawsuits, athletes rights movements, and potential government intervention, that are forcing the discussion of changing the current system in the US (Huh & Strauss, 2014; Morgan, 2012; Pells 2015), it is important to develop potential models for discussion. The researcher has modeled four (4) potential alternatives based on empirical research, personal experience, and spending over a year in

Europe to research the Club Sports System in 2014-15 as a Fulbright Scholar. The importance of reform cannot be understated as there are potentially fewer participation opportunities for American citizens as the American educational system focuses more and more on football and basketball while minimizing other sports, which can have a dramatic effect on public health and international competitiveness.

The end result of this research is geared toward generating serious discussions and options for changing and evolving sports development in America. This can encourage a paradigm shift from the current educationally based model that will likely change regardless due to the immense external forces calling for those changes.

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**Sport mega events and the attitude towards government -  
the perception of Rio de Janeiro's forced evicted**

Abstract ID: PTG-2015-66 - (105)

All authors:  
Claudia Sanen (corresp)

Date submitted: 2015-06-18

Date accepted: 2015-07-13

Type: Academic

Keywords: Protest, forced evictions, informal settlements, government, Rio de Janeiro, Brazil

Category: The revolt against global events: A perfect storm for sport?

Synopsis:

Abstract:

Sport-mega-events are considered to be more than just the actual event. They proved to have huge social and economic impact on the structure of the host cities and on different aspects of the day-to-day life of their residence. The effects are often sold one-sided. Industry and commerce advertises them as a way of generating jobs, serving the economy and setting a new brand – a legacy – for the city. Possibilities for the construction industry seem endless; the euphoria of the tourist industry is immense. The city councils often promote these events as huge possibilities for urban development, advertising the city to the world and gaining private money for public interests.

The opponents have their doubts about these descriptions. Supported by past and current incidents, they see public land being privatized, spending getting out of control, profits not being distributed among the population but concentrated in certain industries and companies while the risks are being carried by the taxpayers. Speak: a privatization of gains socialization of losses (Cox 1996).

The “sport” in sport mega events has been proved to be (mis)used to push through certain city-concepts: smart, competitive, safe and clean - serving as amplifier in which the general money flux is being shifted and new laws and security concepts are developed, benefitting mostly the economic elites rather than the ordinary city inhabitants. Poor citizens are being expelled from the new, modern, prosperous, safe and clean cities, mostly by privatizations and criminalisation of certain aspects of being poor (CHORE 2007/ 2008).

This (mis)use of mega sport events has made them the centre of attention of

popular protest all over the world, accumulating in the Brazilian protests, holding government as well as the organizers of the events accountable for the negative impacts. But the protests can just be interpreted as the most visible part of a huge underlying distrust and deep rift between the citizens and their government.

In my paper I want to summarize the current housing situation in Rio de Janeiro as base to show how these events have been (mis)used as argumentative foundation for forced evictions in the name of urban development and progress, which were regularly carried out with total disregard of human and civil rights and mainly affected the most vulnerable citizens (CPCORJ 2011/2013/2014). In this context it is crucial to outline how the events are used to create a general climate of eviction, which is not limited to the actual places of the games, but rather diffuse throughout the whole city, reinforcing the already enormous sociospatial segregation (Faulhaber; Azevedo 2015). Based on my conducted study, focusing the fieldwork on forced eviction and dispossession of different informal settlements in Rio de Janeiro, I also want to show the huge impact hosting these events can have on the citizens' view of local and national government, the media and the civil society as well as on the event operators. What happens to their perception of their position in the city and society, who do they hold accountable for the changes and how do they feel about it. And, most importantly, what strategies do they develop to fight back, resist, protest and gain visibility.

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## Favelas in Pre-Olympic Rio de Janeiro: Renewal or Removal?

Abstract ID: PTG-2015-65 - (104)

All authors:

Juliana Barbassa (corresp)

Date submitted: 2015-06-18

Date accepted: 2015-07-13

Type: Journalist

Keywords: Brazil, Rio de Janeiro, Olympics, mega-events, favela, Morar Carioca, removal, urbanization

Category: The revolt against global events: A perfect storm for sport?

Synopsis:

Following Rio de Janeiro's choice as host of the 2016 Olympics, the city's favelas, physical manifestations of Rio's inequality of income and access to rights, were targeted by highly visible policies. One was Morar Carioca, an urbanization program that promised basic infrastructure to all favelas by 2020. The other was the largest favela removal program in decades. This presentation, based on reporting done between 2010 and 2015, will look at the unfolding of these two policies.

Abstract:

When Rio de Janeiro was voted as the site of the 2016 Olympics, Brazilians celebrated in typical manner, with great emotional outpourings, music and dance. Brazil was already the chosen host of the 2014 World Cup, and the country was experiencing, for the first time in a generation, years of political stability and strong economic growth. The IOC's decision was seen as a vote of confidence, and it brought great expectations.

In Rio, the Games were pitched as a transformative force: there would be money, political will and a deadline for tackling some of the city's biggest urban challenges.

In addition to building Olympic venues and refurbishing stadiums, preparing for the Olympics was a chance to improve security, clean up Guanabara Bay and the lagoon that would host several events, and improve living conditions in the favelas that were home to one in five Cariocas.

The city's biggest handicap has always been inequality -- an inequality manifested not only in income gaps, but also through vastly unequal access to public services and resources, even to basic civil and human rights. Favelas were a physical manifestation of this chasm.

These communities became the focus of highly visible policies soon after Rio

was chosen to host the Olympics. One was a bold urbanization program announced in July 2010. Morar Carioca, or Carioca Living, was a \$4 billion program that promised to bring running water, sewerage systems, paving, and public lighting to all of Rio's favelas by 2020. The mayor declared it would be the Olympics' showcase social legacy.

The other was the largest favela removal program Rio had seen in decades. According to the mayor, this was a necessary evil and would target only communities that encroached on environmentally protected land, were in the way of planned highways, or that "could not be urbanized." The first concrete details of this great upheaval came two months after the Olympic announcement, in January 10. It was an initial list of 119 communities to be removed.

In this presentation, based on my reporting in Rio de Janeiro between 2010 and 2015, I will discuss the unraveling of Morar Carioca, and the removal of favelas, focusing specifically on the case of the Vila Autodromo community, which lies next to the future Olympic Park. What happened there, and how residents were treated gives real insight into the city's broader transformation.

References:

**Olympic Agenda 20 + 20:  
Will the reforms increase women's participation?**

Abstract ID: PTG-2015-62 - (102)

All authors:  
Peter Donnelly (corresp), Michele Donnelly

Date submitted: 2015-06-15

Date accepted: 2015-07-07

Type: Academic

Keywords: gender equality, IOC, Olympic Games

Category: Good governance in sport: Setting standards, raising bars.

Synopsis:

Although London 2012 was declared as the 'Women's Olympics' because of a number of achievements toward gender equality, our data suggest that progress has stalled, and the Olympic Agenda 20+20 reforms are unlikely to change that situation.

Abstract:

Article 11 of Olympic Agenda 20 + 20 states that the IOC will “Foster gender equality” by (1) working “with the International Federations to achieve 50 per cent female participation in the Olympic Games and to stimulate women’s participation and involvement in sport by creating more participation opportunities at the Olympic Games”; and (2) encouraging “the inclusion of mixed-gender team events.”

Our analyses of the London 2012 Olympics and the Sochi 2014 Olympics indicate that, despite steady progress to increase women’s participation since the 1990s, and despite the celebration of London 2012 as the ‘Women’s Olympics’ because of three significant gender equality achievements [a. a higher percentage of women athletes than any previous Olympic Games; b. there were women competitors in every sport; and c. women athletes were not excluded from any national team], the progress of women’s participation appears to have stalled.

Our data from the last two Olympics, together with supporting gender equality data from the Commonwealth Games (Glasgow 2014) and the PanAmerican Games (Toronto 2015), indicate that the rate of progress toward 50% participation of women has slowed, and that “the inclusion of mixed-gender team events” will not accomplish increased participation, but it will permit the IOC to appear as if progress is being made toward equality.

References:

## World Football in the Twenty-First Century: A Manifesto

Abstract ID: PTG-2015-58 - (101)

All authors:  
Tim Walters (corresp)

Date submitted: 2015-06-15

Date accepted: 2015-06-30

Type: Academic

Keywords: FIFA, FIFA World Cup, Reform versus Revolution, Slavoj Žižek, Governance, Megaevents

Category: Good governance in sport: Setting standards, raising bars.

### Synopsis:

This presentation uses Žižekian theory to concretely imagine what world football governance can and should look like in the 21st century. It advances an eleven point plan that is revolutionary rather than reformist in character, that is grounded in a deep analysis of the appeal of the game itself, that is practically implementable, politically and economically feasible, and fit for the purpose of governing what the sport is and will be, rather than what it was.

### Abstract:

In the week's following the latest and most spectacular FIFA crisis, the world's media has been awash in critical commentary spiraling around one fundamental question: what is to be done? There is near consensus on the basic notion that changes to world football governance are urgently required, but little agreement on what precisely to do. Reform? Revolution? FIFA? A new governing body entirely? To date, none of the proposed remedies has acquired significant uptake on the part of those who care about the game of football. In this presentation, I argue that not only in the past few weeks but for decades, thinking about elite football has been limited by what Slovenian philosopher Slavoj Žižek calls a *denkverbot*, or a 'prohibition against thinking' beyond certain widely agreed to, and fundamentally conservative, premises which necessarily mirror those that exist in the world at large. The current state of unprecedented chaos regarding the international governance of the game, and the fact that it appears likely that its new shape will be largely determined within the next year, have opened up hitherto unimaginable possibilities for world football to be imagined from beyond the parameters of the *denkverbot*. Indeed, if football governance is to be properly transformed, this is precisely what is required.

This presentation uses Žižekian theory to concretely imagine what world football governance can and should look like in the twenty-first century. It advances an eleven point plan that is revolutionary rather than reformist in character, that is grounded in a deep analysis of the appeal of the game itself, that is practically

implementable, politically and economically feasible, and fit for the purpose of managing what the sport is and will be, rather than what it once was. The dismal depths to which elite football has been dragged of late have made even the most radical, exciting, egalitarian possibilities widely imaginable, in some ways perhaps even inevitable. Žižek says that “[i]n football we win if we obey the rules. In politics we win if we have the audacity to change the rules.” A window of opportunity has appeared within which we can and must be audacious. We have the chance, perhaps only for a short while, to fundamentally change the rules by which world football has come to be governed, to reshape the ideological framework within which football has come to be defined and understood, and to work toward a game that does much good in the world. All of this can be done, and it can be done, in the words of the peerless footballing philosopher Socrates, while simultaneously “struggling for freedom, for respect for human beings, for equality, for ample and unrestricted discussions, for a professional democratization of unforeseen limits, and all of this while preserving the ludic, and the joyous, and the pleasurable nature of this activity.”

References:

## What is Football For?: On the Unknown Knowns of World Football

Abstract ID: PTG-2015-57 - (100)

All authors:  
Tim Walters (corresp)

Date submitted: 2015-06-15

Date accepted: 2015-06-30

Type: Academic

Keywords: FIFA, Football Governance, Football Ideology, Slavoj Žižek, Reform v Revolution

Category: Good governance in sport: Setting standards, raising bars.

Synopsis:

The reason a solution to the problems that currently beset world football cannot be developed is that we lack a framework to think about what contemporary world football is or will be for: we are not asking the right questions. This presentation argues that Slavoj Žižek's theory can help us both to formulate and answer these questions, and in so doing provide a framework within which we might imagine a radical new future for the beautiful game.

Abstract:

For better or for worse, 2015 will mark a sea change in the history of world football and of the organization that currently governs it. This presentation argues that Slovenian philosopher Slavoj Žižek's theoretical perspective might productively be applied to world football, which is now almost universally believed to need radical transformation. While football has been written about fleetingly by various recent critical theorists (Adorno, Barthes, Baudrillard, Eagleton, Gramsci, etc), philosophy has largely left football alone, which goes some way to explaining its current impasse. This paper is an attempt to traverse this deadlock by returning to foundational questions, to extend the conceptual apparatus developed by Žižek onto the field of world football. More than half the planet watches FIFA's World Cup, making it an inherently revealing communal moment for our species; as David Goldblatt says in "The Ball is Round", it has never before happened that this many human beings have done the same thing at the same time. World football presents its most attractive face at these events, advances its most universalized vision of itself, or aspires to—no expense is spared to this end, and the spectator is witness to the awesome logistical capabilities that can be marshaled by the corporate media/world when their interests are deeply in play. However, FIFA and its recent flagship tournaments have increasingly been mired in widespread criticisms of varying degrees of implicit and explicit corruption, complicity in the use of slave labour, hyper-commercialization and corporatization, clientelism, disconnection from fans, and so forth. These are the best and the worst of

times for the beautiful game, and with no clear end in sight.

Starting from this paradox, I will explore how Žižek's theory offers many ameliorative insights into the problems which beset the modern game, and argue that Žižekian theory offers both a unique way of diagnosing FIFA's and football's current crisis, and of proposing a concrete and practical remedy for it, a way out of the dead end(s) in which it increasingly finds itself. This talk takes as its starting point the first question that comprises its title, about football's very *raison d'être* today—while most of those who think seriously about FIFA reform recognize that the game has been comprehensively revolutionized as a result of unprecedented capitalization over the past half century, we have yet to agree upon, or even to adequately theorize, a broadly shared understanding of what this thing called modern football is or should even be for (other than itself). This paper argues that Žižek's work—which has thus far been fruitfully applied to virtually every field but sport—is singularly well equipped to provide several productive answers to this foundational question, and in so doing to provide a framework within which we might imagine an enduring and radical new future for the beautiful game.

References:

## Football tournaments - The battle for the revenues

Abstract ID: PTG-2015-56 - (99)

All authors:  
Harry Solberg (corresp)

Date submitted: 2015-06-14

Date accepted: 2015-07-06

Type: Academic

Keywords: Media rights, Club football, FIFA revenues, Distribution

Category: Open Forum.

### Synopsis:

This abstract analysis the distribution of media rights created by European club football, and in a comparison with the revenues created by the FIFA World Cup. A large proportion of the club football revenues comes from export, and particularly from Asia. Much of it ends up the pocket of overpaid football players, while a large proportion of the FIFA revenues are distributed to smaller football nations. Although some of it goes to corrupt football official, a large proportion are invested in football infrastructure. This can explain why Blatter has massive support outside the reign of UEFA.

### Abstract:

The 2015 FIFA congress, where Joseph Blatter was reelected as president illustrated differences in attitudes within the global football family. European football officials, with the exception of delegates from Russia and Spain were concerned about corruption and voted against Blatter. Among delegates from other continents, however, Blatter was massively supported. According while Manuel Nascimento Lopes, the FA president of Guinea-Bissau, "Voting for anyone but Blatter would be a blasphemy".

A comparison of the direction of the financial flows in club football and the revenues created by FIFA can explain the different attitudes towards Blatter. Although some of FIFA revenues have ended up in the pockets of corrupt football official, FIFA has invested millions of dollars in infrastructure and projects outside Europe during Blatter's period as president.

This is different from the pattern in club football. The top five European leagues (England, Italy, Spain, Germany and France) earn substantial revenues from the domestic markets. In recent years, however, they have also increased the revenues from foreign markets. The English Premier League has taken the leading role and now earn more than the other big five football nations collectively. For the 2015/16 season, they will earn €1.05 billion from the overseas market, of where more than 50% is from the Asian Market (TV Sports Markets). The foreign revenues account for 41% of the total media rights. Many Asian nations spend several times more on acquiring the rights for European

leagues and tournaments than on their own domestic leagues. If we include all the big five leagues and the UEFA Champions League, Malaysia, India and Thailand spend respectively nine, eight and seven times as much on these rights as on their respective national leagues. This in contrast to the respective big-5 nations, which hardly pay anything on acquiring foreign football rights. During the 2014/15 season, the amounts that TV stations in the UK, Germany and Spain spent on the other “top five leagues” accounted for respectively 1.2%, 1.2% and 1.3% of that they spent on their own domestic league. Hence, the money those fans in these nations spend on football remains within the nations.

The reason for this pattern is a consequence of the technology innovations in the media industry, which has improved the ability of reaping financial fruit from exporting sport programmes outside the core market. The production costs of a live sport programme are sunk costs (Gratton & Solberg, 2007). This means that they are neither affected by the number of markets it is broadcasted on, nor by the number of viewers. This means that the programming costs of a match in the English Premier League is the same if it is broadcasted only in the UK market or across the whole world. Furthermore, the variable costs of transmitting the signals to export markets are relatively small. Therefore, a large proportion of the additional revenues, i.e. from the export markets add to the profit. This has improved the ability of the clubs and leagues on top of the football hierarchy to exploit the commercial potential in other markets (Solberg & Turner, 2010).

Additionally, the import of European TV football will also cause substitution effects. Football fans, as everybody else have limited amount of time and income available. Hence, for some of those who spend time and money on European club football, it would be at the cost of the domestic leagues. The revenues in club football are distributed through the market, and in ways that are favourable for the sellers i.e. the European clubs and leagues. The FIFA revenues, on the other hand are distributed on basis of a voting system, i.e. “one nation one vote”. Hence, a delegate from a big football nation is not more influential than one from a small nation. UEFA have played a central role in European club football. The small nations, also within Europe have experienced that most of the revenues from club tournaments have ended up in the pocket of overpaid football players. This does not correspond with the distribution of the World Cup revenues. According to India’s Hindustan Times: “Blatter’s art of giving is likely to matter more than the allegations of corruption” . It is also worth having in mind that it is during Blatter’s president period that the World Cup for the first time ever has been hosted outside Europe and America. As a summary: These experiences can explain some of the sceptic attitudes football officials from other continents have towards UEFA

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**Alcohol advertising and youth in Sport:  
Recipe for a mismatch**

Abstract ID: PTG-2015-53 - (96)

All authors:

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Date submitted: 2015-06-12

Date accepted: 2015-06-30

Type: Other

Keywords: A global problem, A costly problem: A youth problem: An advertising problem – extent, An advertising problem – impact, A sport problem, An industry problem, international framework or convention

Category: Open Forum.

Synopsis:

The harmful use of alcohol as a worldwide problem results in millions of deaths. Alcohol being a causal factor in many diseases, it is also a precursor to injury and violence, its negative effects can spread throughout a community or a country and beyond by influencing levels and patterns of alcohol consumption across borders. Information on volumes, content, attractiveness, promotion and sponsorship illustrates the way alcohol production, marketing and consumption is manifested in global sports and beyond.

Abstract:

A global problem:

- WHO: alcohol consumption is responsible for 3.2% of deaths and 4.0% of disability-adjusted life-years
- Alcohol use is correlated with more than 200 types of diseases and injury.
- The proportion of death attributed to alcohol consumption is 5.9%
- Approximately 4.5% of the Global Burden of diseases and injury is attributed to alcohol.
- Alcohol has been identified as a component cause of over 200 ICDs

A costly problem:

- Alcohol abuse results in significant labour-force, road accident, healthcare and crime costs
- Alcohol abuse also results in social costs

Alcohol ranks eighth among global risk factors for death

Note: Both at societal level as well as individual level.

A youth problem:

- Crisis proportions?
- Alcohol consumption by adolescents and young adults is associated with a

range of risks, as well as poor physical and mental health outcomes

An advertising problem – extent

- Ugandan Data
- Uganda is the fifth Largest Beer market in Africa
- Per capita Alcohol consumption 10.9 liters the second highest in Africa.
- Uganda has the highest pure alcohol consumption per capita annually of 23.7 litres as compared to other East African countries like Rwanda and Burundi which each registered 22.0 litres per capita per year
- More than 30 % reported being drinkers.
- 46% received a free drink from an alcohol marketing and advertising representative.
- 50% drink twice or more a week.
- 37% consumed 3 or more Alcoholic drinks on average.
- 60% were diagnosed with HIV or another STI.

An advertising problem – impact

- The weight of evidence so far
- High standards of causality might be difficult to meet

A sport problem

- Sport media consumption
- Alcohol advertising through sport as channel of media exposure.

An industry problem

- Self regulation is the norm
- Arguments from the alcohol industry claim children and young people are not interested
- Change preferences, rather than increase consumption or attract new Consumers

A solution?

- An international framework or convention to regulate the link between sports and alcohol.

Governments should ban the advertising of alcohol on specific times ( especially when minors are awake) on Television and Radios as well as promotion and sponsorship programmes associated with it because the harm it causes is becoming more evident.

Ban the sponsorship and distribution of free alcohol during events such as sports galas and traditional wrestling matches that are also attended by children.

Restrict alcohol advertising in public places especially public transport, during youth events and at youth centres.

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WHO (2011): Global status report on Alcohol and Health

Source:

Research Article Monica H. Swahnn 2013

WHO alcohol global report 2014.

Source:

News Paper: Daily Monitor August 10th. 2012

News Paper: New Vision Wednesday February, 24,2010 The East African

Breweries increased sale of Alcohol by 16%

State of Alcohol and Substance abuse in Uganda Page 19 Second edition 2013)

Key research findings in a cross sectional survey in Kampala slums, Uganda

By Professor Monica H. Swahnn 2014 Professor of Epidemiology, school of public Health Georgia State University

WHO 2011

Children and Vulnerability in Uganda, Policy and Practice by Rogers Kasirye 2012.

Tumwesigye, N. M & Kasirye, R. (2005 Gender and the major consequences of Alcohol consumption in Uganda.in Isidore S. Obot and Robin Room (eds), Alcohol, Gender and drinking problems. Perspectives from Low and Middle income countries, Geneva, World Health Organization.

## Compliance of the National Sport Federations within Legal System in Montenegro

Abstract ID: PTG-2015-52 - (94)

All authors:  
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Date submitted: 2015-06-12

Date accepted: 2015-06-30

Type: Academic

Keywords: good governance, autonomy, national sport federations

Category: Good governance in sport: Setting standards, raising bars.

### Synopsis:

This paper aims to analyze the Montenegrin sport system, focusing on the regulatory framework. Given the democratic goals of the new Montenegro, the positioning of sport in the legal system of Montenegro should show a level of autonomy within the state's system. Ambiguity of the concept of autonomy (from whom, and to what extent) is found. Differences are explored between levels of autonomy in the way sport is governed in Montenegro.

### Abstract:

#### Discussion:

Bearing in mind constant challenges that sport system is facing in the globalized society, this paper aims to examine practical application of the legal obligations, especially concerning governance structure in order to fulfill constitutional and legal positioning of sport. Specificity of sport within Montenegrin legal framework means more responsibility for various decision-makers to further promote societal, educational and health values that sport represent. Transparency, check and balances, accountability and democratic process are seen as a vital foundation for the good governance and compliance within the legal framework. Sport Movement in Montenegro is exercising supervised autonomy.

#### Results:

- Number of NSFs over a longer period of time have failed to establish bodies (GA, EB and SB) that are responsible for functioning of federations in accordance with its statutes and the Law on Sport;
- Founding acts and rulebooks, according to the Articles 58 and 59 of the Law on Sport, were not made.
- Commissions within NSFs, which are responsible to implement above mentioned rulebooks, were not made.
- Vague position of athletes.
- Systemic lack of the implementation process for the education and specialization of the professionals (coaches, delegates, administrators) working

within NSFs.

- Number of sports organizations (members of NSFs), registered within RSO as nonprofit organizations are conducting commercial activities.
- Having in mind absence of the contract annexes, it is necessary to determine percentage of the professional athletes in order to apply Article 53 of the Law on Sport regarding transformation of an organization (from amateur to the professional).
- Lack of inspection control within Sport Movement.

Conclusion:

Perception of autonomy within NSFs is mostly misused as term for being independent, especially when it comes to implementing legal obligations within specific sport on one hand and way of spending state funds (allocated for athletes' development) on another hand. NSFs are formed as unity of sport clubs, where other stakeholders such as athletes, sport professionals (coaches, judges, doctors, etc) are not involved in decision-making process. Sport Movement need to be present on daily level at the complex process of the overall societal advancement. Bureaucratic institutions tended to remain as continuation of socialist rule with use of market-oriented tool aspects in situation of transition in order to achieve power in a certain segments of society. Earnings, economic sanctions, wars have created insecure environment which had unforeseeable consequences on the sport system. From organizational prospective (sports), governance model (non-transparent one) is used for turning sports organization from public to private ownership, putting the whole sport system at danger of depending on individual good will in how sport will be run. When it comes to society of Mediterranean influence (geographically), socialist principles (before) and market-oriented concept of living (win no matter what), broader aspects should be taken into consideration, such as political (read politicking), historical and social.

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## Fairness in Sport and the Factors that Influence Athletes in Sport and Life: Case of Japan

Abstract ID: PTG-2015-61 - (93)

All authors:  
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Date submitted: 2015-06-11

Date accepted: 2015-06-30

Type: Sports Official

Keywords: fairness, Anti-Doping, education, influencer, field of play, elite athletes, sport values, integrity

Category: A new World Code against doping: Anybody willing to comply?

### Synopsis:

Underlined by 2015 World Anti-Doping Code, an effective values-based education program should be based on evidence. To understand how the Japanese athletes of different performance and age perceive 'fairness' in sport, various 'issues' in sport and their influencers as athletes and as human being are analysed. This research identifies the social environment influences in judging fairness and perceived influences on athletes and the education programs should be developed based around the athletes' social belongings.

### Abstract:

The 2015 World Anti-Doping Code requires distinguishing between an 'information program' based on rules to help athletes take immediate action, and an 'education program' based on values and ethics in sport to positively influence an athlete's behaviors and attitudes in the long-term. The purpose of this research is to construct more effective education and information programs based on evidence by clarifying who could most effectively implement these programs, when they should be implemented and how they should be implemented, and furthermore to identify the sport values that can be taught to different levels of athletes as well as young people in general. It was examined how Japanese athletes of different levels and age perceive 'fairness' in sport by answering questions on various 'issues' in sport and by whom they feel they are being influenced.

A survey was carried out on over 1,900 Japanese top-level and college athletes. The athletes were categorized as: i) "top-level athletes" who have participated in the Olympic Games, World Championships, or other international competitions; whom are further divided into a) "elite athletes" who are funded by the Japan Sport Council and b) "non-elite athletes", college athletes, with same performance level; and ii) "non-top level athletes" who are also at college but at National Championships level. For comparison, the results of 4,800 general public (non-athlete) in Japan responses were collected

by web-based questionnaires. The questions were about the individual's perception of "sport and fairness", "unfairness", "influences", "quality of a top-level athlete" and other similar concepts.

1) In comparison to non-athletes who perceived 'fairness' from three dimensions (equal conditions, sport ethics, human ethics), there is a tendency that athletes perceive 'fairness' from four dimensions (equal conditions, sport ethics, human ethics, and respect for opponent). For athletes, the existence of opponents and referees are the factor in making a judgment of fairness. Especially on doping, athletes perceive doping as a violation of sport ethics, whereas non-athletes perceive doping as a violation of human ethics.

2) Elite athletes are more subjective to matters in the field of play. They also apply sport ethics to matters outside of the field of play. Furthermore, there is a significant difference in how athletes and non-athletes perceive the "quality of a top-level athlete." Athletes put more value on the results of matches/competitions, while non-athletes put more value on the processes and commitments taken by the athletes.

3) Non-elite athletes have a strong sense of belonging to their organization or team; thus, they are more likely to be influenced in developing their criteria of fairness by their teammates and coaches, as well as the lecturers or teachers who are closer to them.

4) The social environment provides a strong influence rather than the performance level that the athletes feel they have had an impact on them both being as a human being and as an athlete.

This research suggests that values and ethics-based education programs should be more tailored differently to elite athletes and non-elite athletes and delivered by the respective strongest influencers.

References:

World Anti-Doping Code, Japan Anti-Doping Code, Basic Sport Law of Japan

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## Reform or Revolution: The Future of Sport Governance, Organisation and Business in Caribbean After the Fall of Jack Warner

Abstract ID: PTG-2015-55 - (91)

All authors:

John Nauright (corresp), Anand Rampersad

Date submitted: 2015-06-05

Date accepted: 2015-06-30

Type: Academic

Keywords: Jack Warner

FIFA

Developing World

Caribbean

Good governance

Sport and development

Ethical sport business

Category: Good governance in sport: Setting standards, raising bars.

Synopsis:

In this paper we examine political and public culture in Trinidad and Tobago which allowed Jack Warner to succeed in sports administration, which he successfully (more or less) leveraged into a political career. Post-Warner sports organisation is examined with a view to understand what reform is possible and where revolutionary change is made. There are certain traditions of doing business and politics in sport and wider society in Trinidad and Tobago which come to bear on sport. We argue that these structures must also be changed in order for good governance to thrive in sport.

Abstract:

ABSTRACT:

In the early post independence period, leaders who could have appealed to the social, economic and political expectations of the population in Caribbean nations commanded often blind support and following. Using charisma and appealing to traditional values, became a trump card especially if they were able deliver promises in the arena of politics and business

The realm of sport was no different especially if previously scarce resources such as facilities and international attention could be facilitated. Furthermore, the success was pinned to the ability of the administrator/s. Success bred a sense of superiority and this was reinforced by the average population who believed that the power wielded by these administrators was responsible for whatever success that was being achieved. No one has been better at such practices than Jack Warner of Trindidad and Tobago, long-time supremo of

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Caribbean and North American football and erstwhile Trinidad and Tobago politician.

In order to develop a sport industry, the way sport has been administered at all levels from school, club and government level has to undergo significant changes from the old patronage model. The basis of the change is developing sport practices along ethical business models, which potentially neutralizes the charismatic appeal of sport administrators if meaningful checks and balances are put into place.

Our paper examines the complex nature of what constitutes "ethical" practice internationally, how that intersects with Caribbean business and social practices so that a genuine model of transparency is developed to which all stakeholders can agree and benefit from both domestically and in concert with international organisations.

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## How mega-events capture their hosts: event seizure and the World Cup 2018 in Russia

Abstract ID: PTG-2015-50 - (90)

All authors:  
Martin Müller (corresp)

Date submitted: 2015-06-04

Date accepted: 2015-07-13

Type: Academic

Keywords: mega-events, infrastructure, political economy, emerging economies, World Cup, Russia

Category: The revolt against global events: A perfect storm for sport?

### Synopsis:

This paper develops the notion of “event seizure” to better understand how mega-events, and the elites associated with them, take possession of host cities and societies – of development plans, funds and legislation – and impose their priorities on cities and citizens. It illustrates how event seizure plays out in the preparations for the Football World Cup 2018 in Russia, examining three dimensions: infrastructural seizure, financial seizure, legal seizure.

### Abstract:

In contrast to the 2022 World Cup in Qatar, little is known about the next World Cup, to take place in Russia in 2018. The preparations for it, however, are no less problematic than for the World Cups in Brazil and Qatar, involving oversized infrastructure at inflated prices, elite capture and the introduction of a regime of legal exception. Among other things, the event is on course to become the most expensive World Cup ever, with a total cost of about USD 20 billion. Against this background, this paper develops the notion of “event seizure” to better understand how mega-events, and the elites associated with them, take possession of host cities and societies – of development plans, funds and legislation – and impose their priorities on cities and citizens. It illustrates how event seizure plays out in the preparations for the Football World Cup 2018 in Russia. The paper examines three different dimensions of event seizure. First, infrastructural seizure, where event-related infrastructure, particularly sports venues, crowd out infrastructure that serves wider urban needs. Second, financial seizure, where a close circle of political and business elites benefits from state funding, while the public underwrites cost overruns. Third and last, legal seizure, where the event introduces exceptional legislation, infringing citizen rights and compromising due oversight of event preparations. The paper will conclude by discussing what the developments in Russia mean for future attempts to reform not just the World Cup, but mega-events more broadly.

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## Disciplinary proceedings concerning Athlete Support Personnel

Abstract ID: PTG-2015-49 - (88)

All authors:  
Herman Ram (corresp)

Date submitted: 2015-06-02

Date accepted: 2015-07-02

Type: Sports Official

Keywords: Disciplinary Proceedings  
Athlete Support Personnel

Category: A new World Code against doping: Anybody willing to comply?

### Synopsis:

In 2015, research was done into disciplinary proceedings concerning anti-doping rule violations committed by Athlete Support Personnel. The research is based on the disciplinary decisions that were present in the Anti-Doping Knowledge Center (accessible on [www.doping.nl](http://www.doping.nl)). Based on this research, conclusions and recommendations will be presented.

### Abstract:

The WAD Code 2015 contains a number of provisions concerning Athlete Support Personnel that were not yet present in the WAD Code 2009. These provisions aim to facilitate and stimulate a more effective approach towards Anti-Doping Rule Violations committed by Athlete Support Personnel. Until 2015, the approach towards these kind of ADRVs has been less than satisfactory, and only a limited number of such cases have been dealt with by disciplinary panels. Out of 2.176 decisions present in the Anti-Doping Knowledge Center at the close of the research, only 35 concern cases with Athlete Support Personnel as the defendant(s). These 35 decisions concern 40 persons.

These 40 cases have been analyzed in several ways (position of the defendants, means of proof, mitigating and aggravating circumstances, sanctions imposed).

These data will be shared, and in addition some (provisional) conclusions will be formulated. Finally, some (tentative) recommendations will be formulated concerning the approach towards these ADRVs under the WAD Code 2015.

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## Global Sports Political Power Index – who is the most influential sports nation in the world

Abstract ID: PTG-2015-45 - (84)

All authors:

Poul Broberg (corresp), Lasse Lyck

Date submitted: 2015-05-17

Date accepted: 2015-06-22

Type: Sports Official

Keywords: International Sports Policy, International Sports Federations, Good Governance, International influence, International sports politicians

Category: Good governance in sport: Setting standards, raising bars.

Synopsis:

The NOC of Denmark published in 2013 the first edition of the Global Sports Political Power Index? By registering the nationality of all the members of the executive committees in 118 international sports federations and by weighting these international federations and different positions in global importance, the NOC of Denmark came up with a Global Sports Political Power Index, which claimed who was the most influential sports nation in the world. The NOC of Denmark is now ready with the 2015 edition of the Power Index, and will publish the results for the first time at the Play the Game Conference.

Abstract:

In the Western World the debate is rising: are Western Countries losing their influence on the international world of sport to the financial growth centers in the BRIC countries (Brazil, Russia, India and China) and the oil rich nations of the Middle East? Is the allocation of the world's biggest sports events an indication of this? Some of the most prestigious mega-events like the FIFA World Cup have been allocated to Russia in 2018 and Qatar 2022. Looking at the 2014 Global Sports Nation index, one is tempted to conclude that the World is losing to the new economic powerhouses such as China and Russia, which are defined as the most influential sporting event nations in the world. What does the world of international sport look like if one tries to examine the national political influence exercised through each nation's elected sports politicians in the international sports federations? When it comes to the combination of nationalities in the executive committees within the sports federation, will the picture identified reflect strong political representation from Asia, the new growth economies, and the Middle East?

Results

The International Sport Political Power Index is based on the identification of

the nationality of all members in the executive committees of 31 International Olympic Federations, 45 International non-Olympic federations, as well as the members of the IOC and ANOC. The identification will take place from June 1, 2015 to October 1, 2015.

In 2013 the five most powerful countries were:

1. USA
2. Great Britain
3. Italy
4. France
5. Russia

#### Discussion

It is worth emphasizing that the list of the most influential sports nations in the world is a replica of the "Old World". Europe and the USA are occupying eight of the top ten nations, which is quite remarkable if you compare this list of nations with the general development in international politics over the last decade or so. Here the western world has seen both its political and economic power limited due to political and economic developments in Asia, South America and Africa.

European power was also one of the topics for discussion in the last election of a new IOC president, where such candidates as C.K. Wu and Ser Miang Ng were hinting that IOC may need a president from Asia due to the rising power that the Asian region has experienced politically and economically since Jacques Rogge was elected president in 2001. With the election of Thomas Bach, the presidency was kept on European soil. With great respect to the complexity of the election process, it can be concluded that the "old" power stood against the challenge from the candidates of the rising nations.

If one continues looking at the power distribution in international sports politics between the western world and countries from the growing economies in Asia, Africa, South America etc., we can use the table below for power distribution among non-European countries

One of the most prominent international challenges for international sports federations is the democratic deficit that is claimed to exist in some international federations. In this paper, democratic deficit is defined by existence of corruption, lack of transparency, absence of democratic elections and an open debate. Looking at the 20 most influential countries in international sports policy one may be surprised why we need to have this discussion, as it is leaders from the countries which are defined as democratic and occupy 18 of the 20 spots. Only China and Egypt can formally be disregarded as democratic nations.

#### Conclusions

Based on this analysis, it can be difficult to conclude that there is an overhanging problem with democracy in international sport, when power is primarily focused on candidates who come from countries with a democratic

culture. Thus, it is worth discussing whether the negative examples of corruption and enlightened despotism in sport are merely examples concentrated to individual federations rather than being a general challenge. Similarly, it is worth discussing whether defending the economic and political interests of federations is more important for the international sports leaders than ensuring democracy and decent working conditions, even when the leaders come from a democratic culture. Finally, one can argue that a general system failure in sport is the answer to why the elected leaders from democratic countries are not able to put greater influence on how international sports federations work with democracy and transparency. In general, sports leaders from democratically based countries are recruited to their positions by nominations rather than competitive democratic elections. This is weakening their ability to secure a governance reform in the international federations. However, they should be able to form alliances with fellow sports leaders from democratically based countries, according to the Global Sports Political Power Index.

### References:

[http://www.dif.dk/en/om\\_dif/powerindex](http://www.dif.dk/en/om_dif/powerindex)

**No Contest:  
The Human Right of Access to Effective Remedy  
Supersedes FIFA's Ban on 'Recourse to Ordinary Courts'**

Abstract ID: PTG-2015-44 - (82)

All authors:  
Gigi Alford (corresp)

Date submitted: 2015-05-16

Date accepted: 2015-06-30

Type: Academic

Keywords: FIFA, Swiss private law, international human rights law, European Convention on Human Rights, rights of access to remedy, mandatory private arbitration clause, FIFA Statutes, Canadian Soccer Association, Women's World Cup 2015, Human Rights Tribunal of On

Category: Good governance in sport: Setting standards, raising bars.

Synopsis:

The FIFA Statutes jealously guard the private, non-profit sports organization's autonomy from government bodies. In fact, certain clauses actually impede States' duties to ensure access to effective remedy for victims of human rights violations, as guaranteed in virtually every international human rights law (IHRL) instrument and at the domestic level in many constitutions and laws. As a party to many of these declarations and treaties, FIFA's home State of Switzerland has the obligation to secure the right to effective remedy through its own legislation, including by ensuring that Swiss private laws, which govern the FIFA Statutes, fulfil the maxim *ubi ius, ibi remedium*: "Wherever there is a right, there is a remedy." This paper examines the critical gaps in this framework through the prism of the reprisal threats made against the women football players who filed a gender discrimination suit against FIFA, as the latter's retaliatory response illustrates the conflict between the FIFA Statutes' mandatory private arbitration clause and the State responsibility to protect the international human right of access to effective remedy.

Abstract:

Governmental bodies from the United Nations (UN) to the European Union (EU) have attested to the value of sports in promoting education, health, development, and peace. The UN Economic, Social, and Cultural Organization (UNESCO) even declares the practice of sports to be a fundamental right for all. Thus, with its more than 265 million players in over 200 countries, the sport of association football may be said to rival some States and many non-state actors in the scale of its potential impact on the human rights of individuals worldwide, particularly for women, children, racial minorities, professional athletes, and other protected groups. These human rights risks have prompted

calls from various sectors for greater regulation of the sport's global governing body, the Swiss-based Fédération Internationale de Football Association (FIFA), including in the arenas of non-discrimination, labour rights, and due process.

This paper examines one example of these risks, which reached a fever pitch in the months leading up to the 2015 FIFA Women's World Cup in Canada. A group of players filed a gender discrimination suit in *Wambach v CSA and FIFA* seeking to reverse the decision by FIFA and the Canadian Soccer Association (CSA) to hold the tournament on artificial turf fields instead of natural (and allegedly safer and superior) grass surfaces. Soon after filing the legal action, several applicants received threats of suspensions from their respective football associations as sanctions for taking their dispute to an 'ordinary court' instead of FIFA's internal bodies. These reprisal threats were direct manifestations of the 'non-interference clause' and 'mandatory private arbitration clause' found in the FIFA Statutes, the organisation's private laws, which are designed to augment its autonomy from governments. The paper argues that, in many situations, these clauses impede the State duty to ensure access to effective remedy for victims of human rights violations, as guaranteed in virtually every international human rights law (IHRL) instrument and at the domestic level in many constitutions and laws. The paper concludes that, as a party to many of these declarations and treaties, Switzerland has the obligation to secure the right to effective remedy through its own legislation. This includes ensuring that Swiss private laws, which govern the FIFA Statutes, fulfil the maxim *ubi ius, ibi remedium*: "Wherever there is a right, there is a remedy."

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## Abstract report - Play the Game

## A European Perspective on the Current Issues of Intercollegiate Athletics

Abstract ID: PTG-2015-42 - (80)

All authors:  
Benjamin Bendrich (corresp)

Date submitted: 2015-05-14

Date accepted: 2015-07-03

Type: Academic

Keywords: Intercollegiate Athletics, NCAA, student-athletes, corruption, USA, Germany, athletics, university, academic, athletic

Category: USA College Sport: Unprotected amateurs in a billion-dollar business.

Synopsis:

Summary: The author will represent a 5year study (dissertation) about the effectiveness of the support of student-athletes in the United States. The study examines how German student-athletes benefit differently from the support they receive at American athletic powerhouses in comparison to their American teammates. The author used a data triangulation to validate his findings and research by cross verifying the same information by interviewing experts in the field of intercollegiate athletics and questioning German student-athletes regarding their experiences at American universities.

Abstract:

The triangulation strengthens the research because the data has increased credibility and validity with some brand-new findings and insights regarding the current issues of the NCAA and intercollegiate athletics in general. With questioning a single foreign nationality (German) about American college athletics, the survey is the biggest of it's kind. The results are insightful: Long-term commitments of student-athletes have a positive effect on the academic and athletic performance, therefore they should be mandatory for every university with a true academic mission for their student-athletes. In comparison to American student-athletes German athletes don't suffer under the restrictions of amateurism. The author will present the differences between the foreign and local student-athletes.

Foreign student-athletes profit from the support in different ways and therefore reveal a difference to their American teammates (especially in basketball and football). The question remains, if change is possible in the multi-billion industry of college athletics. Most athletic departments are virtually independent of their universities and represent a completely different power structure (similar to the army). Although it is absolutely crucial to have an independent faculty voice, today's faculties have no power other than advisory power at most universities with respect to athletics. A single member represents the faculty in most

athletic departments. Reform groups like the Coalition on Intercollegiate Athletics (COIA) or Drake Group have already addressed these problems and suggested the faculty oversight.

Many outsiders believe federally chartered corporation seem to be an option for tackling the problems of college athletics. Other countries show that federal corporations do not necessarily have to be better prepared to meet the challenges ahead. Federal influence and further lawsuits definitely seem to be possible cycle-breakers. The author will examine the NCAA as an association and athletic powerhouses.

The future of college sports, even a few years from now, is unclear; the struggle to establish student-athletes as employees will be in the spotlight. The author will give an overview of the current situation and possibilities how to address some of the problems. The hypocrisy of amateurism needs to be furthermore exposed, so that student-athletes have the same rights as all other students. Transparency in academic standards and athletic finances is needed to establish open governance. Currently, many questions remain unanswered. Finally, it can be stated that there is no shortage of good ideas on how to reform intercollegiate athletics; there is, however, a notable lack of firm resolve.

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James J. Duderstadt

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**From high school students to semi-professionals: Using technology to reduce the learning curve for university students playing in premier leagues. A case study of Strathmore University.**

Abstract ID: PTG-2015-41 - (78)

All authors:

Paul Ochieng (corresp)

Date submitted: 2015-05-13

Date accepted: 2015-06-22

Type: Academic

Keywords: Technology, learning, analysis and feedback

Category: Good governance in sport: Setting standards, raising bars.

Synopsis:

Abstract:

In 13 years Strathmore University has managed to get eight out of its nine sports teams from the entry-level league to premier leagues in Kenya, competing and defeating seasoned professional sides. Strathmore has also gone ahead to be the main national team supplier of players in hockey and rugby in Kenya. All this would not have been possible were it not for the application of technology in training and game analysis, which has helped reduce the learning curve for the young players fresh from high schools. Since 2006, the university has heavily invested in still and video cameras and game analysis softwares to help break-down the training sessions and games in a way that can be used to instruct players. The players are then given broken down and analysed clips of their game which they go and study on their smartphones and use it to improve their playing. Simulcam module of the Dartfish software has proven very crucial in teaching young players technics and tactics. Longomatch software breaks down a game into components that a young budding player can easily understand. The recent acquisition of a Drone by the university has helped give the players and coaches a bird's eye-view of their trainings and games, this has enhanced their understanding of game playing formats. This paper is a case study of Strathmore University's meteoric rise from minnows to sports giants in Kenya, the paper discusses in great depth this new pedagogical strategy that the university has used to train their players whose average joining age is 19 years, to play for the university in the premier leagues by age 20.

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  4. Sports Technology Journal

## Abstract report - Play the Game

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## The International Sport Regime: A Reconsideration of International Sport's Political Status

Abstract ID: PTG-2015-43 - (77)

All authors:  
Scott Jedlicka (corresp)

Date submitted: 2015-05-13

Date accepted: 2015-07-02

Type: Academic

Keywords: International relations, sport governance

Category: Good governance in sport: Setting standards, raising bars.

### Synopsis:

This paper argues that international sport can be considered an international regime. Such a categorization has important implications for international sport governance. The organizations which govern this regime necessarily exercise a great deal of power over not just international sport but all of international sport's stakeholders, including national governments. As proponents of good governance look to governmental intervention as a solution, understanding international sport as regime can illuminate potential roles for states in sport governance.

### Abstract:

International regimes are "principles, norms, rules, and decision-making procedures around which actor expectations converge in a given area of international relations" (Krasner, 1982). Accurately applying this theoretical concept to international sport (indeed, defining international sport in terms of this idea) implies that international sport is a site of "expectation convergence"; in other words, that international sport exhibits a high degree of standardization and homogeneity across an array of contextual settings. By extension, conceptualizing international sport as regime suggests that the rules, norms, and behavioral guidelines which comprise the regime are enforced by an implicit or explicit governance system, and further, that international sport has some relevance to international relations.

This paper argues that international sport meets all three of these definitional requirements. Although some degree of variation is present, similarities in organizational structures, competition formats, and codes of conduct (e.g., anti-doping policies) across an array of sports suggest that international sport is built around a specific, relatively consistent set of principles and norms. In fact, the desire for increased standardization was at least partially responsible for the growth of many international sport federations in the early twentieth century (Keys, 2006, pp. 43-45). This in turn suggests that the foundational

components of the regime are governed by a recognized enforcement mechanism. While some regimes rely on nothing more than implicit social pressures to achieve compliance, in the case of international sport, ensuring adherence to regime principles is the responsibility of a complex network of organizations—national and international sport federations, the International Olympic Committee (and its constituent national committees), the Court of Arbitration for Sport, and the World Anti-Doping Agency (WADA), to name only the most prominent. Finally, the relevance of international sport to international politics has been extensively documented (e.g., Hoberman, 1984; Houlihan, 1994).

An acknowledgement that international sport exists as an international regime relative to the broader international political system has important implications for sport governance. First, even if a need for governmental intervention or oversight in sport is needed to ensure reform or improve governance, states may be reluctant to take such action, given the increasing tendency for (especially non-governmental) regimes to operate independently of direct governmental control (Barnett & Finnemore, 1999). Second, calls for state intervention may need to be reframed in terms of state (as opposed to sport) interests. On this point, the creation of WADA may provide a template for future action (Hanstad, Smith, & Waddington, 2008). Third, and more ambitiously, the fact that many regimes are created through direct interstate cooperation suggests that the international sport regime can realize sport's oft-cited potential to promote global cooperation and peace. However, achieving such a lofty objective will likely require a fundamental reconfiguration of many international actors' beliefs about the necessity of sport's political autonomy.

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**Medellin´s Public Policy on Sports, and the Role of Facilities for Sports and Recreation in the Dynamics of the City.**

Abstract ID: PTG-2015-38 - (76)

All authors:

Sandra Pulido Quintero, David Mora Gómez (corresp), JUAN QUINTERO

Date submitted: 2015-05-13

Date accepted: 2015-06-22

Type: Sports Official

Keywords: Public policy, good practice, public facilities, social fabric.

Category: Good governance in sport: Setting standards, raising bars.

Synopsis:

Medellin´s Governmental Agency of Sports and Recreation, as public policy and acknowledging the increasing necessity to respond the social demands in terms of health, sport practices, recreation, and physical activity; defines as its strategy to provide high quality and free facilities aiming to promote peaceful coexistence, resilience, entrepreneurship, and, in general, to strengthen the social fabric and the citizenship.

Abstract:

Medellin has implemented a strategy regarding infrastructure for sports and recreation, during the last city governments it has been established as a public policy. The city understands infrastructure as fundamental for the creation of the conditions and the opportunities necessary to guarantee citizens their right to sports and recreation. According to the last city census, by 2005, there were 2951 facilities (DANE & Coldeportes, 2005), from which only 137 were managed by the local Agency of Sports and Recreation- INDER Medellin.

Nowadays the Agency manages more than 830 venues, including neighborhood facilities, sport units, and the main sport complex of the city, the Atanasio Girardot, a venue that has hosted national and international competitions.

The local government, aware of the necessity and as a public policy, responds to the social demands in terms of health, sport practices, leisure and physical activity. Thus, It has created a Strategic Plan for Sports based on the City´s Development Plan, specifically on the program "Development of sports and recreation as fundamentals for life" (componente 4: Deporte y Recreación). The aim is to facilitate the implementation of projects that use sports, recreation and physical activity as tools of an educational strategy promoting among citizens the respect for life, health, peaceful coexistence, the enjoyment and adequate use of leisure time, and the recognition of public investment as a right of all, but also as a shared responsibility.

The joint responsibility, empowerment, and community´s care are facilitators for

the use and enjoyment of sport facilities in Medellin. This achievement is the outcome of a long time work of the government along with the community. Today the city can say that public facilities are of all and for all thanks to the strategic investment of resources and technological developments such as the Misional Information System of the INDER that makes possible to have real time data about the use and availability of the venues.

Finally, one can refer to the Sport facilities and among them the Life Units- a new urban development of the city articulating sports, culture and participation- as important assets for the community involvement. The model of public management of sport facilities of Medellin can be considered a good practice that can grant citizens access, quality and gratuity, and with the potential to be applied and replied in other cities worldwide.

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## The local operating of a global (European) football actor in Ghana – Using the example of the football academy Red Bull Ghana

Abstract ID: PTG-2015-40 - (75)

All authors:  
Martin Kainz (corresp)

Date submitted: 2015-05-13

Date accepted: 2015-06-30

Type: Academic

Keywords: (European) Football Academies, West Africa, Red Bull Ghana, Global Value Chains, Legal Pluralism, Governance, Land Grabbing

Category: Transfers and trafficking: The human cost of broken dreams

### Synopsis:

In 2005, Red Bull started investing into football. In 2007, Red Bull Ghana has been established. In 2013, the academy has been closed. In the seven years of existence, the academy's results didn't correspond with the aspirations of the marketing company. The presentation shows the structure of Red Bull Ghana, its aims and challenges considering the technical (sport) level as well as the local level of legal pluralism, deriving conflicts and (potential) added value.

### Abstract:

**RESULTS:** The aim of the academy has been to “produce” top level football players in order to be transferred to the Red Bull branches in Europe or USA from the moment they reached full age. Therefore, Red Bull established a high end football academy in rural Ghana, – one the one hand – without the necessary knowledge of the local football business, and – on the other hand – without the essential expertise of the local environment, including legal pluralism, land acquisition and the way of interacting with different stakeholders in one and the same field. In seven years of existence, there has been no single player of Red Bull Ghana finding his way to a first team of Red Bull in Europe or USA. Moreover, there has been vehement resistance against the academy within the local communities, especially against the Europeans within the academy; as one could see from a negative campaign about the academy in Ghanaian print and online media.

**DISCUSSION:** On the one hand, the Red Bull football department, with a focus on the academy in Ghana, is being analyzed in the framework of a global value chain (GVC); for examining the path of “products” of the global football market in a development theory context including potential forms of upgrading (as well as roots of exploitation). On the other hand, for adding the often claimed local perspective to the GVC's approach, the impacts of the Academy on the interests and interactions of the local actors (within football as well as within the

communities around) are going to be presented; considering the reality of legal pluralism and governance as well as the phenomenon of land grabbing and resulting levels of conflict.

**IMPLICATIONS/CONCLUSION:** In summer 2013, Red Bull Ghana ceased to exist. One year later, in summer 2014, the academy's infrastructure has been sold to the owners of Feyenoord Fetteh, calling the new establishment West African Football Academy. Early signals of the later closure were already obvious in 2010, during the two months of field research of the author within and outside the academy.

Because of Red Bull not being able to find players being talented enough for playing on a high football level, because of Red Bull using ethically questionable and critically seen instruments for finding appropriate talent (such as X-rays) and because of Red Bull not willing to cooperate with local actors; not within the football business, nor with the local communities and political (modern as well as traditional) leaders around the academy.

A different approach would have been needed for running a successful football establishment in this rural and sensitive Ghanaian context. Successful in two ways: for Red Bull as well as for local actors. This would have been an establishment that downgrades the sporting targets to a maybe lower level and cooperates as well as interacts with local actors – and therefore enables added value on a local level as well as for the company; of course on a lower profit-oriented level than planned.

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## Fighting Corruption in Sport: does the Sports Integrity Industry have an 'integrity deficit'?

Abstract ID: PTG-2015-36 - (74)

All authors:  
Simon Gardiner (corresp)

Date submitted: 2015-05-13

Date accepted: 2015-06-22

Type: Academic

Keywords: Corruption; Integrity; moral;

Category: Governments vs. fixers: Will the rule of law beat the law of the jungle?

Synopsis:

Abstract:

The first part of the paper will examine the ways in which integrity has been approached in recent years in the context of the increasing awareness of the need to engage with sports-related corruption. In recent years major International Sports Federations have developed monitoring and compliance bodies, such as the Tennis Integrity Unit or UEFA's 'Early Warning System' managed by the commercial company Sportradar; industry trade bodies have emerged such as the European Sports Security Association (ESSA); new bodies such as the Qatari state-funded, International Centre for Sports Security; NGOs such as 'Play the Game' and Transparency International; law enforcement agencies such as Interpol; governmental bodies such as the Council of Europe and the UK's Sports Betting Integrity Unit of the Gambling Commission. These bodies comprise what can be termed the 'sports integrity industry'.

A brief examination will be made of what views of integrity are expressed in these different approaches to regulation and monitoring; how this relates to the different stakeholders in sport and their different descriptions of their responsibilities; how the core value narratives are engaged. It will be suggested that an 'integrity deficit' exists in a number of these regulatory organisations and approaches.

The second part of the paper will clear the conceptual ground, examining the different philosophical and psychological views of integrity. Different actors within and without the sports industry use the term 'integrity of sport' in different ways. Sometimes it means simply 'honesty', and sometimes it is used as a catch-all phrase for an amalgam of a range of sports-related values including

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unpredictability of outcome and a level playing field. Further, distinctions can be made between forms of personal, sporting, organisational and commercial integrity.

This analysis will primarily focus on organisational integrity. It will initially distinguish moral and behavioural integrity. The first of these will focus on integrity as: congruence of moral purpose and practice; the focus of moral identity; a single virtue or collection of virtues. It will argue that all three play some part in an understanding of moral integrity, but that the concept needs to be developed in the light of the complex social environment exemplified in the governance of sport. This requires greater attention: to underlying meaning and worth; to critical and transparent dialogue as a key aspect of integrity; to the relationship of responsibility to integrity- including agency, accountability, and liability; and inter-organizational integrity and governance. The paper will argue that these form part of the integrative nature of integrity.

Behavioural integrity has in the recent literature on management and leadership tried to distinguish itself from moral integrity, focusing on consistency rather than value, and the role this has in creating trust. The paper will critique this view, arguing against a value neutral concept. It will argue rather that moral and psychological values are key to relationships inside and outside the organisation, and that dialogical identity which addresses these is more important for their development.

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## Going to Scale in Sport for Development?

Abstract ID: PTG-2015-35 - (73)

All authors:

Ben Sanders (corresp), Chris Barkley, Madhumita Das

Date submitted: 2015-05-13

Date accepted: 2015-06-30

Type: Academic

Keywords: Psychometric scale, sport, development, soccer, research design, evaluation

Category: Open Forum.

Synopsis:

The sport for development field is hampered by a lack of rigorous monitoring and evaluation or ability to determine if and how sport contributes to outcomes. This study developed and tested a 16-item Soccer Scale that asked adolescent girls a series of questions regarding the effect of playing soccer in their lives. Findings should prove relevant for other organisations in the field, as well as for research, program and policy development.

Abstract:

Summary

The sport for development field is hampered by a lack of rigorous monitoring and evaluation or ability to determine if and how sport contributes to outcomes. This study developed and tested a 16-item Soccer Scale that asked adolescent girls a series of questions regarding the effect of playing soccer in their lives. Findings should prove relevant for other organisations in the field, as well as for research, program and policy development.

Background

Although being a relatively new branch of development, much has been written around sport as a catalyst for social and behavioral change. Despite a multitude of SfD interventions, policies and programmes worldwide, there is still limited research as to how, and why, sport itself may be most effective in fostering development. As soccer is the largest sport worldwide, and the largest recipient of SfD funding, Grassroot Soccer (GRS) developed and tested a fourteen-item psychometric scale to evaluate the role that soccer plays in an SfD intervention for adolescent girls. The scale is intended to measure attitudes among adolescents toward the perceived benefits of soccer in relation to self-esteem, social cohesion, and gender norms. Items are based on previous qualitative work in the community and a literature review.

Methods

The study population includes 200 Grade 8 adolescent female learners (median age 13.61) in Soweto, Gauteng. Each girl responded to 16 statements

about how playing soccer would benefit them or other girls. The responses ranged from 'strongly agree' to 'strongly disagree' on a 4-point Likert Scale. Scores were then divided into three categories based on the mean and Standard Deviation into (i) low perceived benefit, (ii) medium perceived benefit, and (iii) high perceived benefit. The reliability of the scale was tested and found to be significant with Cronbach alpha = 0.704. This survey was administered confidentially on Android mobile phones using the Open Data Kit (ODK) Collect application. This method has been used with high acceptability with adolescents in South Africa. This is part of a 3-year longitudinal study tracking 200 of girls through GRS programmes. The same scale will be used at endline.

**Results**  
Little over half of the girls reported moderate benefit of playing soccer while one-fifth perceived low benefit and 27% perceived high benefit. These results were collected at baseline - i.e. before the GRS soccer-based intervention was delivered. It is interesting to find that among all the girls, 62% agreed that playing soccer makes girls more masculine, reinforcing gender stereotypes. With age, the younger cohort associated higher benefits with playing soccer than older girls. Higher perceived benefits of soccer is associated with higher self-esteem, more gender equitable attitudes, and greater self-efficacy. The endline survey will provide an interesting comparison point while qualitative research will complement the survey.

**References:**  
N/A

## The use of global sport events as a soft power resource

Abstract ID: PTG-2015-37 - (72)

All authors:  
Andy Stevens (corresp)

Date submitted: 2015-05-13

Date accepted: 2015-06-30

Type: Academic

Keywords: global events, soft power, sport

Category: The revolt against global events: A perfect storm for sport?

Synopsis:

Abstract:

Global events such as the Olympic Games and FIFA World Cup can be considered as a form of soft power. Soft power changes what other nations want, rather than hard power, which changes what other nations do. Using data from the Olympic Games and Winter Olympic Games from 1972 to 2022 Exploratory research conceptualises and measures global events as a soft power resource, describes their transformation into power, and explain why they derive these outcomes.

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# Abstract report - Play the Game

## CONMEBOL, GALEANO AND THE FBI

Abstract ID: PTG-2015-59 - (71)

All authors:  
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Date submitted: 2015-05-13

Date accepted: 2015-06-30

Type: Journalist

Keywords: CONMEBOL, Galeano, FBI, Leoz, Figueredo, Grondona, Datisa, Copa America, corruption, soccer, Uruguay.

Category: Good governance in sport: Setting standards, raising bars.

### Synopsis:

Eduardo Galeano, Uruguayan writer who hosted the opening of the first Play the Game conference in 1997, died on April 13, 2015. That same day, Eduardo Ache, president of the Nacional de Montevideo club, Galeano's team, was implicated in a money laundering scandal. We didn't imagine that 45 days after that, Datisa, a holding company based in Uruguay, would be prosecuted by the FBI as part of the biggest soccer corruption scandal in South America.

### Abstract:

Eduardo Galeano, a famous Uruguayan writer, died on April 13, 2015. He had opened the first Play the Game conference in 1997 in Copenhagen, with a speech on his love for soccer but also on his disappointment over the political manipulations and dark deals done by the bureaucrats of the ball. The day after his death, the main Uruguayan newspaper, El País, summarized Galeano's trajectory defining him as "The scriptwriter of the left". It was an absurd simplification. That very same day, the Uruguayan press informed that Eduardo Ache, president of the Nacional de Montevideo club, Galeano's loved soccer team, had been implicated in a money laundering scandal from his old days as president of the Uruguayan branch of the Banca Privada d'Andorra bank. We didn't imagine that was only the beginning. Only 45 days later, the now famous FBI and Swiss police raid took place in the Baur au Lac hotel in Zurich. It was like a bomb in FIFA's heart, but above all it was a bomb for South American soccer. Eugenio Figueredo, the Uruguayan president of CONMEBOL until 2014, remains today confined to a Swiss jail cell. His predecessor, Paraguayan Nicolás Leoz, committed himself to his private sanatorium to scape from the police. Today he's under house arrest in Asunción, waiting to be extradited to the USA. Argentine Julio Grondona, the most powerful CONMEBOL man inside FIFA, was saved by death. But Grondona's name, as well as those of the presidents of the ten Southern American federations that make CONMEBOL, are mentioned in the FBI indictment, either directly or indirectly. All of them are under suspicion of having demanded and received bribes for

the selling of TV rights on regional tournaments. The investigation includes the alleged bribe takers, as well as the alleged givers: executives of the three main TV production companies that use to monopolize transmissions are also detained or are fugitives. Their bribes served, for example, to make a person like Leoz pocket ten times more money than Lionel Messi for the latest Copa América played in Chile. Yes: the head official earns ten times more money than the star player. This is soccer upside down. The bribes, according to the FBI indictment, were paid by Datisa, a holding company based in Uruguay, precisely the nation of Galeano, maybe the writer who most alerted us South Americans about how we should distrust the USA, which promoted all the coups in our region, practices legalized lobby and didn't even ratified its membership within the International Criminal Court. That same country now tells us that our soccer, the only area in which we were kings, is corrupted from the root up.

#### References:

Relevant persons: Andrew Jennings, Lucio de Castro (Brazilian journalist), Alejandro Casar (Argentine journalist).  
Books: Omerta, Fútbol Para Todos (Argentina)  
Newspapers: La Nación (Argentina), El País (Uruguay), Folha (Brazil), El Mercurio (Chile).

## Game On: Can Qatar Deliver a Game Winning 2022 FIFA World Cup Hosting Performance?

Abstract ID: PTG-2015-31 - (70)

All authors:  
Susan Dun (corresp)

Date submitted: 2015-05-13

Date accepted: 2015-07-02

Type: Academic

Keywords: FIFA World Cup, Qatar, Worker Rights, Football Fans, Mega Events, Host Country

Category: The revolt against global events: A perfect storm for sport?

Synopsis:

Ultra Short Summary: In 2010 FIFA awarded the hosting rights for the 2022 World Cup to Qatar. It is the first time an Arab country has been named host country. Qatar must manage significant issues including workers rights and the fans to host a quality Cup. We examine the infrastructure build up as well as the fan experience that must be addressed or Qatar will fail to deliver on its promise of a world class Cup.

Abstract:

In an unusual move, Fédération Internationale de Football Association (FIFA) awarded the hosting rights for the 2022 World Cup to Qatar, a tiny oil rich emirate in the Arabian Gulf, the first time an Arab country has been named host country. Qatar has made sports a cornerstone of its development plan, investing billions into the infrastructure necessary to host the World Cup as well as heavily in a plethora of other international sporting events in a bid to build their soft power and international legitimacy. Qatar's plans are extremely ambitious, requiring building an entire city, a light rail system, and at least eight stadia. Hotel room capacity must be close to tripled as well to house fans. Significant concerns surrounding the bidding process as well as the treatment of migrant workers have hounded Qatar since the hosting rights were awarded, counteracting the goal of legitimacy. Qatar may gain in the court of public opinion if it manages both the pressing human rights issues during the build up phase and successfully holds the matches themselves. A key requirement for both is attracting international football fans to Qatar, which may be a given for hardcore fans, but with calls to boycott the Cup and protests being held, is not a certainty for all.

In the paper we examine the situation from the perspective of the football fan experience. First we address the need for Qatar to make significant changes to the worker situation to manage the current controversy or risk a fan boycott.

Second, we discuss the situation during the Cup itself including physical needs such as having sufficient attractions, transportation, and accommodations to attract and manage fans. We also consider the nature of experience during matches themselves. There are certain behavioral norms for many football fans such as drinking alcohol and engaging in fairly raucous behavior that go hand in hand with attending matches. Qatar must manage the significant tension between these expectations and the local, deeply conservative, social norms. For Qatar to have a successful World Cup the fans must come, something they will be reluctant to do if the infrastructure isn't ready or they do not believe they will have an enjoyable experience. Thus, Qatar must be ready to deliver not only buildings, but also the type of product World Cup fans expect, or the tidal wave of negative public opinion that has hounded them since the announcement of the bid may prove too much to surmount.

References:

## Changing the Game for Major Sporting Events

Abstract ID: PTG-2015-30 - (69)

All authors:  
Liz Twyford (corresp)

Date submitted: 2015-05-13

Date accepted: 2015-06-30

Type: Other

Keywords: Games, Children, Rights, Bid, Host, Legacy

Category: The revolt against global events: A perfect storm for sport?

Synopsis:

Sharing experience of the Commonwealth Games Federation and Unicef UK's work to develop new bid criteria and support future Commonwealth Games Host Cities to protect and promote children's rights.

Abstract:

Building on the successful delivery of the Glasgow Commonwealth Games, one of the, if not the first Major Sporting Event to develop a Human Rights Statement, the Commonwealth Games Federation (CGF), working with Unicef UK, is committed to develop ground-breaking new requirements for future cities to protect and promote children's rights in the way that they bid for, organise and deliver future Games, as well as in the legacy that is secured around the event in the longer term.

Working with Unicef UK, the CGF are developing new bid criteria, as well as a tool to support future candidate cities to understand where they affect children and their rights, both in terms of risks and opportunities, and how they can use that understanding to protect and promote children's rights in the way they develop and deliver the event.

This bold new approach will set a new standard for the sector and ensure that future Commonwealth Games will have children and their rights at the very heart of activities.

The partnership would share their rationale for embedding children's rights at the heart of future Games, the insights they have garnered from developing new bid criteria and tools to support Host Cities, and encourage other MSE Awarding Bodies to also make concrete commitments through the way they confer hosting rights in future.

References:  
n/a

## **Criminalizing athletes: Can criminal law help to ban doping from sport?**

Abstract ID: PTG-2015-29 - (68)

All authors:  
Lars Mortsiefer (corresp)

Date submitted: 2015-05-13

Date accepted: 2015-06-30

Type: Other

Keywords: criminal law, criminalizing, National Anti-Doping Organization NADO, World Anti-Doping Agency WADA, arbitration agreements, self-doping, collaboration, doping, ban, prison, Germany, CAS, fair sport, clean sport

Category: A new World Code against doping: Anybody willing to comply?

Synopsis:

Can criminal law help prevent athletes from doping? Yes, says the National Anti Doping Agency Germany. The establishment of a criminal law in Germany will help the anti-doping work in many ways. Especially points like the legislation for data transmission, the clarification in arbitration agreements are contributing. The enabled collaboration between public state prosecutors and National Anti-Doping Organizations is the only solution to protect clean athletes. Because every athlete has the right to compete clean.

Abstract:

Sentence to up to three years in prison for doping? Can criminal law help prevent athletes from doping? Yes, says the National Anti Doping Agency in Germany.

Doping cases have hit the sport several times in the past. The credibility of the sport and the commitment to fairness and equal opportunities are repeatedly being scrutinized. Doping harms not only competitors in competition, but also the sport organizers, sponsors and spectators who spend assets in trust to a fair sport. Therefore there is considerable interest in protecting the sport from these influences.

The sport has already taken necessary and appropriate measures in order to protect sporting competition from doping. The creation of the World Anti-Doping Agency WADA and the National Anti-Doping Organizations (NADOs) and their successive development and expansion are the authoritative basis for prosecution and punishment of doping violations in the sport. As well the new segment of intelligence and investigations will contribute to this goal. But concerning the dimension of doping and doping structure that were lately shown in the CIRC report, these measures would be unsatisfactory related to the criminal intent that lies behind it.

Germany therefore establishes an anti-doping law. Not only are sentences to up to three years in prison a deterrence factor but the new law will strengthen the anti-doping work in Germany. In the new law, doping methods according to the prohibited list are explicitly covered. The so-called self-doping of athletes will be punishable under certain conditions and athletes risk to be sentenced to prison. If the acquisition and possession of doping substances is intended for self-doping, the acquisition and possession of small amounts of drugs will be criminalized. Particularly serious cases of doping are treated as felonies.

The work of NADA Germany will be strengthened through this new law by enabling legislation for data transmission of public state prosecutors in line with data protection standards for collecting, processing and using personal data of athletes. Finally, it is clarified that arbitration agreements between federations and athletes are valid which is widely discussed in German law during the Pechstein case. This clarification will strengthen the sport arbitration, however NADA Germany does not neglect that changes have to be made at the International Court of Arbitration (CAS).

Conclusion: A criminal law will help the anti-doping work in many ways. Especially the legislation for data transmission and the clarification in arbitration agreements are contributing to the anti-doping work. The by law enabled collaboration between public state prosecutors and National Anti-Doping Organizations is the only solution to protect clean athletes. Because every athlete has the right to compete clean.

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## Doper's Purgatory: What is a race director's responsibility when convicted drug cheats return to run?

Abstract ID: PTG-2015-39 - (66)

All authors:  
Myles Schrag (corresp)

Date submitted: 2015-05-13

Date accepted: 2015-06-30

Type: Journalist

Keywords: Marathon, distance running, doping, Rita Jeptoo, Liliya Shobukhova, World Anti-Doping Code, World Marathon Majors, International Association of Athletics Federations (IAAF), Road Race Management, Professional Road Running Organization Circuit, drug senten

Category: A new World Code against doping: Anybody willing to comply?

### Synopsis:

When convicted drug cheats have finished serving their sentences, how welcome should they be to return to run for prize money? Race directors must consider many factors, and the recent trend in the United States is toward exile rather than forgiveness. This paper will address what is appropriate justice, what steps can be taken to ensure the integrity of elite distance running, and how current and prospective actions fit with the World Anti-Doping Code.

### Abstract:

Amid recent high-profile doping cases in elite distance running involving Rita Jeptoo, Liliya Shobukhova, and the International Association of Athletics Federations (IAAF), there are many lesser-known athletes who serve their drug sentences and return to competition for a chance to earn comparatively modest prize money. Unlike the larger races, such as the World Marathon Majors, drug testing is administered much more haphazardly, if it is administered at all, at smaller races. The growth of second-tier races that offer prize money has placed many more race administrators in the difficult position of protecting their brand while being fair to clean runners as well as those convicted. The trend in the United States is toward exiling former drug cheats rather than forgiveness. Interviews with these race administrators indicate a struggle to balance these goals within budget and time constraints, and determining whether societal norms of a penalty served apply on the race course where the long-term effects of drug use may still convey an advantage after the sentence has been completed. There are also issues of cultural and socioeconomic factors, often not stated on the record by U.S. race directors, related to doping among, most notably, Russian, Kenyan, and Moroccan athletes who train or compete in U.S. races. This paper examines obstacles that the race administrators face, as well as numerous actions that have been taken or considered in an attempt to

ensure the integrity of the sport is upheld. This includes drastic measures taken recently by the Indianapolis Monumental Marathon and the Professional Road Running Organization Circuit; a database of drug cheats begun by a trade publication for race directors (Road Race Management); and how directors interact with athlete managers who have convicted drug users among their clients (including, most notably, Andrey Baranov and Larisa Mikhaylova). The discussion and implications section will address important questions such as: what is an appropriate sentence length? Is it fair for athletes who have served their sentences to receive a de facto eternal punishment from the sport's organizers? And how in sync are these hardline approaches in the United States with norms of justice established by the World Anti-Doping Code?

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<http://www.outsideonline.com/1928046/why-russian-runner-doping-scandal-matters>

Database of drug cheats maintained by Road Race Management,

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

Sarah Culver, Grandma's Marathon elite athlete director

<http://www.monumentalmarathon.com/press-releases/2015-04-16-IMM-Takes-Stand-Against-Doping.php>

Professional Road Running Organization Circuit

Andrey Baranov, athlete manager who has handled convicted athletes

Larisa Mikhaylova, coach of LM Elite, which includes several convicted athletes

## Guilty by Assumption: The Effect of Twitter Reports on Professional Athletes

Abstract ID: PTG-2015-27 - (65)

All authors:  
Allison Levin (corresp)

Date submitted: 2015-05-13

Date accepted: 2015-06-30

Type: Academic

Keywords: Social Media; Twitter; Accusations; Rumors; Reporting; Journalistic Ethics; Rhetoric; Analytics; Quantitative; Predictive Models

Category: Good governance in sport: Setting standards, raising bars.

### Synopsis:

In the era of social media journalistic standards are abandoned in an attempt to be the first organization to break a story. As a result numerous stories that eventually were proven false went viral on Twitter and were picked up by sports and mainstream media. This project looks at three cases of inaccurate reporting and seeks to explain why the public is willing to believe speculative stories. Further the research demonstrates the need for ethical standards for all journalists who post stories on Twitter.

### Abstract:

With the evolution of the 24-hour a day news cycle, media outlets are competing to be the first to report a story and ignoring journalistic norms. Stories are posted on Twitter with caveats such as: sources tell me, I am hearing, or rumors suggest. While this language might protect the media source my research indicates that fans cannot distinguish between factual solid reporting and poorly substantiated reporting. This project sheds light on the need for the media to work towards a consistent journalistic standard for social media posts dealing with to speculative stories.

This project uses both quantitative and qualitative methods to examine three false reports about professional athletes: (1) the 2013 reports that Aaron Rodgers was coming out as gay, (2) the 2014 reports claiming DeSean Jackson was released because he was an active gang member, and (3) the 2015 reports that Matt Kemp could not pass a basic team physical. In each instance, the story was widely reported as true and treated by fans and media sources as factual, yet the underlying reports were never substantiated and in each case the reports ended up being false.

The data consists of the tweets and retweets posting the unsubstantiated story for each case. Quantitative methods are applied to determine how quickly the false story spread and how long it was considered news. Then a content analysis of the key tweets is performed to look at the language used and what

attempts, if any, were made to tell the reader the story was speculative. Next, the two types of analysis are combined to determine if any particular rhetorical method was more successful in tempering the dissemination of the speculative story as well as what rhetorical styles worked best to stop the story being reported. Finally, the three examples are examined broadly to describe what rhetoric in the original tweets as well as the surrounding information in an attempt to begin to craft ethical standards to avoid similar situations in the future.

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## The Permeable Fortress

### Protests, Policing and the Visibility of Security at the World Cup in Rio de Janeiro

Abstract ID: PTG-2015-25 - (63)

All authors:

Dennis Pauschinger (corresp)

Date submitted: 2015-05-12

Date accepted: 2015-06-30

Type: Academic

Keywords: Protests, Security, World Cup 2014, Rio de Janeiro, Brazil, Activists

Category: The revolt against global events: A perfect storm for sport?

Synopsis:

The 2013 Brazilian protests led to unprecedented levels of security at the 2014 World Cup. This paper brings to the fore three major aspects: First, the Rio de Janeiro World Cup security plan; second, the permeability of the total security claims in Rio de Janeiro; and third, the ways in which authorities prioritised the visibility of security with serious consequences for any opponents to the World Cup project.

Abstract:

Many have thought that the 2013 protests in Brazil would change both FIFA and the Brazilian government. A year after the World Cup and one prior to the Olympic Games, we must face the disillusioning reality: neither FIFA nor Brazilian realities have significantly altered. Brazilians have re-elected the federal as well as the Rio de Janeiro state government, both connected to people's anger on street level during the nationwide uprising. And FIFA continues to launch smoke grenades to veil their involvement in corruption.

Drawing upon seven months of ethnographic fieldwork within the Rio de Janeiro security forces before, during and after the World Cup I will argue that the protests 2013 have led to an intensification of security measures preparing for the tournament and thus to the fortification of the city. In consequence to the protests, Brazil's security forces chose to shift their risk analysis towards the activists involved and started an unprecedented effort to protect stadiums and touristic hot spots and acted rigorously against any kind of protest attempts.

In this paper I want to bring to the fore three major aspects. First, an outline of the security strategy the Rio de Janeiro government has adopted to include the protests in addition to the global and highly standardised security demands (Yu et al. 2009). I want to address in a thorough analysis that the security plan has been based on three main pillars: cooperation, policing and surveillance.

Second, building upon the first aspect I want to lift the curtain of the imaginary security dream announced by the authorities, and glance behind the scenes of the civil police work during the World Cup in order to show how the promise of “total security zones” (Fussey et al. 2011) during sport mega events can never be fulfilled. With examples from within the FIFA security perimeter around the Maracanã stadium I will strain the attention to the permeability of the militarised and fortified Rio de Janeiro.

Third, I want to feature prominently my fieldwork experience within a civil police station and the special forces, in ways of contrasting the ways in which security is framed by the event organisers and how it is actually perceived by the forces that have to provide it on ground level. Exploring police work in exceptional times, I want to put forward that instead of actually improving the security dynamics in host cities, authorities prioritise the visibility of security which then has serious consequences for those who oppose to the neo-liberal (Eick 2011) or and the celebration capitalistic mega event model (Boykoff n.d.; Boykoff and Fussey 2014).

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## **A qualitative examination of athletes' willingness to dope: a choice or imperative?**

Abstract ID: PTG-2015-24 - (62)

All authors:

Lisa Whitaker (corresp), Sue Backhouse, Jonathan Long

Date submitted: 2015-05-12

Date accepted: 2015-06-22

Type: Academic

Keywords: Qualitative; willingness to dope; athletes' perceptions

Category: A new World Code against doping: Anybody willing to comply?

Synopsis:

Doping is a complex behaviour that occurs as a result of a combination of individual, social and situational factors. Drawing upon the sporting histories of athletes, we qualitatively explored perceptions of what makes athletes willing to dope in rugby league and track and field athletics. Those interviewed believed that in certain situations, athletes in their sport may feel they have no choice but to dope unless attractive alternatives are available and appropriate support is offered.

Abstract:

Introduction: Doping is a complex behaviour that occurs as a result of a combination of individual, social and situational factors. Drawing upon the tenets of the Prototype Willingness Model (Gibbons, Gerrard Lane, 2003), this paper acknowledges that individuals who dope are not necessarily 'bad people' looking to cheat. An athlete may have no intention of doping but may develop a willingness to dope under certain conditions. Whilst research has identified critical incidents during an athlete's career that might make them vulnerable to doping (e.g., injury, career transitions, poor performance; Kirby et al., 2011; Bloodworth & McNamee, 2010), our understanding of how the complex interactions between an individual and their environment influence doping willingness in the lead up to and during these incidents is limited. This paper presents findings from a study that provided athletes with the opportunity to draw upon their own sporting histories to gain insight into what influences an athlete's willingness to dope. Specifically, we qualitatively examined national level athletes' perceptions of what makes individuals in their sport willing to dope and in doing so investigated the concept of choice in relation to doping.

Method: Nine national level UK athletes from rugby league (n= 5) and track and field athletics (n= 4) participated in semi-structured interviews. Thematic analysis (Braun & Clarke, 2006) established the main themes within the data.

Results: Four key themes emerged, suggesting that those interviewed felt that in certain situations, athletes in their sport may feel they have no choice but to dope. Concerns about having to leave the sport and therefore seeing doping as an occupational necessity, injury woes, pressure from others, and believing everyone else is doing it were all perceived to increase an athlete's willingness to dope. However, participants believed that if faced with a risk-conducive situation and alternative options were available (e.g., recovery techniques, professional advice/support, opportunity to train harder or change coach), most athletes would choose the alternative rather than doping. Equally, family members were perceived as a protective factor against doping.

Conclusion: Based on the perceptions of the athletes interviewed, steps can be taken to help reduce the likelihood of an athlete developing a willingness to dope. Promoting dual careers could help prevent athletes from being concerned about making a living beyond sport and thus avert the development of the belief that doping is an occupational necessity. Similarly, increasing access to resources such as physiotherapy, nutrition advice and strength and conditioning will help to provide athletes with alternative options to doping. Equally, the findings highlight a need to equip athletes with life skills to enable them to deal with periods of instability, which may lead to doping if attractive alternatives are unavailable. Seemingly, an athlete's doping behaviour is not necessarily driven by a desire to cheat, but instead by a perceived need to 'keep up'.

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## University sport: An inhibitor or facilitator of doping prevention?

Abstract ID: PTG-2015-22 - (61)

All authors:

Kelsey Erickson (corresp), Sue Backhouse, Dave Carless

Date submitted: 2015-05-12

Date accepted: 2015-06-22

Type: Academic

Keywords: doping, university, student-athletes, attitudes, relationships, culture

Category: A new World Code against doping: Anybody willing to comply?

Synopsis:

The student-athlete experience varies across nations, but just how it differs is rarely documented. Amongst student-athletes from the US and UK, doping attitudes towards PEDs appeared similar. However, personal experiences and behaviours underpinning these attitudes differed. In contrast to the UK data, the American narratives were littered with references to exposure and access to various forms of PEDs. Thus, the findings highlight the need to tailor anti-doping policies to local contexts.

Abstract:

Exploring the experiences of university student-athletes is currently an area of increasing interest for researchers and policy makers alike, amplified by the growing trend in athletic internationalization. Regarding internationalization, England Athletics (2012) has offered a word of caution to potential UK athletes heading west: 'a very different system for the sport operates in the US, which will impact your studying and sporting experiences. Whilst many athletes thoroughly enjoy their experience, it is not suitable for all'. As their statement suggests, the student-athlete experience is considered to be different across the two nations. However, there is a dearth of information demonstrating exactly how it differs, particularly in relation to how it influences attitudes, experiences and behaviours towards doping in sport. Therefore, the purpose of this qualitative study was to explore the experiences of university student-athletes in relation to doping in sport. Design: Cross-sectional qualitative methodology. Method: Semi-structured interviews were conducted with 28 track and field university student-athletes from the UK (N = 14; Male = 8, Female = 6) and US (N = 14; Male = 5, Female = 9). Using an inductive thematic analysis approach (Braun & Clarke, 2006), verbatim transcripts underwent an individual analysis and a thematic map was created for each country respectfully. Next, the individual thematic maps were compared in order to identify similarities and differences. Results: Student-athletes upheld the view that using PEDs in sport is 'wrong', while the word 'cheating' was used repeatedly to describe the behaviour. However, while attitudes towards PEDs

appeared similar between the two nations, the personal experiences and behaviours underpinning these differed in important ways. Specifically, amongst the US population, the transition from HS to university was associated with significant adjustments. In particular, challenges related to relationships and increased expectations associated with the new title 'student-athlete'. While relationships with HS coaches were described as friendly and supportive, interactions with university coaches appeared to be maladaptive for some student-athletes. Likewise, for the majority of student-athletes there were explicit personal and performance expectations, which when unmet, compromised their wellbeing. Insightfully, in stark contrast to the UK data, the American narratives were littered with references to exposure and access to various forms of PEDs, starting at high school and continuing at university. Conclusion: The findings suggest that there is a danger in amalgamating university student-athlete experiences and environments. Indeed, there does appear to be a 'very different system for sport' (EA, 2012) in the US compared to the UK at the university level. Critically, the differing system appears to have implications for exposure to and behaviour towards PEDs in sport. In light of the enhanced national responsibility for delivering anti-doping education in the 2015 World Anti-Doping Agency Code, these findings are timely as they highlight the need to tailor anti-doping policies to local contexts while tackling shared regional or global threats to Clean Sport.

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## Mega Sporting Events and Children Rights: The Variety of Media Coverage in 2014 in 12 countries

Abstract ID: PTG-2015-23 - (60)

All authors:

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Date submitted: 2015-05-12

Date accepted: 2015-06-22

Type: Academic

Keywords: mega sporting events, Olympics, world cup, human rights, children rights

Category: The revolt against global events: A perfect storm for sport?

Synopsis:

Public awareness of the impact of Mega Sporting Events on children rights is a recent phenomenon and it shows considerable variation between countries in quantity as well as in the dominant narratives. The paper maps these differences between 12 countries in 2014 and tests a set of indicators from freedom of the press to economic development as explanatory variables.

Abstract:

This paper examines how written media covered Mega Sporting Events (MSEs) and their impact on children rights, and human rights writ large, in 2014. Though many academic publications and advocacy organisations have examined the human rights implications of MSEs, little work has been done exploring media reporting on these issues. In an initial, exploratory fashion, Articles from 24 different sources in 12 different countries, namely Brazil, France, Germany, India, Italy, the Netherlands, Russia, South Africa, Spain, Switzerland, the United States and the United Kingdom, were counted and scanned, aiming at a quantitative and qualitative summary of print and online reporting in 2014. Based on initial findings, we can tentatively classify media awareness of human rights issues surrounding MSEs in each country as either high, nascent or minimal.

The pattern of resulting differences can be explained by enabling and limiting factors of the respective media system. We use a set of indicators for freedom, development and societal engagement with human rights issues to explain media awareness in different countries. This leads to a grouping of countries into types of awareness.

Overall, the results – exploratory as they are - can give a baseline for future comparison and evaluation, orientations for further research and potential guidance for advocacy activities.

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## Gurus - the willing helpers of the hunt for medals

Abstract ID: PTG-2015-21 - (59)

All authors:

Gerhard Treutlein (corresp)

Date submitted: 2015-05-12

Date accepted: 2015-07-03

Type: Academic

Keywords: doping, sports medicine, university of Freiburg, evaluation commission

Category: Good governance in sport: Setting standards, raising bars.

Synopsis:

Gurus - the willing helpers of the hunt for medals

If a state spends money on top-level sport, he does not do it selflessly, in exchange he wants to see for international success, In many cases medical professionals play an important role in the production of performance enhancing developments. A particular example of this was for more than three decades the sports medicine at the University of Freiburg. All the legal and illegal work of those doctors would not have been possible without the secret to open funding from city, state and federal governments.

Abstract:

Gurus - the willing helpers of the hunt for medals

The objective is the same in many countries: If the state spends money on top-level sport, he does not do it selflessly, in exchange he wants to see for international success, They seem to be necessary for the national reputation. Whether Honecker, Ulbricht, Erbach or de Maizière or others in other countries - politicians give money against medals and prefer to present themselves in the public together with successful athletes rather than together with critics of the modern high level sport. In many cases medical professionals play an important role in the production of performance enhancing developments: doctors who work in opposition to the ethics of their actual medical job in promoting excellence through the use of permitted and prohibited means and methods. A particular example of this was for more than three decades the sports medicine at the University of Freiburg. The sports medicine specialists Keul and Klümper and their disciples, such as Huber, Schmid or Heinrich became willing helpers of high level sports. Over the years they acquired the reputation of gurus. For ex.: in the 80's were nearly 90% of West Germany's top track and field athletes patients Klümper.

Were they detached actors – many people would prefer to see them so - or limbs in a structural chain? All their legal and illegal work would not have been possible without the secret to open funding from city, state and federal

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governments. The experience over the years suggest that Freiburg was a particularly egregious form of the profiling by the sports medicine. But we think that more “Freiburgs” exist not only in Germany but also in many other countries. The responsibility is clear in centralist countries, particularly in dictatorships: The order prescribing doping takes place top down to the basis and is implemented primarily by medical professionals. In democratic and especially in federally organized countries, it is much more difficult to clarify the question of responsibility. Expectations play an important role and acted in doubt as clever as it shows the image of the three monkeys: Nothing hear not see say anything. At the end of the positively tested athlete is provided as a single perpetrator in the pillory, all others can wash their hands of the matter.

References:

Prof. Dr. Letizia Paoli, commission members Mahler, Sörgel, Simon, hoppeler

## Children's Rights and Major Sports Events: Opportunities and Risks

Abstract ID: PTG-2015-32 - (58)

All authors:

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Date submitted: 2015-05-12

Date accepted: 2015-06-22

Type: Academic

Keywords: Event, Impacts, Children's rights, evidence-based, policy, Olympic Games, Football World Cup,

Category: The revolt against global events: A perfect storm for sport?

Synopsis:

There are significant gaps in the knowledge base concerning the impact of major sports event hosting processes on children's rights and interests. This paper responds to this gap by presenting the findings of a study that explores children's rights as they relate to broader rights-based concerns and issues of social justice relating to inter alia, women, labour, the environment and housing.

Abstract:

Political support for the public investment into Olympic Games and FIFA Football World Cup hosting opportunities is invariably justified by the promotion of these events as policy interventions that will secure a range of diverse, and frequently extensive, public good outcomes. These outcomes include economic dividends in the form of, for example, tourism development and social benefits such as the promotion of equality and urban regeneration (Misner & Mason, 2009). Invariably, the scale of this investment has ensured that the economic dimension dominates evaluative attention. However, while the resultant knowledge base confirms that events can generate significant revenue, it is also sceptical that this will meet pre-event predictions or be enjoyed as a public good outcome (Matheson & Baade, 2004). It also highlights that associated costs and benefits tend to be distributed unevenly and this is often to the detriment of those least able to protect their interests (Hall, 2001). As a result the social impacts of events are receiving more attention, but as this is a relatively recent development while the issues are increasingly recognised, the knowledge to support, for example, evidence-based policy making, is still developing (Weed et al, 2012).

The impact of major sports events (MSEs) on human rights and, by association, children's rights sits within this context of recognition and knowledge gap. For example, it is accepted that the global media attention, immovable deadlines and risk of reputational consequences that characterise MSEs raise a variety of social justice issues throughout the lifecycle (before,

during and after) of an event (Institute for Human Rights and Business, 2013). However, as Brackenridge et al. (2013) point out, although there is recognition that negative outcomes, like the violation of workers' rights and community displacement, extend to children, this impact is not well understood as the issues are respectively obscured and compromised by a general or adult age focus. This knowledge gap is a concern because it reduces the potential for informed approaches to safeguarding children's rights and interests within hosting processes. It is also a concern because it represents a missed opportunity to use the global media spotlight and political fear of reputational consequences to advance and promote the broader interests of children more generally. There is, therefore, a pressing need to extend the evidence base concerning the human rights and social justice implications of MSEs to account for the specific risks and opportunities experienced by children.

This paper responds to these imperatives by presenting the findings of a study, commissioned by Terres des Hommes International Federation, to explore the impact of MSEs on children's rights across the event lifecycle. Specifically, the study seeks to identify how these rights intersect with established areas of concern involving, inter alia, women, labour, housing, the environment and corruption. The ambition is that the findings will support collective efforts, like the 'Children Win' campaign, to advance children's interests, by providing the detailed empirical data needed to support evidence-based policy concerning hosting opportunities.

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Terres des Hommes International Federation - [www.terredeshommes.org](http://www.terredeshommes.org)

Children Win Campaign - [www.childrenwin.org](http://www.childrenwin.org)

# Abstract report - Play the Game

## Does the FIFA World Cup boost the economy?

Abstract ID: PTG-2015-19 - (56)

All authors:  
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Date submitted: 2015-05-12

Date accepted: 2015-06-22

Type: Academic

Keywords: FIFA World Cup; FIFA; Mega-Sport-Event; Growth model; Legacy; Football; Event; Host effect; Globalization; GDP per capita growth

Category: The revolt against global events: A perfect storm for sport?

### Synopsis:

The present article deals with the economic consequences of the FIFA World Cup™. It finds, contrary to previous research, that it has a positive and significant effect on GDP per capita growth. The developed multiple regression growth models delivers results that lead to further investigation on the differences between European and non-European host countries.

### Abstract:

The present article deals with the sport-economical topic of mega sport-event impacts on host countries and focuses on the FIFA World Cup™. It investigates the change of GDP per capita growth in the time between 1970 and 2014. Besides an overall look in this time frame, the article specifically focuses on the varying results for FIFA World Cups™ after 1990 and their differences between European and non-European host countries. The scientific goal of this article is to highlight a specific FIFA Host effect with the help of an advanced multiple regression growth model. Based on results of former studies, an own multiple regression growth model will be developed ("Fett Model") to test the success of the FIFA World Cup™. Previous studies stated it had a slightly negative and insignificant effect on economic variables (Sterken 2007, Baade et al. 2004). My analysis does not support these statements and rather finds the contrary, as it shows a positive and highly significant result for the host year since 1990, both for European (+2.65%) and non-European host countries (+1.59%). These results could be explained by an increased commercialization of the FIFA World Cup™, more willingness of non-European host countries to use public funds to finance mega sport-events and a better football-specific infrastructure in Europe due to high-profile competitions like the UEFA Champions League and UEFA European Championships. A similar development for the UEFA European Championships cannot be found.

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## London 2012 and the mass participation legacy: Examining the reasons for policy failure

Abstract ID: PTG-2015-20 - (55)

All authors:  
Spencer Harris

Date submitted: 2015-05-12

Date accepted: 2015-07-02

Type: Academic

Keywords: Mass sports participation, Legacy, Policy implementation, Policy problems, Good Governance, England

Category: Good governance in sport: Setting standards, raising bars.

Synopsis:

ULTRA SHORT SUMMARY OF ABSTRACT : Implementation theory and partnership literature is used to examine the mass participation legacy from London 2012 and the reasons for (possible) policy failure.

Abstract:

Community sport in England forms a key pillar of the London 2012 legacy plan. Community sport has long been characterized as a complex and multi-faceted policy field, partly due to the number of agencies involved (Charlton, 2010; Houlihan & Green, 2009; Houlihan & White, 2002; McDonald, 1995; Roche, 1993). At the same time it is growing in financial stature and political salience. Between 2012 and 2017 a total of £1 billion of public money will be invested in the community sport legacy (Sport England, 2012). This paper utilizes the partnership and collaborative capacity literature to analyze the experiences of implementing agents charged with delivering the community sport legacy of the 2012 Games. Rooted in a critical realist paradigm (Bhasker, 1979) the study uses a mixed methodology comprising a questionnaire followed by a case study approach utilizing documentary analysis and 42 semi-structured interviews with National Governing Bodies of Sport (NGBs), County Sport Partnerships (CSPs) and local authorities. The findings confirm the hierarchical, top-down nature of the community sport policy process and a system represented by competing coalitions rather than a joined-up, epistemic community (Haas, 1992). The findings also underline the limits of partnerships and contracts as mechanisms to enforce or incentivize policy implementation. The paper goes on to illuminate the key barriers that restrict or prevent effective implementation and concludes with recommendations for future policy and practice.

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## Deconstructing Olympism

Abstract ID: PTG-2015-18 - (54)

All authors:

Johan Ekberg (corresp)

Date submitted: 2015-05-12

Date accepted: 2015-06-30

Type: Academic

Keywords: Olympism, Deconstruction, Derrida, IOC

Category: Open Forum.

Synopsis:

This article argues for Olympic research to shy away from the seemingly shared agreement of always having the Olympic ideals (Olympism) as the point of departure. In an attempt to reach this needed dis-embedded state attention is turned to the research that the IOC financially supports and the intent is to put pressure on the use of Olympism apparent in this research by applying the mindset of Jacques Derrida, and his notion of deconstruction.

Abstract:

The area of interest in this article is the Olympic philosophy of Olympism and more specifically the use of Olympism in Olympic research. The initial spark for this work came along with the insight that there within the vast majority of Olympic research seems to be a shared agreement of always having the Olympic ideals, the Olympic values or the Olympic philosophy, Olympism that is, as the point of departure. This realization needs to be added to the fact that the International Olympic Committee (IOC), the organization in charge of the Olympic movement, also are the ones who propagate for the spreading and knowledge of Olympism, thereby making the above mentioned vast majority of Olympic research somewhat biased. Research which deals Olympic topics seems, with other words, to be strongly influenced by a notion which is driven by the organization behind what that very research, supposedly, is to reach objective conclusions regarding. The belief carried here is that Olympic research in that sense needs to "break free from its chains" and to a much greater extent look at the Olympic movement, and everything within it, from perspectives which are not influenced by the perceived ideas of what the Olympics should be or how it needs to be changed in order to better match its founder's, Pierre de Coubertain, original intentions. In short, the conviction is that in order for Olympic research to contribute to a process of renewal and adaption for the Olympic movement, which paradoxical enough in many cases is the sought-for outcome, it needs to avoid the imbedded normativity that comes with notions of Olympism and Olympic ideals. The way this work will attempt to reach this needed dis-embedded state is to look at the research that

the IOC supports in its willingness to improve and spread the notion of Olympism, and more specifically the research directed from the Olympic Studies Center (OSC), which hierarchically finds itself just underneath the IOC. The intent is to put pressure on the use of Olympism apparent in this research by applying the mindset of Jacques Derrida, and his notion of deconstruction.

References:

## Professional Certification: An Innovative Approach to Anti-Doping

Abstract ID: PTG-2015-17 - (52)

All authors:

Steve Maxwell (corresp), Joe Harris

Date submitted: 2015-05-11

Date accepted: 2015-06-30

Type: Journalist

Keywords: anti-doping, certification, professional cycling

Category: Good governance in sport: Setting standards, raising bars.

Synopsis:

The advantages of applying a new model of professional certification to both amateur and pro sports.

Abstract:

Professional Certification: An Innovative Approach to Anti-Doping

One of the greatest threats to the credibility of professional and amateur sports is the lack of consistent and defensible anti-doping systems. A more effective anti-doping solution would help many sports to attract a larger and more dedicated fan base, improve talent development, encourage sponsor investment, and build a stronger economic future. We propose to address this via the application of a professional certification model to sports.

The general concept of certification has existed in different professional contexts for decades – as a means of defining an accepted and consistent standard for conducting business, or for manufacturing and providing goods and services. This includes the wide range of accreditations required of professionals such as doctors, accountants or architects, as well as the comprehensive manufacturing quality control standards of the International Standards Organization (ISO) 9000 and 14000 protocols, or the LEED certification conventions for environmentally sustainable buildings.

A pro sports certification program would deemphasize today's reliance on command and control approaches, and would restructure anti-doping efforts by means of three cornerstones: (1) a more comprehensive system of athlete auditing, monitoring and tracking; (2) the implementation of stronger ethical standards and training, and behavioral expectations; and (3) more severe and permanent penalties for those found guilty of breaking the rules. An independent certification agency would be created and empowered to set the operating and behavioral standards, create appropriate metrics by which to measure adherence to those standards, and hold individuals and teams accountable to the agreed standards.

Just like private corporations become ISO-certified or are financially audited by external accounting firms today, athletes would be evaluated using defined metrics before being approved to participate. If and when irregularities were detected, a red flag would be raised, the athlete would need to respond or make changes in order to continue competing. If problems are not corrected within a specific time period, athletes could risk losing their professional licensing, or other severe economic consequences.

An athlete certification model encourages and empowers participants to initiate and maintain responsibility for their own behavior and performance. This system can be compared to a manufacturing quality control process, in much the same way that all the individual components of a complete consumer product have to be certified and validated before being assembled and sold. All of the individual athletes would be proactively certified before ever participating in events, thus reducing the risk of “contaminating” the event, and increasing the validity of the final results. So long as athletes maintained their regular testing schedule and produced no questionable results, they would be allowed to display and maintain a symbol of “good housekeeping” to their uniform. Over time, the reputation-building privilege and purely economic value of being able to wear that “Certified Clean” symbol would grow significantly – creating a positive upward momentum, rather than the downward spiral that has tainted so many sports in the past.

References:

## Creating Of An Effective Sports Governing Body In The Russian Federation

Abstract ID: PTG-2015-15 - (51)

All authors:  
Sergey Yurlov (corresp)

Date submitted: 2015-05-11

Date accepted: 2015-06-30

Type: Other

Keywords: effective model; sports governing body; sport; problem; legal framework; administration; athlete; structure; department; establishing; control; rights.

Category: Good governance in sport: Setting standards, raising bars.

Synopsis:

The problem of effective sports governance is important nowadays from the national and international perspectives. Russian sport experiences a great number of problems relating to the legal framework for and administration of sport as a type of physical activity. Russian sports governing bodies are not well-structured. Therefore, government officials of the Ministry of sport, sports governing bodies and sports lawyers should start creating a new model of a sports governing body. Furthermore, Russian government should consider establishing of a new sport supervisory body.

Abstract:

Problem statement/Discussion

Modern sport is a complex system that should be governed by a competent body. The problem of effective sports governance is important nowadays from the national and international perspectives. For instance, Federation Internationale de Natation (hereinafter referred to as "FINA") faces great challenges in swimming: night finals in Rio 2016 Olympic Games; doping and other. More importantly, FINA is being charged with its negative performance. Therefore, some people believe that FINA should be dissolved and replaced by a new and effective governing body whose function will be sports governance in swimming only.

Russian sport experiences a great number of problems relating to the legal framework for and administration of sport as a type of physical activity. Unfortunately, Russian sports governing bodies do not work to overcome those ongoing problems. For example, Russian sport faces great problems relating to doping. The number of athletes' disqualifications on the ground of the use of doping has recently increased. Therefore, Ministry of sport of the Russian Federation (hereinafter referred to as "Minsport") and sports governing bodies should join their efforts to tackle doping – for example, they should conduct

researches, “round tables” on doping issues etc.

We believe that this is due to the fact that Russian sports governing bodies are not well-structured: several departments are not in place.

#### Conclusion/Suggestions

In such a situation, government officials of the Minsport, sports governing bodies and sports lawyers should start creating a new model of a sports governing body. This model as distinct from the current should include the following departments:

- a legal committee whose function is to draft internal rules and regulations, to provide advice on a wide range of legal issues and to represent athletes/coaches in the dispute resolution procedure;
- a sports ombudsman whose function is to represent athletes and protect their rights;
- jurisdictional bodies that are entitled to adjudicate sports disputes arising out of sports activity. It appears that each sports governing body should create a dispute resolution system providing opportunities for appeals. Therefore, a sports dispute resolution system should comprise no less than two instances;
- a doping or/and medical committee that should conduct tests, analyze and provide information about sport nutrition as far as an athlete should use “doping free” sport nutrition. More importantly, each athlete before taking a medical substance should consult with a professional and obtain advice based on which he will be taking decisions with regard to a particular drug; and
- a special department whose function is to analyze foreign experience of organizing of sporting competitions.

Furthermore, Russian government should consider establishing of a new governmental body that will be responsible for supervision and control over the Minsport, sports governing bodies and other sport subjects, enforcement of Russian legislative acts on sport and protection of the rights of athletes.

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<http://www.sportsintegrityinitiative.com/wsca-to-form-new-body-to-rival-fina/>

## YOUTH OLYMPIC GAMES – THE SOLUTION TO YOUTH INACTIVITY?

Abstract ID: PTG-2015-33 - (50)

All authors:  
Donna Wong (corresp)

Date submitted: 2015-05-11

Date accepted: 2015-07-02

Type: Academic

Keywords: Youth; Youth Olympic Games; Youth Obesity; Youth Inactivity; Youth Sport Participation

Category: The deadly disease of inactivity: Is the world ready for a cure?

Synopsis:

This presentation aims to look at the alignment of the Youth Olympic Games in fulfilling its purpose as a platform for the International Olympic Committee to deal with global youth obesity by increasing youth participation in sport. Through a critical assessment of the positioning of the Youth Olympic Games, this research aims to uncover some of the potential opportunities presented by the youth games on one hand, and the challenges it faces on the other.

Abstract:

The Youth Olympic Games (YOG) is the latest addition to the Olympics Family with the vision to “inspire young people around the world to participate in sport and adopt and live by the Olympic values” (International Olympic Committee, 2014). Launched in 2010, it is an initiative targeting at youth between the ages of 15 to 18 to encourage young people to participate in sport. The development of the YOG has been located within the context of creating sporting opportunities for young people. In addition to the escalating drop-off rates for young people involved in active sport participation, the need to address the phenomenon of rising youth obesity was cited as the *raison d’être* for the creation of the YOG. The youth game came about as the IOC’s ideologically answer to engage young people to play a more active role in sports in order to counteract the spread of the obesity epidemic. It has been suggested by the Olympic Movement that “competitive sport may help steer young participants away from some of the less savoury temptations endemic in 21st century society” (International Olympic Committee, 2009).

Five years on, with two Summer and one Winter YOGs completed, the YOG is still struggling to find a foothold within global sports events, let alone the fulfilment of its objectives. Scholars and practitioners have remained sceptical of the extent to which the competitive excellence associated with Olympics can be effective in promoting broader participation and grassroots recreational sport (Coalter, 2004; Hindson et al., 1994; Wong, 2011). The evidence

available is at best anecdotal. Reliable empirical findings on current youth sport participation and international trends are rare and representative data are practically non-existent, hence the basis for analysing global youth participation trends is limited (Brettschneider, 2009). This raises critical questions about some of the assumptions underpinning the YOG about its potential impact on youth sports participation and its role as an antidote to what is emerging as a worldwide problem: youth inactivity and youth obesity.

This presentation aims to look at the alignment of the YOG in fulfilling its purpose as a platform for the International Olympic Committee to deal with global youth obesity by increasing youth participation in sport. Through a critical assessment of the positioning of the YOG, this research aims to uncover some of the potential opportunities presented by the youth games on one hand, and the challenges it faces on the other. A better understanding of the YOG holds implications for the consideration of the relevance and impact of these strategies for attracting young people through sports mega-events.

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## Women's Involvement in Sports as A Cure to Match-fixing and Corruption

Abstract ID: PTG-2015-60 - (49)

All authors:  
Hande Öztürk (corresp)

Date submitted: 2015-05-11

Date accepted: 2015-07-07

Type: Other

Keywords: Keywords: corruption, Hoyzer, Fenerbahçe, Italian football, male-domination, women's involvement, European sports

Category: Good governance in sport: Setting standards, raising bars.

Synopsis:

Propositions on how to end corruption in sports differ, and this study aims to bring in another one that had hardly been discussed so far: Can increase in the women's involvement in sports help combatting the corruption? We should compare corruption in women friendly and unfriendly environments to conclude whether women's involvement have a positive impact on obtaining non-corruptive business.

Abstract:

Although match-fixing is not the only corruptive behaviour contaminated to sports, it is surely the cancer of the fair-play and the sporting spirit. While corruption is not new to sports, all agree that it should come to an end. Propositions thereon differ, and this study aims to bring in another one that had hardly been discussed so far: Can increase in the women's involvement in sports help combatting the corruption? In order to further evaluate this issue, we shall first have a look at the various corruptive behaviors that can take place in sports and actors that may be involved such as officials, athletes, club or even federation administrators or more strikingly the governments. Secondly we shall recapitulate the biggest corruption scandals that happened in European sport such as Hoyzer case, Italian football league match-fixing scandal and most recently Fenerbahçe case. Then we shall refer results of certain studies regarding comparative analysis of corruption in women friendly and unfriendly environments which suggest that women's involvement have a positive impact on obtaining transparent and non-corruptive business. Lastly, we shall discuss whether such method is also applicable to sports and if yes to what extent. However, when it comes to women's involvement, it is necessary to look also at the current situation of European sports before reaching a conclusion. After all, the question arises: Can it be the male-domination itself that poisons the sports?

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"Reflections on Anti-Corruption Legislation Enforcement in the Sporting Events Arena: A Legal Analysis on Contemporary Match-Fixing Matters", by Gönenç GÜRKAYNAK, Esq.

"Match-Fixing in Turkey: A Step in the Right Direction", by Gönenç GÜRKAYNAK, Esq.,

"Clean Games Inside and Outside the Stadium: Collective Action in Combating Corruption in Sporting Events", by Gönenç GÜRKAYNAK

Tim Donaghy

## Trustworthiness of high-performance sports and the fight against doping from the athlete's point of view

Abstract ID: PTG-2015-14 - (48)

All authors:

Daniel Westmattelmann (corresp), Katharina Pöppel, Dennis Dreiskämper, Gerhard Schewe, Bernd Strauß

Date submitted: 2015-05-11

Date accepted: 2015-07-03

Type: Academic

Keywords: doping; sport psychology; prevention; trustworthiness; anti-doping law; high-performance sport; sport economics

Category: A new World Code against doping: Anybody willing to comply?

Synopsis:

An athlete's doping decision is strongly affected by his or her perceived trustworthiness in different actors. The surveyed athletes consider the integrity of their competitors as questionable and the ability of the anti-doping agency as low, which might lead to less trustworthiness and a higher prevalence of doping. To build up trustworthiness and prevent doping, the athletes recommend using ABP, greater investment in diagnostics and greater control frequency and the application of an anti-doping law.

Abstract:

A seemingly endless series of doping scandals in high-performance sports has generated increased public attention (Bette, Kühnle & Thiel, 2012; Haug, 2006). Negative headlines in the media or the exit of public broadcast stations from live coverage of sport events like the Tour de France emphasize the fact that doping represents a great danger for the trustworthiness of sports itself (Dreiskämper, 2014; Meinberg, 2010).

National and international anti-doping agencies (NADA/WADA) and corresponding jurisdictions are assigned to fight against doping to establish doping-free and equal conditions in high-performance sports (Haug, 2006; Augustin, 2007). In many cases, anti-doping agencies and sports federations are criticized by the public for their inability to fight against doping because of an ineffective anti-doping program with insufficient drug-testing frequency and quality. Some institutions are even seen as unwilling to fight doping as the result of a lack of integrity (Bette & Schimank, 2006; Lünsch, 2007). Regarding athletes' attitudes towards doping, it is important to realize the athletes' degree of perceived trustworthiness, which consists of ability, benevolence and integrity (Mayer, Davis & Schoorman, 1995) in regard to competitors on the one hand, and the perceived trustworthiness of various teams, organizations and supervisory and control authorities within and outside the field of sports on

the other hand (Dreiskämper, 2014; Petroczi & Strauß, 2015). If an athlete believes his or her competitors are acting in an untrustworthy way, or believes that sports' codes are unable or unwilling to fight doping, it would involve considerable risk, from an athlete's point of view, for such an athlete to remain 'clean'. This is because of the athlete's acceptance of a competitive disadvantage compared with athletes using doping substances. Therefore, we asked professional cyclists from Germany about their personality, their perceptions of trustworthiness in various actors in high-performance sport and the effectiveness of different anti-doping measures. The athletes are testing-pool-members and have a high level of expertise and performance in a sport that has high doping prevalence. The data were collected by a partial-standardized interview.

The athlete's personality deviates only moderately from that of the population average. A very low integrity is attributed to competitors compared with team-members or team-management, which leads to a low amount of trust in competitors. The athletes evaluated the anti-doping agency's integrity as high but its ability as comparatively low, which also leads to a lack of trust. Although the lack of trust in competitors and anti-doping agencies have different reasons, both present a substantial risk for athletes and may lead to more doping. From the athlete's point of view the application of an Athlete Biological Passport (ABP), improved doping diagnostics and increased control frequency are the three most effective anti-doping measures. These are followed by the application of an anti-doping law, which is already established e.g. in Italy, France and or Austria and is currently being debated in Germany. German athletes believe that an anti-doping law is more effective than e.g. a leniency program or increased bans or fines and might lead to a more trustworthy environment in high-performance sports.

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# Abstract report - Play the Game

## Critical Sports Journalism? Reporting Sports Governing Bodies In The English Press

Abstract ID: PTG-2015-13 - (46)

All authors:  
John Doyle (corresp)

Date submitted: 2015-05-11

Date accepted: 2015-07-02

Type: Academic

Keywords: Keywords: Critical Sports Journalism, English Press, FIFA, UCI, sports governing bodies, sports governance, journalistic practices

Category: Good governance in sport: Setting standards, raising bars.

### Synopsis:

This paper explores the development of critical sports journalism, describes the coverage of the sports governing bodies and analyses the practice of critical sports journalists from an English perspective. The research that forms the basis of the paper therefore places the development of critical sports journalism into a wider cultural, political and social context, analyses a range of issues that continue to hinder a critical practice and tracks the impact of technologies on journalists.

### Abstract:

Journalism is the primary means by which the activities of sports governing bodies are communicated to the public. The failures of sports governance therefore become heightened when journalism is unable fulfil its primary social and cultural functions. English sports journalism, both as a genre and a system of practice, has been situated as being uncritical (Jennings, 2014) and sports journalists have been characterised as being “cheerleaders” for sport (Rowe, 2004). English sports journalism has consistently struggled to hold sports governing bodies to account.

However, the recent high-profile reports of malpractice in FIFA and the UCI by the Sunday Times also suggest that critical journalism about sport exists apart from the wider culture of sports journalism in England (Blake & Calvert, 2015) (Walsh, 2013). This paper explores the development of critical sports journalism, describes the coverage of the sports governing bodies and analyses the practice of critical sports journalists from an English perspective.

The paper also provides an exploration of how contemporary journalistic practices have exposed cheating, corruption and exploitation in the sports industries. Therefore, the various ethical, legal and moral pitfalls of contemporary sports journalistic practice will be explored. The research that

forms the basis of the paper therefore places the development of critical sports journalism into a wider cultural, political and social context. The research also explores distinct forms of sports journalism, analyses a range of issues that continue to hinder a critical practice and tracks the impact of technologies on journalists.

The paper concludes with a review of the trajectories of critical sports journalism in a globalised, competitive and unregulated sports media sphere. The conclusion will also assess whether critical sports journalism can thrive in an increasingly aggressive, bureaucratic and secretive sports governance culture.

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Walsh, D (2013) *Seven Deadly Sins: My Pursuit of Lance Armstrong*, London, Simon and Schuster

## Eyes Wide Shut: A Case Study in the Prevalence of Performance Enhancing Drug Use in Age Group Ironman Triathletes

Abstract ID: PTG-2015-12 - (42)

All authors:  
John Young (corresp)

Date submitted: 2015-05-11

Date accepted: 2015-07-03

Type: Academic

Keywords: doping, age group, Ironman, triathlon, governance, WADA, recreational sport, Theory of Planned Behavior

Category: Good governance in sport: Setting standards, raising bars.

### Synopsis:

The prevalence of age-group use of PEDs in Ironman triathlon competition is now starting to be researched and it has been discovered that between 13% - 20% of athletes self-reported either physical and/or cognitive doping in the twelve months leading into competition and/or in competition. The current vacuum of anti-doping testing responsibility has now created an opportunity for the use of PEDs to further increase.

### Abstract:

Ironman Triathlon, a non-Olympic ultra-endurance competition, is a major global recreational activity that is currently owned by the 'for-profit' World Triathlon Corporation. The prevalence of age-group use of Performance Enhancing Drugs (PEDs) in Ironman competitions is now starting to be researched and it has been discovered that between 13% - 20% of athletes self-reported either physical and/or cognitive doping in the twelve months leading into competition and/or in competition. The current vacuum of anti-doping testing responsibility, with the withdrawal of National Anti-Doping Agencies from testing Ironman triathlon competitors due to funding, has now created an opportunity for the use of PEDs to further increase. Using the Theory of Planned Behavior (Ajzen, 1991) and the Sport Drug Control Model (Gucciardi, Jalleh & Donovan, 2011) as measures for future research into its prevalence to establish strategic anti-doping policies, will allow for effective expenditure of money for testing and education of athletes. This planned behaviour of doping has also been assisted by the greater existence of potential sponsorships worth tens of thousands of dollars with major sporting manufacturers, who are now targeting the age-group market through the use of social media and product incentives that allow the expensive sport more affordable and for the age-group athlete to feel an increase of self-esteem and status amongst the triathlon community. The sponsorship of age-group athletes is far less risky for the sporting manufacturers if doping violations occur then

the perceived risks of sponsoring professional athletes that have received major global press in recent years with doping scandals such as Lance Armstrong in professional cycling.

With age-group competitors not allowed to begin to compete in Ironman triathlon until they are eighteen years of age, an opportunity exists, with a change in the model of global triathlon leadership, to begin educational programs within schools of future competitors and allow the development of an Independent Ethics Commission to advise all organisations, both for-profit and not-for-profit, about the changing nature of doping. This commission will have the transformational power to empower members of the triathlon community to self-govern and feel confident in reporting doping violations they become aware of, similar to the current Triathlon Australia Integrity Framework (2013) who has both an independent hotline and a hotline for its NADO ASADA.

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# Abstract report - Play the Game

**Standard of proof: when there is enough evidence to sanction the cheater?**

Abstract ID: PTG-2015-34/R1 - (41)

All authors:  
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Date submitted: 2015-05-10

Date accepted: 2015-07-12

Type: Academic

Keywords: standard of proof, doping, cheating in sports, procedural rights

Category: A new World Code against doping: Anybody willing to comply?

Synopsis:

The presentation aims to explore the standard of proof known in WADC as “comfortable satisfaction”. Accordingly the following questions are discussed in more detail: the role of judicial discretion in the light of aforesaid standard; the (non)existence of the right to remain silent and the relative convincingness of the provided evidence.

Abstract:

In the Art. 3.1 (both in 2009 and 2015 editions of the Code) of the WADC it is entrenched that the standard of proof shall be whether the Anti-Doping Organization has established an anti-doping rule violation to the comfortable satisfaction of the hearing panel bearing in mind the seriousness of the allegation, which is made. The latter formulation “bearing in mind the seriousness of the allegation which is made”, in principle, opens the way for judicial discretion and, ideally, this provision should contribute to handling each case with its own peculiarities separately what consequently means that the more serious allegation is made the stricter proving standard is to be applied. In that respect “stricter proving standard” does not necessarily imply substantial differences (for instance, more procedural rights or less repressive proving methods) – strictness might refer to the higher degree of convincingness of the provided evidence; accordingly, the strength of evidence should be tangible enough. Accordingly, certain practical questions for discussion arise: for example, what the relation between the right to remain silent and the principle of cooperation is or, to put it in primitive way, when it is “useful” for the alleged cheater to remain silent and when it is “useful” to confess. Also, it should be pointed out that the relative proving standard calls for deeper analysis while investigating other forms of cheating in sports, for instance, computer cheating in chess might be proved by so-called statistical evidence (it is carried out by mathematician who checks the chess games and looks to what extent they are identical with computer moves). It is not clear if (when) such evidence can be the only and sufficient mean of proof to sanction the alleged cheater.

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**Snowboarding: organizational evolution from a participatory activity to the Olympic sport**

Abstract ID: PTG-2015-26 - (40)

All authors:  
Mikhail Batuev (corresp)

Date submitted: 2015-05-10

Date accepted: 2015-06-30

Type: Academic

Keywords: Snowboarding, Olympic, organization, governance, institutional, structure, culture, resource, dependence, power, isomorphism, pluralism, network, activity, values.

Category: Good governance in sport: Setting standards, raising bars.

Synopsis:

The paper discusses the case of organizational development of international competitive snowboarding and attempts to investigate organizational evolution in this sport using resource-dependence and institutionalism theories. The paper demonstrates that resource-dependence theory can provide an explanation of organizational change that happened in competitive snowboarding, as it entered the Olympic movement. Within the institutionalism perspective, this paper finds that along with organizational isomorphism, some institutional pluralism trends have been also evident in competitive snowboarding.

Abstract:

This paper is based on a doctoral research project: the qualitative case study of organizational change in international competitive snowboarding. Still a very young sport, snowboarding has rapidly developed from a lifestyle activity to the Olympic sport. Historically, informal organizational arrangements have been typical for snowboarding. This was most evident in the International Snowboard Federation (ISF), the first international governing body of snowboarding, which was characterized as a “network” organization in line with the culture of snowboarding activity. The research question was how the sport of snowboarding has operationally evolved and whether those informal organizational arrangements have survived.

The data analysis suggests that the inclusion of competitive snowboarding into the Olympic program brought a significant change in the organization of the sport. The International Olympic Committee (IOC) considered the International Ski Federation (FIS), which was a traditional and very hierarchical governing body, as the only organization able to organize competitive snowboarding in accordance with the IOC principles. This research raises a question as to

whether the FIS is resource dependent from the IOC and thus is more interested in resources available rather than in development of snowboarding. Future studies might examine the IOC decision-making process and criteria for granting a specific international governing body with the right to organize a particular sport internationally.

Under isomorphic pressures, organizational frameworks have been created at the international level and across the nations. A new institutional logic based on Olympic values has entered the field of snowboarding that already had a dominant traditional culture of “play” activity. As snowboarding community were relaxed about formalization of their status in the pre-Olympic era and avoided being institutionalized with governing bodies, these isomorphic processes encountered great resistance in the early Olympic years, both at grassroots and elite level of snowboarding. However, the results of this research suggest that, even though snowboarding community is still struggling to exist under the FIS umbrella, after the period of strong resistance it accepted the mutually beneficial relationships with the Olympic movement.

Nevertheless, despite isomorphic pressures for greater institutionalization and bureaucratization, as the IOC and the FIS attempted to discipline the snowboarding community, still it is evident that an alternative culture of snowboarding has continued to influence its organization. The way the international competitive snowboarding is organized can be described as “network” of many organizational actors. Therefore, it is possible to argue that the notion of institutional pluralism, which is contesting the notion of organizational isomorphism, can provide an explanation for the current state of the organization of snowboarding. This contention is based on the research findings that demonstrate two competing logics currently existing in this field rather than a single dominant logic. These are the traditional logic of snowboarding as an alternative “play” activity and the mainstream sport logic based on Olympic values. These two logics are manifested in different organizational forms: formal institutional frameworks created under the isomorphic pressures brought with the Olympic integration and informal network arrangements within organizations created and led by snowboarders.

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#### Interviews conducted by author:

Flatum, Cecilia Board Member, Norwegian Snowboarding Federation; Vice-President, World Snowboarding Federation

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Heiberg, Gerhard IOC Member, Head of the IOC Marketing Committee,  
Haakonsen, Terje, Former professional snowboarder, Norway  
Haller, Christian, Professional snowboarder, Switzerland  
Lamm, Reto, President, TTR Pro Snowboarding, former professional  
snowboarder, Switzerland  
Steward, Brad Former professional snowboarder, USA

## Abstract report - Play the Game

## Making Sense of the NCAA as a Governance Problem

Abstract ID: PTG-2015-64 - (36)

All authors:  
Roger Pielke (corresp)

Date submitted: 2015-05-07

Date accepted: 2015-06-30

Type: Academic

Keywords: NCAA, United States, college, governance

Category: USA College Sport: Unprotected amateurs in a billion-dollar business.

### Synopsis:

To understand current debates over big-time college sports in the United States requires an understanding of the unique history and evolution of US universities and their sporting culture. This talk seeks to clarify the NCAA as a governance problem and to offer some possible ways forward.

### Abstract:

The National Collegiate Athletics Association (NCAA) is the body which governs intercollegiate athletics in the United States. The NCAA can trace its organizational roots to the early 1900s - it came into existence about the same time as FIFA. Since the late 1800s sport, especially gridiron football, has held a unique role within American university and broader political cultures. In recent decades the "big time" collegiate sports of men's basketball and football have increasingly come to resemble professional sports in many, but not all respects. Today there are passionate debates underway about issues such as the amateur status of college athletes in a multi-billion dollar business, the compensation of coaches, the accountability of the NCAA to athletes and universities, the responsibility (and indeed, liability) for injuries and long-term harms resulting from competition, and about the role of athletics as a part of institutions of higher learning. This talk seeks to clarify these debates by placing them into a broader context and to offer a set of alternative paths forward for the future of college athletics.

### References:

## Checking the Arbitrary Power of the Medical Commissions over Eligibility: The lessons from Dutee Chand

Abstract ID: PTG-2015-9 - (35)

All authors:

Katrina Karkazis, Bruce Kidd, Payoshni Mitra

Date submitted: 2015-05-07

Date accepted: 2015-07-07

Type: Academic

Keywords: Sex testing, governance, accountability and transparency

Category: Good governance in sport: Setting standards, raising bars.

Synopsis:

This paper analyses the 2015 CAS appeal by Dutee Chand against the IAAF's hyperandrogenism policy and its implications for the future of sex-testing. It will also examine several issues of sport governance, especially the unchecked power of the medical commissions over eligibility.

Abstract:

On March 23-26, 2015 at the International Court of Arbitration for Sport, in Lausanne, Switzerland, the Indian sprinter Dutee Chand appealed her nearly year-long suspension from athletics competition for possessing too much natural testosterone. The IAAF describes this naturally occurring condition as 'hyperandrogenism'. The IAAF's hyperandrogenism policy places a ceiling on the level of natural testosterone a woman may have and remain eligible to compete in the women's category. Although not sex testing per se, it is the sport federation's latest attempt to employ a biological marker to draw a bright line between women and men for sex-segregated sports and to regulate who can compete as a woman.

In her appeal, Chand argued that the IAAF policy should be abolished.

Ms. Chand had the support of the Indian Government and an international network of scholars and scientists. Prior to the hearing, the Indian Government announced that it would no longer conduct investigations into alleged hyperandrogenism required under the IAAF policy,

After the hearing, the IAAF agreed to allow Ms. Chand to race in the Asian Athletics Championships on June 3-7, 2015, pending the issue of a final decision.

In anticipation of a decision before the Play the Game conference, we will summarize the decision and its implications for the decades-long doomed project of sex testing female athletes.

We will also explore three under-examined issues of governance:

- The responsibilities of governments for their citizens when the laws of sport interfere with or violate rights established by national legislation and

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international undertakings, such as adherence to the International Convention On the Elimination of All Forms of Discrimination Against Women. Put another way, to what extent should the much- proclaimed 'autonomy of sport' be limited by national and international law?

- The extraordinary, unchecked power held by the medical commissions of the International Olympic Committee and the International Federations to recommend 'scientific' policies that have the effect of restricting and distorting eligibility without peer-reviewed scrutiny, legal oversight and transparency.

- The tendency for the IOC and the International Federations to approve world-wide regulations without consultation nor enabling resources for the NOCs or NGBs that must implement them. In this case, the IAAF's hyperandrogenism policy puts the onus of implementation on national bodies without guidance or resources for proper educational programs, thus increasing the chances of unfair scrutiny and stigmatization of women athletes.

The paper/session will conclude with recommendations for strengthened governance in these areas.

The paper/session is a logical follow-up to the session held at Play the Game 2011 when these issues were first discussed.

References:

**Spectator no more: a call to action for spectators when the stakes are so high**

Abstract ID: PTG-2015-8 - (31)

All authors:  
Elizabeth Martin (corresp)

Date submitted: 2015-05-04

Date accepted: 2015-06-22

Type: Other

Keywords: police brutality, Rio Olympics, mega events

Category: The revolt against global events: A perfect storm for sport?

Synopsis:

The 2014 World Cup was held up as a success for Brazil. But the data shows that in the six months leading up to the World Cup, police killings of citizens went up 62% in Sao Paulo and 43% in Rio de Janeiro. This “cleaning up” of perceived criminals represents the ultimate moral low for a sport event. What price are we as a society willing to pay for sports?

Abstract:

As a resident of Boston, I am watching a series of profound sports-related events unfold. In April we held the trial for the Boston Marathon bomber. At the same time, the current Boston Marathon was held and it was the 2nd anniversary of the bombing. That same month a local football player was on trial for murder, and a debate is currently raging about Boston’s bid to host the 2024 Olympics. Boston has become deeply involved in the complexity of what sports mean to a community.

Countries decide to host mega events for a variety of reasons, but the driving factor is the notion that the positive public relations generated will provide economic and perhaps political capital for years to come. Some argue the planning and implementation will be an exciting time for the host and is itself a sort of celebration. Thus the expectations of a 3-week event are huge, and the price a country or city may pay can be massive.

I will use the case of police brutality in Brazil as an example of the role of community in mega event planning. The 2014 World Cup was held up as a success for Brazil. But the data shows that in the six months leading up to the World Cup, police killings of citizens went up 62% in Sao Paulo and 43% in Rio de Janeiro. This “cleaning up” of perceived criminals represents the ultimate moral low for a sport event. What price are we as a society willing to pay for sports? Can we separate ourselves from the activities of a city or country holding an event and assert that while the event is for us, how they get there is

their own business? Spectators at mega events must bear a moral burden for the interconnectedness of the role of spectator and the event preparations. What is a spectator sport without spectators?

In 2007, my American nephew was living in Rio de Janeiro and was killed by a Brazilian policeman. My father had been a policeman in the United States for over 30 years. How could I reconcile this disconnect -- between a police force with a history of brutality and my experience of my father, who believed a policeman's duty was to protect us? My own life became a microcosm of the contrast between what we hope for in our police and what we often get.

While the debate about police brutality in the US gains strength, the debate in Brazil continues. Police in Brazil kill at a rate 8 times greater than in the USA. With the increase of citizen deaths at the hands of police prior to the World Cup one must ask were these killings committed on our behalf? This places a burden upon us as spectators. An un-asked-for burden, but a burden nonetheless. A burden that calls upon us to be spectators no more.

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"Don't Kill for Me, Safe Games for All" campaign web site [www.dontkill4me.org](http://www.dontkill4me.org)

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## THE FUTURE OF COLLEGE SPORTS IN AMERICA

Abstract ID: PTG-2015-7 - (29)

All authors:  
John Wolohan (corresp)

Date submitted: 2015-05-01

Date accepted: 2015-06-22

Type: Academic

Keywords: College Sports, Antitrust, Labor and Unionization

Category: USA College Sport: Unprotected amateurs in a billion-dollar business.

### Synopsis:

The aim of this paper is to examine the future direction of college sports in the United States. In particular, the paper examines the impact of the court's decision in *O'Bannon v. NCAA* and the National Labor Relation Board's decision in *College Athletes Players Association v. Northwestern University* and whether these two cases are the beginning of the professionalization of college athletes in America.

### Abstract:

In 2014, College Athletes Players Association (CAPA), a labor organization, attempted to organize and represent a group of Northwestern University scholarship football players. In order to do that, CAPA had to show that these football players, based on the athletic scholarships they received from Northwestern, were in fact "employees" under the National Labor Relations Act (the Act). If found to be employees, CAPA argued that they were entitled to vote on whether or not to be represented a union for the purposes of collective-bargaining. Northwestern, in opposing the union's efforts, claimed that the athletes were students and not employees under the Act and therefore had no right to be represented by a labor union.

On March 26, 2014, Peter Sung Ohr, the regional director for the National Labor Relations Board (NLRB) in Chicago, ruled that under the common law definition of "employee" any player that received scholarships to perform football-related services for Northwestern was in fact an employee working under a contract for hire in return for compensation. Accordingly, the NLRB ordered that an election be conducted to determine if the players wished to be represented by CAPA. The election was conducted in April 2014.

Later that same year, a Federal District Court in *O'Bannon v. NCAA*, ruled that the National Collegiate Athletic Association (NCAA), the organization that governs college athletics in the United States, was violating federal antitrust

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law by unfairly restricting the amount of compensation (full scholarship) schools could pay athletes to attend their school. In particular, the court found that the players needed to be compensated by the schools for the use of their image rights.

The purpose of this paper is to examine all the legal issues surrounding these cases and the athletes' current assault on the entire American college sport model. After reviewing the facts of the cases, and the relationship colleges and universities have with their scholarship athletes, the paper examines the impact these two cases, and others, could have on the future of college and Olympic sports in the United States. The US Olympic movement is concerned because of all the gloom and doom scenarios being thrown around by the universities, who claim that the unionization of college athletes will cause universities to cut sports and opportunities for athletes. In fact, these claims have grown so load that the United States Olympic Committee has voiced concern over the future quality of US Olympic athletes. The paper concludes with a look at the potential future of college sports in America.

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**Sport, play and exercise for all? Increasing physical activity of adolescents with Autism Spectrum Disorder (ASD).**

Abstract ID: PTG-2015-10 - (28)

All authors:  
Edoardo Rosso

Date submitted: 2015-05-01

Date accepted: 2015-06-30

Type: Academic

Keywords: Physical activity; sport; Autism Spectrum Disorder; community development; PAR; sport coaching

Category: The deadly disease of inactivity: Is the world ready for a cure?

Synopsis:

Sport is becoming gradually marginal in Australian schools, exacerbating difficulties for vulnerable people who rely on schools to participate in physical activity including young people with Autism Spectrum Disorder (ASD). The 'Supporting Success' project indicates that a strong community development approach, a very high coach-participant ratio, and coaching strategies that promote psycho-social outcomes of sport participation are critical to increase physical activity among adolescents with ASD.

Abstract:

In Australia, the emphasis on sport as a means of engagement with deprived communities is growing. Nevertheless, a recent report of the Australian Sports Commission revealed that sport and physical activity are becoming gradually marginal in Australian schools. The former minimum requirement of two hours per week of physical education has been dismissed and participation in physical activity is left to the discretion of individual schools. The number of teachers trained to deliver sport has also been declining since 2007. This threatens to diminish opportunities to be active, especially for those who rely on schools to participate in sport. Among those at particular risk of exclusion from the contemporary engagement-through-sport discourse are those living with a mental impairment, including Autism Spectrum Disorder (ASD). Characteristic challenges of ASD include emotional, cognitive, communication, mobility and socialisation difficulties. Importantly, people with ASD, and especially adolescents, are also significantly more sedentary than their neurotypical (NT) counterparts, with adverse effects on increased risks of non-communicable diseases such as heart disease, obesity and diabetes. While there is general agreement that increased physical activity can be beneficial for youth with ASD and that there is a need to identify effective interventions for this population, the current availability of sport programs for

adolescents with ASD remains negligible. Arguably, this relates to the low motivation, poor motor functioning, and difficulties in self-monitoring and planning typical of people with ASD, which imply substantial challenges in terms of program design, resourcing and funding. This includes access to specialised coaching knowledge and extensive volunteer pools. Current approaches relying on the school themselves and/or government-funded national or state sport organisations do not seem to yield encouraging results with adolescents with ASD and innovative models need to be investigated. In Adelaide (South Australia), a joint project between a special school, a university and several sport and not-for-profit organisations explores alternative methods to engage adolescents with ASD in physical activity. The project, named 'Supporting Success', employs a Participatory Action Research (PAR) methodology typical of health promotion and methods including ongoing consultation, focus groups, briefing/debriefing sessions and questionnaire surveys. In its first implementation, it facilitated the participation of 24 youth with ASD and 10 volunteer coaches in a multi-sport program designed by the university in consultation with school staff, students and families, and with the collaboration of professional sport organisations. Weekly sport activities comprising adaptations of cricket, football (soccer), netball, dance and bocce were complemented by special activities including gala days and visits/excursions. Coaches were selected among university students and aided by school teachers and support staff. Findings show great end-user satisfaction with the model and indicate that coaching strategies and program design are fundamental variables to engage adolescents with ASD in sport and share positive experiences with peers, coaches, educators and community members. The project highlights the importance of building capacity through a strong community development approach, to ensure a high coach-participant ratio, and of employing coaching strategies that promote psycho-social outcomes of sport participation.

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## Abstract report - Play the Game

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**Understanding the threat to the integrity of sport in Australia - how Australia developed a comprehensive understanding of the threats to the integrity of Australian Sport**

Abstract ID: PTG-2015-51 - (27)

All authors:  
Damian Voltz

Date submitted: 2015-04-22

Date accepted: 2015-06-30

Type: Other

Keywords: organised crime, sport integrity, threat assessment

Category: Governments vs. fixers: Will the rule of law beat the law of the jungle?

Synopsis:

Over the past two years, Australia has developed an in-depth understanding of the threats to individual Australian sports by adapting a methodology used by law enforcement to prioritise the targeting organised crime.

The findings of this work has demonstrated the complexity of the threat to Australian sport, with each sport possessing a unique combination of threats and vulnerabilities. The findings are now being used to develop bespoke integrity strategies to protect Australian sport.

Abstract:

It is now accepted that the integrity of sports around the world is threatened by organised criminal individuals and groups.

While a small number of individuals recognised the threat of match-fixing up to a decade ago, only in recent years has there been a wider recognition and acceptance of the threats to the integrity of sport, with a commensurate increase in the number of academics, agencies and federations now discussing and examining the threats facing sport, and developing and implementing strategies to address this threat.

The vast majority of these analyses and discussions remain focused at a macro or strategic level, with assessments typically examining sport as a singular entity. However the threat to sport is more complex and multi-dimensional, with the aggregated threat to sport a function of organised criminal groups and individuals exploiting the macro sporting industry, in combination with the exploitation of specific sports, individuals, and vulnerabilities within these sports.

Over the past two years, Australia has developed an in-depth understanding of the threats to individual Australian sports, and the specific vulnerabilities of individual sports which could be exploited by organised criminal groups and individuals. To achieve this, the authors leveraged off law enforcement experience and adapted a methodology currently used by Australian law enforcement agencies to assess and prioritise the investigation of organised criminal groups and individuals.

The resulting methodology, the Sport Integrity Threat Assessment Methodology (SITAM) is a quantitative and qualitative instrument which combines information from sports, law enforcement agencies and a range of other relevant sources to provide a comprehensive overview of the internal and external threats to the sports, as well as an analysis of the specific vulnerabilities which organised crime could exploit to corrupt or infiltrate the sporting organisation.

The findings of the SITAM have demonstrated the complexity of the threat to Australian sport, with each sport possessing a unique combination of threats and vulnerabilities. The SITAM methodology has not only provided individual sports with an understanding of the nature of the threats they face, but also from a strategic perspective, Australian authorities with a strategic understanding of the threats and vulnerabilities across Australian sport. This knowledge is now being used to develop bespoke integrity strategies, and has enabled the planning of targeted interventions to reduce the threats to and vulnerabilities of specific sports in Australia, which collectively aims to protect Australian sport from criminal infiltration and exploitation.

This presentation will provide an overview of the SITAM, the findings of the application of the SITAM in Australian sport, and the many benefits of utilising the SITAM to conduct a strategic assessment of the sporting landscape in Australia.

References:

## A fair share?

Abstract ID: PTG-2015-5 - (21)

All authors:  
Rob Steen (corresp)

Date submitted: 2015-04-14

Date accepted: 2015-06-22

Type: Academic

Keywords: Baseball, collective bargaining, average salaries, MLB revenues

Category: Good governance in sport: Setting standards, raising bars.

### Synopsis:

In October 2016, against a backdrop of record Major League Baseball revenues, the players' union's current five-year Collective Bargaining Agreement with franchise owners expires. For Tony Clark, the coming year's negotiations will be his first as the union's executive director, and in the back of his mind one question should nag above all others: 'Should we risk alienating the public by requesting a more fitting slice of the pie?'

### Abstract:

In 1994, the Major League Baseball Players Association, the most strident union in sport, famously succeeded where two world wars and a Depression failed: causing the cancellation of the World Series. Now it is preparing for October 2016, when the current five-year Collective Bargaining Agreement with franchise owners expires. For Tony Clark, the coming year's negotiations will be his first as the union's executive director, and in the back of his mind one question should nag above all others: 'Should we risk alienating the public by requesting a bigger, more fitting slice of the pie?' The temptations are clear. The average MLB salary on Opening Day 2015 exceeded \$4m for the first time, reaching \$4.2m: up 6.3% year-on-year and 15% on 2013. MLB revenues, however, are rising at double the rate – 2014's \$9bn was 13% up on the previous year. Moreover, since 1995, according to Forbes, revenues have surged by 321%. This paper will analyse whether, even in an era of unprecedented salaries and an ever-widening gap between rich and poor citizens, the athletes who generate those record revenues are getting a fair deal.

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**Sport as a way of life!**

**A thick description of athletes' everyday lives, sports, performance enhancement and the assessment of doping.**

Abstract ID: PTG-2015-4 - (12)

All authors:

Nils Zurawski (corresp), Marcel Scharf

Date submitted: 2015-03-23

Date accepted: 2015-06-22

Type: Academic

Keywords: doping, doping controls, qualitative study, interviews, everyday life, athletes' views, sports and life routines.

Category: A new World Code against doping: Anybody willing to comply?

Synopsis:

Doping is seen as a problem of sports, hence athletes are made responsible to comply with the rules. Athletes are rarely inquired to investigate the dynamics of sports, controls and their everyday lives. Everyday routines are however key to understand the logics of performance enhancement, controls and their assessments – thus ultimately why and how athletes comply to rules and where such rules represent and infringement on their personal lives and civil rights.

Abstract:

Doping in sports is a major problem and the discussion around counter measures, the anti-doping fight and the complex and complicated details are plenty. Athletes take an often conflicting role in such discussions: they are the main subjects of controls and all measures, but are also responsible citizens that may voice concern or support of such measures. As the subjects of research, athletes have only recently moved into focus. Judging on doping, classifying athletes and their behaviour largely takes place without the recognising the role of the athletes within elite sports. Even less has the daily lives of athletes been rewarded with much attention. However, to achieve compliance to what ever control measures among a large number of athletes, it seems vital to understand everyday lives of athletes, to understand sport as a way of life, with its particular modes of subjectivity, routines, practices and emerging attitudes towards doping, doping controls and what may be termed the values of sport in general.

To gain an understanding of the possibilities and modes of compliance among athletes, means to explore their everyday lives, in which routines and experiences inform attitudes and resisting or idiosyncratic practices of coping. With material from 50 narrative interviews of German athletes that we conducted during the past 2,5 years, we want to show how doping controls are

part of larger discourses and personal practices concerning aspects of personal discipline and control, natural vs. unnatural, the economy of sports,, performance and its enhancement, or life routines within often precarious conditions.

From this material it becomes clear that attitudes towards doping are far more complicated than plain good-or-bad-rhetorics may suggest. Compliance to general rules and to anti-doping regimes may be found within this thick description that we want to present here. Not least to contribute to an understanding of the athlete and to raise awareness for a stakeholder in the fight against doping that has been treated with neglect and ignorance when it comes to their role as active citizens within a highly contested field that often places them in a tenuous position. With this research we also want to contribute to a deeper understanding and a move away from simply right or wrong answers and away from a moral panic that has got hold of many discussions concerning doping, especially when it comes to control athletes or to criminalise them.

References:

## Forever Pure

Abstract ID: PTG-2015-3 - (10)

All authors:  
Geoff Arbourne (corresp)

Date submitted: 2015-03-19

Date accepted: 2015-06-30

Type: Other

Keywords: Football, Discrimination, and Power.

Category: Transfers and trafficking: The human cost of broken dreams

### Synopsis:

In January 2014, a secretive transfer deal transported two Muslim players to the heart of Israel to join the Beitar Jerusalem Football Club, leading to the most controversial public response in Israeli sports history. Closely following one season and a team in crisis, this film explores the structures of money and power behind this landmark event that sent the club spiraling out of control.

### Abstract:

#### The Story

We follow the Beitar team through this most dramatic of seasons in and outside the locker room, where religion played out against the Holy Grail that is football. With intimate and exclusive access the plot tracks each critical game as it pushes the story forward and evolves the drama.

This season is about much more than racism and religion in Israel, it's about the human struggle to overcome fear.

We will open with the euphoria, political power and popularity of Beitar football club, and what it means to be part of the DNA of the team.

We enter the club and follow the chairman, owner, and players as we discover where they came from, and their motivation to be part of Beitar. Their combined experiences builds a powerful portrait of what it means to be from Jerusalem, and part of Israel's post-traumatic society, whether you're in the stands or on the pitch.

Then comes the unimaginable: the controversial transfer decision and two young Muslim players arrive from Chechnya. Everything changes, a new path is created, and it makes all the players' fears float to the surface forcing them to confront their own belief system and identity.

We follow two Chechens as they arrive as football players and leave as

Muslims.

We explore how certain Israeli players change their own perspectives, open a small gap and look beyond the stereotypes.

What could be remembered as a shameful period in Israeli sport should in fact be a lesson for the future - for all of us.

References:

## **Brazil: Still the country of soccer?**

Abstract ID: PTG-2015-2/R1 - (8)

All authors:  
Rafael Novaes (corresp)

Date submitted: 2015-03-19

Date accepted: 2015-07-13

Type: Academic

Keywords: Sports. Leisure. Urbanization

Category: Good governance in sport: Setting standards, raising bars.

### Synopsis:

Brazilian soccer decadence is evident. The aim of this text is to bring up some factors that could explain this process. Brazil has gone through an intense and chaotic process of urbanization, which has led to a progressive suppression of public spaces that were used for leisure, including soccer. This text sustains that this lack of space for practice is one of the main factors that explain such decadence.

### Abstract:

Brazilian professional soccer occupied a prominent position in the sports arena during decades. However, its decadence is visible and has been accentuating year by year. Why is it happening? Why doesn't Brazil produce the same amount of talents as before? Did Brazilians forget how to play? Didn't the Brazilians adapted to the soccer dynamics evolution? The answers for these questions are very complex and deeply related.

Aiming at understanding this phenomenon we decided to go through the history of soccer in Brazil. Some registers point out that a game similar to soccer was played in Jesuitical schools by the 1880's. However, the official introduction of soccer in Brazil is accredited to Charles Miller, in 1894. His father was a Scottish engineer who came to Brazil in order to work on the ongoing railway expansion project led by Great Britain. Charles was sent to England to finish his studies and, when he came back, he brought a pair of balls, boots and a book containing the soccer rules.

Initially, the game was limited to the elite, but it was quickly spread out to the poor. This people practically reinvented the way of playing soccer. As they had neither proper equipment nor facilities, they played with improvised balls on adapted fields of a big variety of surfaces (grass, rocks, sand, clay, etc.). Such "adverse" conditions led them to develop a wide range of tactical and technical skills. Thus, they were able to creatively solve a variety of problems faced during an official match. Many successful professional players can be used as examples of how such conditions were determinant for developing their amazing skills: Leonidas da Silva, Denilson, Pelé, Garrincha, Zico, Ronaldo,

Ronaldinho, Romário, Sócrates, etc.

During the last century, Brazil experienced a drastic population growth along with a disorganized process of urbanization. Thus, spaces once used for soccer practice and play were throughout the years progressively occupied by housing, commercial and industrial enterprises. Up to 1990's, improvised soccer fields were still common landscapes in the cities, but most of them didn't resist to the pressures of the market. Curiously, decadence of soccer as popular manifestation coincides with decadence of professional soccer.

Obviously, Brazilian professional soccer decadence is not only explained by the dramatic suppression of spaces for its practice by the people. Other factors, such as lack of qualification of coaches and managers also contribute to this situation. Most of them were comfortable in a situation on which there was a large scale "production" of talents, but didn't realize that this scenario is changing.

Lastly, although quality of Brazilian soccer is visible lower now than in a recent past, there is still a huge amount of good players being formed due to the continental size of the country. However, these players do not demonstrate the same characteristics as the "old" ones, they are not highly creative, spontaneous and irreverent anymore, they play a formatted and predictable soccer.

Paradoxically, this situation contributes to the lack of initiative for changing, because they are still good enough to be profitable.

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## Football's Wild West - the commercialisation and corruption of the pre-season friendly

Abstract ID: PTG-2015-1 - (4)

All authors:  
Steve Menary (corresp)

Date submitted: 2015-03-05

Date accepted: 2015-07-06

Type: Journalist

Keywords: pre-season friendlies, globalisation, commercialisation, governance, corruption, English Premier League

Category: Good governance in sport: Setting standards, raising bars.

### Synopsis:

The pre-season friendly was once a series of ad hoc fixtures that attracted little regulation. With the advent of globalisation, these matches have been commercialised yet remain largely ungoverned. Arranged mainly by agents and often at the behest of sponsors, these fixtures undermine the leagues their clubs are representing and provide opportunities for corruptors.

### Abstract:

In February 2008, the Premier League proposed the concept of Game 39, which was an idea for an extra round of PL matches to be played at a variety of locations outside of England abroad including Asia, North America and the Middle East. The idea was condemned by supporters groups and FIFA president Sepp Blatter and ultimately dropped.

Game 39 has not been resurrected because, this paper argues, the idea was abandoned the pre-season touring schedules of PL clubs have been commercialised and globalised to such an extent that there is no need for extra league matches abroad. When more fans are willing to watch a pre-season friendly in Los Angeles between LA Galaxy and Manchester United than the hosts playing in the third-place play-off of the World Cup in Brazil, why bother?

This paper presents original research on the pre-season touring activities of PL clubs at three key points in time: the run-up to the first season of the competition in 1992/93, the pre-season of 2007/08 before the notion of Game 39 became public and the latest pre-season in 2014/15.

The research will show how these fixtures changed into global pre-season schedules targeting parts of the world where PL clubs seeking to gain market share. This will show how these foreign fixtures reflect the increasing commercialisation of the game and a growing disconnect between the

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domestic fans and the leading PL clubs, some of whom no longer play any pre-season matches in England at all.

The research will demonstrate how PL clubs have created an extra round of league matches overseas that is worse than Game 39, as these fixtures have no meaning and undermine the domestic game they are often used to sell and also increasingly offer opportunities for match-fixers.

Pre-season matches are largely ignored by national associations, even though most matches are available for gambling in legal markets, grey sports books and illegal markets. As matches played in neutral matches increase, this vacuum creates an ideal opportunity for match-fixers to infiltrate and influence the results of the matches where the result typically never matters.

References:

## Served his Time? The Ched Evans Dilemma

Abstract ID: PTG-2015-46 - (3)

All authors:  
Marcus Hoy (corresp)

Date submitted: 2015-03-02

Date accepted: 2015-06-22

Type: Journalist

Keywords: Ched, Social Media, Morality, Intoxication, Rape, Sheffield United, Backlash, Consent

Category: Good governance in sport: Setting standards, raising bars.

Synopsis:

Should ex-offenders have the right to participate in professional sport after serving their sentence? What does the Ched Evans case tell us about how social media is influencing such cases?

Abstract:

Following his release from prison for the rape of a woman deemed too drunk to consent, British footballer Ched Evans was unable to return to his job. Not because his club, or the fans of his club, did not want him back, but due to a huge social media backlash that saw questions asked in parliament and even at the G20 summit.

The presentation will examine the significance of the events of late 2014 and ask whether legislation should be introduced to allow - or bar - professional sportsmen from returning to ply their trade after committing serious offences.

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# Abstract report - Play the Game