

playthegame

# magazine

home for the homeless questions in sport

## Creating coalitions for good governance in sport

Stories from the fifth world communication conference on sport and society

Reykjavik, Iceland  
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Dick Pound:  
Backing fight against corruption



Shaka Hislop:  
Players must take responsibility



Jörg Jaksche:  
Breaking the law of silence

## Play the Game 2007 Conference Magazine

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# SPEAK UP for the love of sport

## It is high time to found a new global institution to fight corruption in sport

by Jens Sejer Andersen

In March 2008, when the largest corruption scandal ever in the world of sport was disclosed in a Swiss courtroom, the reaction from the sports and media communities was remarkable.

The court stated that from 1989-2001 the now bankrupt sports marketing company ISL handed out 138 million Swiss francs – 87.5 million euros – in bribes to sports leaders in return for acquiring television and marketing rights.

You would think that this information should make headlines worldwide, but very few news media bothered to publish it.

You would also think that the sports organisations that once were the customers of ISL – the global football, tennis, athletics, swimming, basketball, and Olympic organisations – would immediately try to hunt down those of their leaders who had filled their own pockets with fortunes belonging to sport.

But no.

The omerta – the law of silence – is widespread in world sport when facing unpleasant news.

As you will see in this magazine, speakers and participants at the fifth Play the Game conference would be sentenced to several years in prison if the law of silence was enforced in real life.

They speak up about issues that are often neglected in the public domain. Critical issues like corruption, trafficking or doping, and positive issues like the value of sport in the development of children, grown-ups and of our communities.

They do so out of love for sport and what it can bring of joy, health and education. And they do believe that the best remedy against the illnesses of sport is an open and transparent public debate.

In the years since Play the Game made its first gathering of journalists, researchers and sports leaders in 1997, the sports debate has progressed on some fronts; on others it has not.

On the doping front, the foundation of the World Anti-Doping Agency (WADA) has brought about new standards for transparency and open public debate in the fight against drugs in sport.

The same advance cannot be noted in the combat of the other big threat to the values of sport: corruption.

On the contrary, corruption seems to be growing in its many forms: match fixing, trafficking, money laundering, secret commissions and outright bribery to name a few.

It is high time to get inspired by WADA and found a new world institution to fight corruption in sport.

The institution should be run by different interests: the International Olympic Committee and the international sport federations, by the United Nations, by governments, and by intergovernmental organisations like the European Union.

And it should also invite representatives of the media, the fan trusts and the sports business world on board.

1. define minimum standards for transparency, accountability and democratic procedures in sport
2. monitor that the minimum standards are respected
3. actively welcome sports officials and other stakeholders to report irregularities
4. have a mandate to investigate cases of mismanagement and corruption, including the right to search sports offices, archives etc. without prior notice
5. be equipped with right to issue bans against individuals or groups and suspend those who are under investigation
6. be enabled to report supposed violations to national or international legal authorities
7. regularly communicate its findings to the public

Sport cannot solve the immense challenges it is facing by turning its back to society.

This is fully understood in Iceland, a country marked by 1,000 years of democratic tradition, a strong corruption-free culture and a social and humanistic approach to sport.

Play the Game thanks our co-hosts at UMFI and all Icelanders for the inspiration they gave us. Through this magazine we hope to pass this inspiration on to anyone in the rest of the world who speaks up for a better sporting life.



*"I hope it will (...) make people more optimistic about how sport can play a constructive role in society in every part of the world".*

Ólafur Ragnar Grímsson, President of Iceland.

# DOPING HARMS

## the children of athletes

Many former doped East German athletes still suffer severe side effects, which have also been passed on to their children

by Kirsten Sparre

An athlete's doping past may well come back to haunt on his or her children. New research on 52 doping victims from the former East Germany shows that the majority of their children have damages to their social, physical or mental health. And the damages are worse if it is the mother that was drugged as an athlete.

The research on the long-term effects of doping has been undertaken by Dr. Giselher Spitzer from Humboldt University in Berlin. Over a period of two years, he interviewed 24 women and 28 men who were all Olympic or elite-level athletes in East Germany during the 1970s and 1980s and were given different types of drugs to enhance their performances without their own positive knowledge or consent.

Presenting his findings at Play the Game 2007, Spitzer concluded that doping is dangerous not only for the generation that was doped but also for the second generation, and can lead to severe mental health problems such as depressions, auto-aggression and suicidal tendencies.

### Damaged athletes

The long-term effects can be divided into two groups: Direct effects on the athletes themselves and effects on their children.

### FACTS

#### The project in brief

- Research undertaken from 2004-2006
- Documentation of 60 life courses of doping victims
- All interviews were tape recorded and files and medical sources were copied. All protocols were authorised.
- Reported in a book by Giselher Spitzer:  
"Wunden und Verwundungen": Opfer des DDR-Dopingsystems  
ISBN 978-3-939390-11-4

Over 90 per cent of the athletes experienced strong damages to their skeletons which makes it almost impossible to hold down a normal job. 27 out of the 52 former athletes could not stand up for very long, 26 could not lift anything and 25 could not walk normally. Holding things was impossible for 21 of the former athletes and eight could not sit for long.

A quarter of the athletes interviewed suffered from cancer, and more than a third reported problems of auto-aggression and thoughts and attempts at suicide. More than 60 per cent suffered from or had had therapy for psychiatric issues.

### Damaged children

Having children also turned out to be problematic for the former athletes. Between them the interviewed athletes lost 15 children during pregnancy and three children were stillborn. The risk of miscarriage and stillbirth in the athletes was a staggering 32 times higher than in the normal German population.

Of the 69 children that survived, many struggle with allergies, skin illnesses and asthma. One in ten children had crippled arms, legs or feet and almost as many had metabolic diseases. One in seven children had psychiatric disturbances.

"There is a clear tendency: Children of mothers who were drugged typically suffer more from multiple handicaps than children of drugged fathers. 54 per cent of the children suffer from two illnesses," Spitzer said.

### The value of studying effects

Spitzer undertook the study in order to find out what help doping victims need and how to

Research by Dr. Giselher Spitzer from Germany documents long-term damages to the social, physical or mental health of doped athletes and their children.



Photo: Stockxpert.com

prevent similar systems from emerging in other countries. But the catalogue of documented long-term effects leads him to believe that the value of health could be a strong motor for anti-doping work.

"The 'body capital' is a very concrete guide for athletes who have to decide from competition to competition if they want to abuse drugs or not," Spitzer said.

In the former East Germany, such a choice did not exist. Athletes were told that the drugs were vitamins and minerals and help for training and recreation. Still, a quarter of those Spitzer spoke to had actually stopped taking the drugs at some point because they felt uncomfortable. A difficult decision, Spitzer acknowledged, as none of them knew what would happen to them if they defied the system.





The President of UCI, Pat McQuaid, presented the era of "New Cycling": focus on individual riders and implementation of a massive test programme

# Massive test programme to exorcise cycling's doping ghost

## UCI President wants commitment from riders to "New cycling"

by Maria Suurballe

**With the introduction of a massive test programme and new test methods, the International Cycling Union (UCI) intends to close the gap on cheats in cycling. The focus is on catching individuals, as UCI President Pat McQuaid believes that doping is no longer organised at team level.**

McQuaid is a strong advocate of more tests and new initiatives in the fight against doping in cycling, but the road to a totally clean world of professional cycling is still as rough and bumpy as the cobblestone passages between Paris-Roubaix. It is a step-by-step process, and "we are only as good as the tests," McQuaid said in his presentation to Play the Game 2007.

### Commitment from riders

Biological passports, increased out-of-competition testing, high volume in-competition-testing, education and massive co-operation between UCI and its partners are all means to scare away the doping ghost from international professional cycling.

After having chased doped cyclists in the period from 1997 to 2006 and picking up the pace

between 2006 and 2007, the aim of UCI from 2008 and onwards is to "close the gap" and make riders commit to a "new cycling" by encouraging them to sign a document declaring that they are not involved in any type of doping.

McQuaid hopes that such a declaration can help sweep away the memory of all the stories from doped cyclists that are popping up to surface at almost every team.

### Doping disorganised

UCI is focusing on individual athletes, not teams. Answering a question about the CSC teams anti-doping programme compared to other teams, McQuaid stated, "in today's cycling there is no longer widespread doping. Doping practices now are done by individuals. It is no longer organised at team level."

This statement caused former pro-tour rider Jörg Jaksche to roll his eyes as his personal history points in another direction. "Maybe I was just unfortunate. I worked on six different teams and I experienced organised doping in all of them," Jaksche replied.

During the panel debate Pat McQuaid also stated that many professional cyclists have used EPO without being caught. Laboratories often find traces of EPO, but in very many cases it is not enough to make a positive test.

### The future of cycling

Michael Ashenden, an Australian doping scientist, on the other hand, finds that there is a need for new solutions in solving the doping problems in sport, and that further testing is not the way. He lists a number of products with a similar effect as EPO, all of them untraceable in today's doping tests.

This is why Ashenden suggests, that all doping test are scrapped and replaced by the new biological passport combined with the introduction of a GPS-system that will be able to locate the professional rider at any time (see page 6).

"I don't think this suggestion will stop the problems with doping," Pat McQuaid responded and added that the riders also deserve a life in privacy, and that there should be a certain amount of dignity in the fight against doping.

# Breaking the law of OMERTA

## Professional cyclist Jörg Jaksche admitted to doping and has suffered the consequences

by Maria Suurballe

**"In cycling you take drugs – either you accept it or you leave the sport." These were the conditions that professional cyclist Jörg Jaksche had to follow in order to keep up with the professional game as a rider on six different teams. He doped for ten years. Although he never tested positive, Jaksche decided to tell the truth: "To fight the doping problem we have to be honest about our past."**

Jaksche was only 19 years old when he was introduced to doping, and according to him the use of EPO in professional cycling was widespread when he started his professional career in 1997. Before he decided to admit in public to his systematic use of doping in June 2007, he was told: "If you talk, you will never come back." A confession would be a violation of the omerta code and would ruin his professional career for good.

Omerta is the law of silence, the code of honour that the Mafia follows, and according to Jaksche all riders in professional cycling are dominated by a similar code. "Whatever happens in your life as a cyclist, you should never tell it to the public." You have to be quiet and accept the rules.

After having crossed the line and lost his job, he finds it extremely difficult to get back into professional cycling: "Once you have admitted your abuse, everybody turn their backs on you," Jaksche told delegates at the Play the Game 2007 conference.

### Punish team owners

In Jaksche's opinion, the riders face even more dilemmas. Their own teams exploit those who confess to have doped.

The team managers expose the riders in order to get good publicity and to show that they are concerned about doping. However, they are the very same people who brought the riders to doping doctors like the Spaniard Eufemiano Fuentes, Jaksche said. Also, riders who speak out will be sanctioned according to anti-doping regulations and criminal laws.

Even though admitting that every cyclist must be responsible himself for doping, Jaksche argued that also the team owners should be punished. "It is not enough to pick one yellow leaf from the sick tree; we have to go to the root to find the real trouble."

"If a rider is tested positive, don't let the team ride for a month. This will create group pressure," he said at the conference.

Jaksche argued that the chance of being punished would lead the team owners to keep more strict control on their riders. The team owners are first and foremost interested in making money, Jaksche said.

"We have a big problem in cycling which is a vicious circle: The teams are 100 per cent dependent on their sponsors, so the managers are under pressure; they need publicity, they need the riders." Jaksche advocated for a new structure to ensure the income of the team in order to avoid ending the sponsorship, which will also end the team.

### Ghost finishing line

Recalling how he as a young boy and cyclist used the "ghost finishing line" to improve his results in cycling, Jaksche has now made it clear to himself what the ghost finish line for his own future should be. If he goes back in to cycling, he will only ride in a clean environment on a team without doping.

According to Jaksche, there are some initiatives that could help changing the widespread use of doping in professional cycling:

- Freeze samples from riders in order to be able to detect unknown doping products after a period of years
- Leave out-of-competition testing in the hands of WADA, as they are neutral
- Reduce the ban for doped riders that are willing to speak
- Make the managers pay when one of his riders is tested positive

These initiatives might not solve the entire problem but will be a step in the right direction, Jaksche said.



After admitting that he doped for ten years, professional rider Jörg Jaksche advocated stronger punishment of team owners. L'Equipe/Polfoto

### FACTS about Jörg Jaksche

- Born 23 July 1976
- Professional cyclist since 1997
  - Politi (1997-1998)
  - Team Telekom (1998-2000)
  - ONCE (2001-2003)
  - CSC (2004)
  - Liberty Seguros-Würth/Astana (2005-2006)
  - Tinkoff Credit Systems (2007)
- 2004: Winner of Tour Méditerranéen and the Paris-Nice race
- 2005: No. 16 in Tour de France – best placement ever
- 2006: No. 3 in Tour de Suisse
- 2006: Jaksche is one of nine riders held out of Tour de France after being identified by investigators in the Spanish Operación Puerto doping case
- 2007: Jaksche admits he is guilty of blood doping
- In April 2008 Jaksche announced that he will retire from cycling

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

According to Australian anti-doping researcher Michael Ashenden, an implanted GPS tracker would make it possible to get to athletes at times of the testers' choosing. Eirik Vassvåg/ScanStockPhoto



# AN EYE IN THE SKY ON ALL ATHLETES

## GPS implants in athletes could improve anti-doping testing

by Michael Herborn

During the 2007 Tour de France, the whereabouts system for cyclists was laid out before the world's eyes. Everywhere people discussed whether Danish rider Michael Rasmussen, the tour leader at the time, had been in Mexico or Italy in the run-up to the tour. A leading anti-doping researcher now suggests implanting a GPS chip into athletes to resolve the question of whereabouts once and for all.

The whereabouts system requires athletes to inform anti-doping authorities where they are at any given time so they can be tested in the training periods between competitions.

However, for a whereabouts system to be an effective weapon in the anti-doping arsenal, the Australian anti-doping researcher Michael Ashenden believes that testers need to know exactly where athletes are at every second of the day. He proposes the introduction of a NOLO system (notification and location) based on a GPS chip implanted into athletes. The chip would enable testing agencies to track athletes wherever they are and test them at times of the agency's choosing.

According to Ashenden, the problem is that current testing methods are not always able to

detect doping agents in the days, even hours, after their introduction to the body. Athletes can sometimes pass under the radar even though they have been tested and their whereabouts known.

Therefore, testers need to be able to get to athletes at times of the testers' choosing, not specific testing windows, as athletes may be able to use masking agents to hide the effects of doping in the hours prior to the window.

### The athlete's sacrifice

The system has obvious implications for the privacy of athletes, a point that Ashenden himself acknowledges. However, he argues that the burden would be justified given the lifestyle benefits of being an athlete and the need to protect the integrity of sport.

"These measures unquestionably involve a significant sacrifice by the athlete," Ashenden said at the Play the Game conference.

"But sacrifice used to be one of things we regarded as a virtue in our athletes and our role models. Perhaps today's athlete in return for the opportunity to reap personal fame and fortune beyond the reach of the normal person must in return be willing to sacrifice some of the rights and the privileges that the ordinary citizen enjoys."

But are athletes prepared to subject themselves to constant monitoring by GPS?

In Norway, journalist and sports researcher Dag Vidar Hanstad has carried out research into Norway's whereabouts system that requires athletes to supply testing authorities with personal details, such as contact telephone numbers, training times and venues, and travel plans.

As part of his research, Hanstad has made surveys amongst athletes about their feelings towards the system.

A majority of the athletes felt that the system did not significantly deflect from the joy of being a professional athlete. However, in terms of personal freedom, a slight majority felt that in some way, the whereabouts system was akin to a big brother society, with nearly a quarter fully agreeing with that assessment.

However, Hanstad argues that given that in general, the sporting community has accepted the need for an anti-doping movement in sports, the whereabouts system in Norway can be justified as it is a logical extension of anti-doping testing. But, to maintain its justification, costs must not be placed upon athletes and the system must be properly managed and effective.

# The willing suspension of disbelief

## How sports writer David Walsh lost his naivety and now pursues the truth about doping in cycling

by Maria Suurballe

**Doping in cycling has not only affected riders, teams and audiences all over the world. For some journalists like David Walsh of the Sunday Times, it has also led to a loss of illusions and a commitment to exposing the truth about riders who cheat.**

Speaking at Play the Game 2007, Walsh reminisced about the good old days of cycling. The days when television was black and white, when a man was a man and a hero was a hero. When we, still not robbed of our illusions of the purity of sport, watched our heroes achieving great results! When doubt was something you did not speak aloud.

Those days are over now, and the game of cycling has changed faster than a Tour de France rider can climb the Alps. As Walsh put it: "We can't watch anything now, virtually without wondering what they're on."

Walsh spoke with emotion about the dilemma between passion and reality. The passion that was so strong and filled with love for the sport of cycling, has been replaced by the bare truth of

cycling and a professional battle to uncover doping crimes: "Sport has to be fair, otherwise there is no idea in competing."

As a sports reporter on the Sunday Times, Walsh has followed cycling for many years and he even moved to France with his family in order to come closer to the cycling scene. In 1984, one particular incident became the starting signal for a growing distrust in Walsh's fascination of cycling.

Together with a close friend from Ireland (an amateur cyclist riding on a French team), David Walsh had come to the start of the Paris-Brussels race. They wanted to see the stars before they went on the 300-kilometre journey to the Belgian capital.

### The rattling pills

Both Walsh and his friend admired one especially successful rider in the peloton. "This particular morning we had the luck to speak with our great hero, chatting about the weather and his chances to win. As he was off to leave, we heard the unmistakable and easily recognisable sound of pills rattling in a plastic container in the back pocket of



Journalist from The Sunday Times, David Walsh, lost his illusions about cycling, and embarked upon a quest for truth.

our hero's cycling jersey," Walsh told delegates at the conference.

They glanced at each other but did not say anything. Later they tried to reassure each other, that what they had witnessed was a simple question of the cyclist using vitamins or some legitimate medication. "Deep down we both suspected the pill to be illicit. And quoting the English poet Samuel Taylor Coleridge, we had both been guilty of the willing suspension of disbelief."

According to David Walsh, doping really has the potential to destroy sport, and incidents in the late 1980s and further on made Walsh decide that he would no longer close his eyes to the fact that professional cycling and other sports were infected by doping and foul play.

He has therefore become a keen representative of a journalism that cuts through the glittering surface and digs into the reality behind the show. "If an athlete has won, and if he did it by cheating, it's our duty as journalists to tell about it."

## The cost of exposing Armstrong

by Marcus Hoy

**In 2004, David Walsh published the book "LA Confidential" – a celebrated exposé of seven-time Tour de France winner Lance Armstrong. At the time, Armstrong was the ultimate sports hero – an all-American athlete who had beaten cancer and gone on to snatch cycling's greatest prize from the Europeans not once but twice. He was, in Walsh's words, "not quite Nelson Mandela – but almost".**

Accusing one of the world's favourite sportsmen of cheating was not going to win Walsh many friends. But as a journalist he felt obliged to follow the story. He agreed to collaborate with a French colleague Pierre Ballester to write a longer and more sceptical account of Armstrong's rise. Walsh described the methodology used by himself and Ballester to further their investigations. In a case such as this, he stressed, sources had to be prepared to go on the record and stand fully behind their statements. He expected attempts to discredit his research – and he was not wrong.

In the end, Walsh and Ballester found they were not the only ones with suspicions. Plenty of people were willing to talk on the record, including many who had been close to Armstrong. The final draft, Walsh pointed out, used only three unattributed quotes. All the rest came from named sources.

Before publication, they checked the book thoroughly, anticipating legal action. They were not wrong. What they did not fully anticipate was the reaction from Armstrong's cycling team, US Postal, which threatened to withdraw reporting privileges to any journalist seen speaking to the authors. Armstrong's representatives also sued the authors, the publisher, Armstrong's former colleague Emma O'Reilly, and even L'Express, a magazine that had published extracts. In retrospect, Walsh said, Armstrong was at the time in negotiations to join the Discovery team, who may have needed additional assurance that the stories were untrue.



## Niels Nyholm in memoriam

On an early April day, shortly before this magazine went to print, Play the Game lost a close friend and collaborator, while sport for all lost one of its most important eyewitnesses. After a long struggle with cancer, Danish press photographer Niels Nyholm died at the age of 62.

From the first Play the Game event in 1997 and until our latest conference in Iceland probably no person has been present at as many sessions as Niels Nyholm. Over five conferences, he ensured that the impression of lectures, debates and corridor talks is preserved for much longer than it stands in our fragile memories.

In Reykjavik last autumn, it was hard to suspect that Niels was undergoing a long-lasting cancer treatment. Once again, he displayed his infectious commitment and care for the people surrounding him, working enthusiastically from early morning until late in the evening – only interrupted by a daily five km running route around Reykjavik.

A conference may not be the most appetising setting you can imagine as a photographer. But Niels transformed a presumably predictable task into a catching testimony that reflected the atmosphere, intensity and human interaction. Just as you will see in this magazine where all photos are his unless otherwise credited.

His legacy, however, goes much beyond Play the Game. It is marked by his outstanding efforts to draw a varied, compassionate, humorous and engaging picture of everyday sport as it unfolds far away from Olympic intrigue and media hype.

Niels had a unique talent for capturing the kindergarten child, the boy footballer, the elite gymnast, the pub footballer, the pensioner – all these apparently ordinary people – in the moment where they forget themselves out of commitment, thereby becoming extraordinarily relevant and meaningful for the rest of us.



Photo: Robert Wengler

Through thousands of pictures, Niels documented the endless opportunities embedded in the kind of sport that does not satisfy itself with blind ambition and narrow focus on achievement, but aims at developing complete people and fruitful communities.

We and many Play the Game participants will miss an excellent photographer, an inspiring colleague and a much-loved human being.

Jens Sejer Andersen



A starting point for a coalition against corruption in sport could be at Play the Game, Director Jens Sejer Andersen said referring to Richard W. Pounds statements earlier at the conference.

## Pound backs coalition against corruption in sport

by Kirsten Sparre

**“I think sport in general ought to consider a coalition against corruption in sport more consciously and overtly than it has to date.”**

The answer to a question from a Play the Game delegate was carefully phrased but Richard Pound clearly supports the idea of a global coalition for good governance in sport that Play the Game has been a key proponent of for some time. The idea is to build an agency along the same lines as WADA that can define minimum standards for transparency, accountability and democratic procedures that should be followed by all national and international sports federations, government and sponsors. The agency should also have a legal mandate and professional expertise to investigate cases of mismanagement and corruption and be able to impose appropriate sanctions.

Pound is no stranger to corruption. As IOC vice president, he was in charge of investigating charges of corruption against members of the IOC in the Salt Lake City bribery scandal in 1999, so it was fitting to ask him what he thought of the need for a coalition against corruption.

“There are financial and other aspects of corruption including judging. We have all seen examples of that. But I think a lot of the corruption has just been kept quiet – almost by consent or a similar kind of omerta that we have seen in doping,” Pound said at the conference.

Later in the conference, Play the Game’s director, Jens Sejer Andersen, picked up on Richard Pound’s remarks:

“A coalition against corruption in sport may not be possible in the world of sport of today, but it could be possible in the world of sport of tomorrow. And Richard Pound almost gave us a mandate when he said that a starting point for such a coalition could be here at Play the Game,” Andersen said in his closing speech to the conference.

*“I am following your discussions on the internet and they are fascinating. Same arguments, different excuses; but at least through Play the Game and others not prepared to accept sport the way it is – awareness is raised and people can be held to public account”.*

Michele Verroken, Director, Sporting Integrity, UK.



# This is not a Mr Nice Guy job

## Outgoing WADA President Richard Pound called for mean and confrontational successor

by Kirsten Sparre

**Richard Pound is not one to mince words. In one of his final public appearances as President of the World Anti Doping Agency (WADA), he told participants in Play the Game flat out that he had one key wish for his successor: "He has to be as mean and confrontational as I am. This is not a Mr Nice Guy job."**

Pound had been invited to the conference to reflect on his eight years at the helm of an organisation set up by governments and the Olympic movement to combat the problems of doping in sport. As one of very few members of the IOC, Pound not only accepted the invitation from Play the Game but also spoke freely about the challenges ahead for WADA:

"We have to maintain government interest in this and it is difficult as they have the average attention span of a fruitfly. The international sports federations must also be prodded. There are a huge number of international federations that do not comply with the WADA code and should be excluded from Beijing for that reason," Pound stated.

He refrained from naming the errant federations believing that WADA can better convince them to shape up if the sword of publicity still hangs over their heads. But ultimately, federations that do not have out of competition tests should be told that they cannot be part of the Olympic Games.

"The IOC should use the leverage," Pound said, reflecting the lack of compromise on doping that has characterised his presidency and gotten him into many public fights with federations and athletes who have taken offence at his outspokenness.

### First step to catch up

Pound agreed to help the IOC set up an independent international anti-doping agency back in 1999 when the world of sport was reeling from the Festina scandal after the French police – in the words of Pound – found "industrial quantities of doping substances" with officials from the Festina cycling team.

Pound said he would be president for two years but hung on for eight, and during that period he has overseen the establishment of a unique organisation composed of governments and individuals from the sports movement. WADA has adopted a World Anti-Doping Code, instituted a system of sanctions for athletes using doping, and undertaken a wealth of research on doping methods in order to be able to catch offending athletes.

"Our initial work was to catch up with the runaway train but we have to change attitudes. We have an extensive education programme and I think we can do it in sport. It will take a while – at least a generation – and we have to work pretty hard. But we will get there," Pound said.

Pound places the principal responsibility for doping squarely with individual athletes.

"99.9999 per cent of the time, doping is an organised process. Taking EPO is not an accident, paying for designer drugs is not an accident. It is

deliberate cheating for the purpose of winning and it has to be confronted. It is not going to go away by itself."

The personal responsibility of athletes aside, Pound agrees that in many cases athletes are not the most guilty in cases of doping.

"Most sanctions are against athletes but that is because we do not have enough evidence against others, such as doctors, or ways to sanction them. That is one of the reasons we need governments because they can tell doctors that it is a professional offence if they prescribe drugs for non-therapeutic use. We must find ways to deal with the enablers, but the athletes bear the responsibilities," Pound stated.

As a parting shot, Pound said that he had no problems with lifelong bans on athletes:

"I don't see a moral problem with a lifelong ban for doping. If you do it again, I am sorry there is no excuse: Go somewhere else, don't play with us!"



*The president of WADA, Richard W. Pound, looked back on his eight years fighting for a cleaner and more fair world of sport.*

*"It really was the sort of conference that all conferences should aspire to." The conference itself was fantastic... it provided much food for thought and lots of potential and possibilities".*

*Guy Osborn, Reader in Law at the University of Westminster, London, UK.*



An open football school arranged by Cross Cultures – Open Fun Football Schools. Albanian and Macedonian kids from Kicevo in Macedonia meet and play football across borders. Photo: Cross Cultures.

# Learning from sports diplomacy

Research project tests links between sport and reconciliation

by Kirsten Sparre

Many politicians believe that sport can be a powerful tool for reconciliation between peoples or states in conflict. But according to the Norwegian researcher Andreas Selliaas, this belief has never really been subjected to systematic scrutiny, and he has now embarked on a two-year project to find out if it is really true that sport can contribute to reconciliation.

The analysis project is a joint effort between Selliaas' employer, The Norwegian Institute of International Affairs (NUPI) and the Rafto Human Rights House, also in Norway. In 2006, Rafto Human Rights House co-hosted a conference on reconciliation between North and South Korea that also discussed the role of the IOC in bringing the parties together. But it quickly became clear that NGOs, politicians and academics had greater

interest than hard facts on the relationship between sport, peace and reconciliation.

"Despite heightened focus on sports both in foreign policies of states and within the UN, there has been little systematic research on the role of sports in reconciliation work. There is a lack of policy analyses of measures taken so far and there is little development of theories and academic work in the field," Selliaas told delegates at Play the Game.

The Norwegian project will look at both international sports diplomacy at the inter-state level and people-to-people reconciliation initiatives. The analysis will try to identify the premises that should be in place in order to use sport as a means for reconciliation, and exactly what sport contributes to reconciliation processes.

At Play the Game, Selliaas presented some early findings from the project based on reviews

of literature and newspaper articles about reconciliation projects and sports diplomacy, such as cricket diplomacy between India and Pakistan, baseball diplomacy between USA and Cuba and the Olympic diplomacy in the case of North and South Korea.

"At such an early stage it is hard to draw conclusions but it seems that all reconciliation initiatives comes after a certain degree of political order has been established. NGOs play a central role in most initiatives also in sports diplomacy, and outside intervention is the rule in people-to-people reconciliation," Selliaas explained.

He therefore believes that sport does not start reconciliation but it can be a valuable part of broader initiatives.

The findings of the project will be presented in a book to be published at the time of the Beijing Olympics in 2008.

# Keeping sport alive AGAINST ALL ODDS

Sport and sports journalism struggle for survival in Somalia



*Sport is kept alive in Somalia despite the very insecure political situation and the lack of proper facilities.*

*Photo: nocsom.org*

by Kirsten Sparre

**Imagine being a sports journalist in a country where the government has issued a decree that sports journalists cannot leave the country. Imagine also that your colleagues are constantly under threat from being shot or detained by the government without trial and that sport in the country is as threatened as sports journalists.**

That country is Somalia. But even more surprising is that despite the lack of a stable political situation, a number of people have worked hard in recent years to keep sport alive in Somalia by maintaining sports bodies and rebuilding a National Olympic Committee.

Play the Game wanted to highlight this important story at its 2007 conference, and an invitation and a travel grant went out to Shafici Mohyaddin Abokar, first vice president and head of international relations of Somalia Sports Press Association, who has worked tirelessly to keep the international community informed about events in Somalia at great risk to his own life.

Over the past few years, Shafici has sent e-mail after e-mail to organisations like Play the Game and the International Sports Press

Association detailing the ups and downs of sports and sports journalism that have become pawns in the country's political power games. At the moment, the fortunes of sport are closely linked to the party that holds political power at any given time:

- For six months in 2006, the Islamic Courts Union ruled major parts of the country and declared sport a Satanic act and banned women and children from playing sports. The Union also banned sports broadcasts.
- In 2007, the interim government regained power in the country although Islamists remain a powerful opposition group. Sports are being played again but according to the Somali Sports Press Association, the government as well as the Islamists are wary of sport's ability to create friendship and peace between members of segregated groups. The parties prefer divisions to remain strong.
- Yet, 17 national sports federations are members of the Somali Olympic Committee that in 2007 opened up five regional offices to

assist with programmes to re-introduce sport in Somalia. The programmes are supported by the International Olympic Committee.

Unfortunately, Shafici never made it to Iceland. He was unable to leave Somalia due to the government decree that bars sports journalists and athletes from leaving the country without government approval. Should he have been able to leave, he would not have been allowed to enter Iceland that does not issue visas to residents of Somalia.

You can read Shafici's English language reports on sport and sports journalism in Somalia on the website for the National Olympic Committee in Somalia ([www.nocsom.org](http://www.nocsom.org)) and on the website for the International Sports Press Association ([www.aipsmedia.com](http://www.aipsmedia.com))



Money is rolling in for English football clubs. Still, the majority have financial problems. Photo: Stockexpert.com

# English football economy is falling apart

## Many league clubs go bankrupt despite increased revenues

by Marcus Hoy

The rewards have never been greater and the price of relegation never higher. But is English football's financial model sustainable? A pertinent question as almost half of the English league clubs have been placed in administration over the past 15 years.

English football is experiencing a fundamental shift in its off-the-field structure, and many of the changes have their roots in the Taylor Report into the Hillsborough tragedy, Simon Chadwick, Professor of Sport Business Strategy and Marketing, Coventry Business School, told the conference.

Taylor's recommendations led to the introduction of new all-seater stadia, which combined with the advent of satellite TV made clubs more attractive to investors. In the 1990s, football clubs began to be floated on the stock exchange and the concept of league clubs being run by businessmen to make a profit became widespread. Other contributory factors such as the Bosman ruling led to an increased flow of money into a league that is now home to some of the biggest clubs in the world.

### Premier League spending

Brian Sturges of Bournemouth University and the website soccerinvestor.com pointed out that a

growing number of clubs invest in the trappings of Premier League status – expensive stadiums, elite academies and players earning tens of thousands of pounds a week – without actually being in the Premier League. The relationship between clubs' expenditure on talent and their on-the-field performance is greater than ever, and today's clubs cannot achieve success without spending money.

English football's second tier, "The Championship", has become unstable, he continued, due to the huge sums of money involved in promotion to and relegation from the Premier League. No current member of the Championship has remained in the league for more than 13 consecutive seasons, and many are now paying the financial price of an earlier gamble to join the nation's elite.

Sean Hamil of Birbeck Sports Business Centre asked why there are still so many problems in English football, when there has never been so much revenue coming into it? Almost half of all English league clubs have been placed in administration over the past fifteen years, some of which would have folded completely if it was not for the efforts of supporters' trusts.

Today, he pointed out, football clubs are increasingly being viewed as a branch of the entertainment industry and being run on strict business lines. However, unlike other branches of entertainment, audiences will attend even without success. Most football clubs make a loss, he said, and if left to market forces, will die.

### Capitalists are not fans

He warned that not enough safeguards are in place regarding ownership of these "fantastic institutions", many of which have survived for over 100 years. "Takeovers do not bring new money into clubs" he said. "Venture capitalists are not fans – they are serious about making money, and borrow on future revenues, meaning that clubs must pay interest on loans and must make a profit".

Most clubs' stadiums would be worth more as housing, he said. And if clubs do not make a profit, this new breed of investor will not think twice about looking to the value of all the clubs' assets – including its real estate – when looking to realise their investment.

"When 41 clubs in a 92 club league have gone into bankruptcy, that is a fundamental management and regulatory problem," he said. "The problem is not the product. The problem is not the players. The problem is the management. The current system is not sustainable".

### No shame in insolvency

Professor John Beech, Head of Sport and Tourism Applied Research at the UK's Coventry University

Business School pointed to another problem – namely the ease with which English football clubs declare themselves insolvent.

Insolvency – the state of being unable to pay ones creditors – used to be looked upon as an extremely shameful moral situation, he said, and was usually punishable with a prison sentence. Today, football clubs are declaring themselves unable to pay their creditors on a regular basis, seemingly without too much ethical agonizing beforehand.

According to Beech, the current situation is due in part to the provisions of Britain's Insolvency Act of 1986 and the Enterprise Act of 2002, both of which sought to ease the devastating effects of insolvency. These well meaning acts have given rise to a whole industry of specialist insolvency advisors, he said, who offer different ways to exploit the rules.

"The ease in which clubs can avoid their debts through administration is encouraging a culture of greater risk taking", he warned.



*It is time to give more attention to football fans, a group with great responsibility for what football has become, suggests Sean Hamil, director of Supporter's Direct in UK.*

## An ambulance service for beleaguered clubs

*by Rafael Maranhao, Freelance journalist, Brazil*

The Premier League is often referred to as the wealthiest league in the world. But it does not mean a profitable league. Among the other 72 clubs of the Football League a great part is neither wealthy nor profitable.

"Clubs rarely make legal profit. Forty-one out of 92 Football League clubs have been in financial administration over the 1992-2007 period. The most prominent latest example is Leeds United," says Sean Hamil, director of Supporter's Direct.

Supporter's Direct is an initiative funded by public money in United Kingdom which offers support, advice and information to groups of football supporters. It promotes supporter ownership and representation through the formation of supporter's trusts. The first of them was established at Northampton Town FC in 1992.

During all this time, though, Supporter's Direct has mainly been called to help clubs when they are in administration, when things seem to be out of control. And according to Hamil, this is something that should not happen:

"It is too demanding, it is much more difficult to help in moments like that. But clubs

should not have to get to that point. But it is risk taken, in football the institution is always expected to be saved because of its public component. Football has never been challenged because it is football. The trust model is simply an ambulance service."

Much has been said about the arrival of foreign investors to British football, but British chairmen are also among the ones to blame. To Sean Hamil the problem is not the origin but the background.

"Not everybody should be able to take over a club. In the last seven years the owners of Chesterfield, Darlington and Exeter have gone to jail. Nelson Mandela could not pass the fit and proper test of the Premier League due to his criminal convictions but the deposed Prime Minister of Thailand could. There is something wrong about that," he says.

The problems and stories repeat themselves. Maybe it is time for a change. Time to give more attention to a group with great responsibility for what football has become.

"It has not been about the fans in first place. It is historically a cash business" says Hamil.

### Overspending also the norm in Denmark

English football clubs are not alone in operating on the edge of financial stability. According to Rasmus K Storm, a Senior Research Fellow at the Danish Institute for Sports Studies, the situation is similar in Denmark. Despite their apparent success, most Danish clubs either break even or operate at a loss. In football, overall growth rates are almost wholly due to income generated by Copenhagen's "big two", Brøndby and FCK, and this growth is not translating into higher profits. Figures related to Denmark's second most popular sport, handball, are similar.

Storm portrays professional sport as a "complex mix between state, civil society and the marketplace" operating according to "peculiar logic" where overspending is the only way to compete with overspending opponents.

*"It is incredibly important that Play the Game continues. It is a unique institution. It is filling a hole in the market that has not been occupied before".*

*Steven Powell, Spokesman of Football Supporters Federation, UK.*

# Selling the city or selling it out?

**Mega-events rarely benefit those who need it most and often lead to forced evictions**



*Often local populations look in vain for the benefits to them when their cities host a mega-event. In Beijing for instance, many people have been displaced and their homes demolished to make room for magnificent Olympic buildings like the Bird's nest.*

*Photo: Scanpix/AFP*

if they resist eviction, they often face brutal and violent intimidation or even being sentenced without any legal proceedings.

## **“Sport is good for you always”**

According to Schimmel, the incitement to host a mega-event is the pursuit of social and economic benefits including benefits for the local population. Critics claim that a substantial part of the residents, mainly the lower class, experiences the downside more than the benefits.

Being critical towards sports mega events is not popular as the inherent beliefs that “Sport is good for you, sport creates better citizens, and sport benefits the community as a whole”, are extremely hard to argue against.

Kim Schimmel recommended that if mega-events are to retain public support and become more democratically accountable achievements, more accurate evaluations should be carried out, and social impact assessments and full public consultation should be practiced before submitting bids.

by Maria Suurballe

**“There is not much to gain and a whole lot to lose.” Kim Schimmel, Associate Professor of the Sociology of Sport, Kent State University, was clear when she spoke at the mega-event session at Play the Game 2007. She believes there is no clear evidence that a mega-event creates any big economic profit.**

“Sport mega-events are inherently controversial and problematic. They require massive infrastructural development, massive ideological support and massive funding, and all of this is usually pushed against a forced timeline,” Schimmel said.

Kim Schimmel agrees that some people will benefit from a mega-event, but it rarely tends to be the people who need it the most. On the other hand, when making up the account from hosting these big sports mega-events, she numbers a series of disadvantages: loss of public space, environmental damage and redirecting public money away from much needed social services.

## **Many forced evictions**

A serious cost of hosting a mega-event is the forced evictions that are executed in the name of the progress.

According to the report, “Fair Play for Housing Rights: Mega Events, Olympic Games and Housing Rights”, published by the Centre on Housing Rights and Evictions in 2007, 20 per cent of all forced evictions in 2004 were related to a mega-event.

As for the Olympic Games, more than two million people have been displaced in the last 20 years, disproportionately affecting minorities such as the homeless, the poor, Roma and African-Americans. Also in Beijing, there is ample evidence of people being forcefully evicted from their homes and forced to live in the street in order to make space for the Olympic Games.

China promised to approve its appalling human rights record, but in some ways, the Games have made things worse. The compensation people are offered for being evicted are pitifully low, and

## World Cup 2006 research



*According to Markus Kurscheidt, some cities benefitted economically from hosting the World Cup 2006.*

**It is possible for local communities to benefit economically from hosting a mega-event. Research carried out by economist Markus Kurscheidt from Ruhr-Bochum University in Germany on the FIFA 2006 World Cup shows that a positive legacy can be achieved only through careful and efficient management.**

For international associations like the IOC and FIFA, mega-events are big money-spinners. “FIFA made a 2 billion euro turnover on World Cup 2006. When you look at the whole marketing chain of a world cup, it might even be double as a result of licences and so on,” says Kurscheidt.

# London Olympics drains grassroots sport budget

The government has no plan for sporting legacy either

by Michael Herborn

When London was awarded the 2012 Olympics at the 2005 Olympic Congress in Singapore, legacy was key to the bid – both regenerational and sporting. Now it appears that grassroots sport will be 560 million pounds worse off for hosting the Olympics.

The figure was presented to Play the Game by James Stibbs of the Central Council for Physical Recreation (CCPR). He said the money will be used instead to fund building projects associated with the Games.

The CCPR, which represents 270 sports bodies from right across the sporting spectrum, has been critical of what it sees as a lack of commitment by the government to creating a sporting legacy.

At the time of the bid's approval, the budget for preparing for the Games was set at approximately 2.4 billion pounds. Now, that budget has reached a staggering 9.35 billion pounds, taking into account contingency funds, security and tax. This leap in costs for hosting the event is placing pressure on the government and Games organisers to ensure finances are kept in order.

It is in this atmosphere that grassroots sport has to compete for funds with marquee projects

such as new stadia and regeneration projects, and as things stand, grassroots sport seems to be losing out.

## Legacy questioned

Whether the government seriously entertained creating a lasting sporting legacy is also questionable. At the Olympic congress in Singapore where London got the nod, bid backers, including the British Prime Minister Tony Blair and organising committee chairman Lord Coe, suggested the Games would act as an inspiration for youth around the world to take up sport in the run-up to the London 2012.

However, that legacy never seems to have been considered achievable by experts working behind the scenes on the bid. A government report by the Department for Culture Media and Sport on the legacy from 2002 – three years before London was awarded the Games – found that “there is little evidence that hosting events has a significant influence on participation.” According to the report, “hosting events is not an effective, value for money method of achieving either a sustained increase in mass participation or sustainable international success.”

These findings were backed up by studies by two political think-tanks close to the government, which both suggested a sporting legacy would be

hard to achieve through merely hosting the Games.

## There is still time

Nonetheless, Stibbs believes that there is hope for a sporting legacy, but only if the government acts now to secure it.

“Whilst the notion of a legacy automatically trickling down is not realistic, that is not to say that it cannot be achieved at all,” says Stibbs.

For Stibbs, a sporting legacy does not just mean a legacy at the elite level. Nor does it mean just a legacy at a general youth level. A sporting legacy, Stibbs and the CCPR argue, should encompass all people, regardless of age, ability or disability and encourage them to take up sport in whatever way they can.

While watching the pole vault might not encourage everyone to take up the sport itself, it might encourage people to get active in other ways, for instance taking up walking or light jogging. Adequate funding and an effective strategy for getting people off the armchair need to be in place in time for the Olympics. Grassroots sports can be boosted by hosting a mega-event but watching sport itself is not enough to make people active.



According to James Stibbs of the Central Council for Physical Recreation (CCPR), a sporting legacy should encompass all people, regardless of age, ability or disability.

# shows economic legacy

by Michael Herborn

But a good economic result for the organiser does not necessarily mean that host regions also enjoy economic benefits from mega-events. Indeed, much of the research that has been carried out on mega-events has pointed towards a non-existent or negative economic legacy from hosting mega-events for host regions. However, Kurscheidt believes that relying on these accounts does not paint a full and proper picture of economic legacy and mega-events.

“Only a restricted number of events have been studied, most of them were in the USA, and most of them were quite particular. In one region one event could be successful, in another region it isn't.”

Marketing and technological progress means that the events of the 1980s and 1990s are not the events we have now, and therefore Kurscheidt and his team decided to investigate the economic impact of the FIFA World Cup 2006 held in Germany.

## Benefit is peanuts

The team's findings showed that Germany enjoyed an eight billion euro boost from the tournament. While this is no doubt a large sum, in terms of the German economy the figure is ‘peanuts’ say Kurscheidt. It accounted for under 0,1 % of German GDP growth, a figure that is fairly insignificant in economic terms. Still, some benefit

is better than none, and Kurscheidt points out that the figures do not take into account the multiplier effect, that could see the boost in GDP in 2006 carried through into 2007 and 2008.

The economic benefit was found to be greatest in towns that have a great location and facilities but a poor reputation, such as the post-industrial city of Dortmund. For these cities, mega-events cannot only provide a short-term boost to visitor numbers and tourism revenues, but also stand to enjoy the greatest benefit from an effective management of the post-tournament economic legacy through place marketing.



Indian journalist Murali Krishnan told delegates about the massive match fixing in Indian cricket, where the amount of betting money shifting hands can reach 250 million US dollars in one day.

# MASSIVE MATCH FIXING IN INDIAN CRICKET

Despite being illegal, betting is big business in India and many players are tempted to fix matches

by Michael Herborn

**Although betting is illegal in India, Indian punters wagered an estimated 40 billion US dollars over the course of 2007. This black market for betting supports a powerful and wealthy mafia underworld, says Indian journalist Murali Krishnan. And with such a lucrative market for the bookmakers, organised crime has a vested interest in the outcome of every ball delivered in a match.**

Krishnan has been investigating the darker side of cricket since 'Hansiegate', when South African captain Hanise Cronje admitted his involvement in the fixing of international cricket matches.

"My investigations have started from the time Hansie was willing to stand and be counted as one who underperformed," says Krishnan of the Indo-Asian News Service. "That took me from covering the Indian players who were given life bans and suspensions to some games in the 1999 World Cup which were tanked."

## Mind-boggling sums

Cronje's admission did not mark a one-off for cricket. Between 1999 and 2001, a series of scandals led to the institution of the International Cricket Council's (ICC) anti-corruption unit. Corruption inquiries were launched in six out of the ten test-playing nations.

Betting on cricket is big business in India, says Krishnan, who describes the money riding on cricket matches as "mind-boggling." Annual betting volumes could be as high as 40 billion US dollars according to some estimates. For certain matches, for instance a one-day international match between Pakistan and India, 250 million US dollars could pass hands.

According to Lord Paul Condon, who was appointed as the head of the ICC's anti-corruption unit after retiring as chief constable of the Metropolitan Police in London, illegal gambling is a bigger business in some countries than drug-running or robbery.

## Players bought off

The nature of cricket lends itself to several different opportunities to bet. Often fixing will not involve the result of a match, but may instead revolve around a particular delivery bowled by the bowler.

Thousands, even millions of dollars may ride upon whether one single delivery in a match was a no-bowl. Being able to know when that delivery will happen means payday for gamblers. So much so, that some are willing to pay cricketers handsomely to ensure the right financial outcome.

Being in possession of such information is "the equivalent of knowing in advance when the roulette wheel is going to land on red or black," says Krishnan.

Marlon Samuels of the West Indies is one player who the bookies are alleged to have got to. Samuels, a batsman and occasional bowler, was taped by police from the Indian city of Nagpur, when the West Indies team toured India in 2007, just before the 2007 Cricket World Cup. The telephone conversation was with a well-known suspected bookmaker, Mukesh Kochchar and centred on the next day's play, including who would be bowling at what stage of the day, and the likely starting line-up for the West Indies team.

Despite the accusations against Samuels, the ICC has not banned him from International Cricket. He is, however, now under investigation by the West Indies Cricket Board for his links with Kochchar.

## No paper trail

Samuels's case is just one of the many instances of players being tempted by the financial rewards of fixing, yet few have been charged by the ICC. Krishnan's initial investigations into the cricket world's underbelly focussed upon the activities of two bookmakers in particular – Jagdish Sodha and Shobhan Mehta. However, as neither are officially involved in the cricket world, the ICC lacks jurisdiction to impose sanctions.

Sodha, a businessman working in the film industry, has been accused of bribing players to fix certain aspects of cricket matches, including the Kenyan all-rounder Maurice Odumbe. He is also believed to have used a dancing girl from Mumbai to gather information from her cricket-playing customers from Sri Lanka.

Meanwhile, Mehta is alleged to have been a member of a group of 23 bookmakers who had worked together to make a 135,000 US dollars weekly payout to Indian police during the 2003 World Cup in South Africa to enable them to operate freely. It is further alleged that the bookies were let off on instructions from joint police commissioner Shridhar Wagal, who is now in jail over claims he was involved in a separate corruption scandal.

Proving their guilt in a criminal trial would not be easy however. While there have been a number of cricketers who have come forward and stated they have been offered bribes to throw games, such as former New Zealand captain Stephen Fleming, finding documentary evidence to back up these claims is near-impossible.

"Corruption in cricket unfortunately does not leave behind a paper trail," says Krishnan. "Its only compelling circumstantial evidence that one is left with to take the story forward. Especially when syndicates are tied up with the underworld there is only so much you can peel."





According to freelance journalist Declan Hill, there are two types of fixed matches: the arranged ones, where the team's officers are the corrupters; and the gambling ones that need only one of the players to be fixed.

# The myths and realities of MATCH FIXING

**A study of 137 fixed football matches shows that matches are not fixed the way you think**

by Pablo Vignone, journalist, *Página 12*, Argentina

**Declan Hill, a freelance journalist and Ph.D student at Oxford University, has scrutinized 137 fixed football matches from around the world because he wants to know how the fixing is done. The findings are astonishing to say the least.**

Declan Hill's acting skills are just as strong as what he has to say. Maybe it is related to the nature of his words, as he talks about corruption in sport in a way that completely surprises the audience because of the full weight of his revelations.

After studying 137 football matches from Europe, Asia and even in Brazil, he found that there are many clichés about match fixing that are not true. You may think that a referee who is going to cheat will eventually sanction a penalty kick. You are wrong. Only in 40 per cent of those matches there are fixed penalties.

As Hill says, fixed games are not often played in the way people may think. It is only the badly fixed games that have aroused the suspicions of fans. There are many examples of that.

"Look at the goalkeepers. When they are cheating, they place themselves in a slightly wrong

position in the goal line, and sometimes they push the ball instead of securing it against their bodies," says Hill.

Most people may think the goalkeeper made a mistake. But again, it is not the truth.

## Midfielders most willing

"Midfielders are the most willing players to cheat, because they can control the game from the middle of the pitch, carrying the ball for long enough to give the rivals the chance to seize it, or shooting to the goalkeeper without too much danger."

When West Germany and Austria played 1-1 in the 1982 World Cup, many people thought it was an arranged match. In fact, it was: Hill included it in his study.

"As you may recall, the goals were scored at the beginning of the match. That is what normally happens in a fixed match; not penalties in the last minutes as you may suspect."

## Surreal stories

Hill had some surreal stories to tell.

"Once in Bangkok I was talking with a mob guy. He had many cell phones. There was a German

Bundes Liga match that was going to start, and he gambled 20,000 US dollars on it. He then told me the score the match would have. Each time a goal was scored, the cell phone rang. Eventually, the score was the one he predicted."

Are you surprised? There is more: "In a second league football match in Belgium, Denmark or any tiny country in Europe you may see two or three hundred fans in the grandstands and some Chinese people in a corner, talking on their cellphones relaying every detail of the match directly to Shanghai."

According to Hill, there are two types of fixed matches: the arranged ones, where the team's officers are the corrupters, and the gambling ones where only one of the players does the fixing.

"Once I talked with a famous football player about cheating," Hill says. "He asked me how to contact the bad people. But why, I asked. 'Because you can make a lot of money with them' he answered me".

It is the last revelation: "The people you would not suspect are often the people behind the fix."

# Organising sport in the Australian outback is DIFFERENT

**In the outback six is a crowd and social dynamics are ignored at your peril**

by Kirsten Sparre

**Sport is good for the health of both individuals and small communities in the Australian outback. Organising sports activities in the bush is, however, an entirely different kettle of fish from doing it in the suburbs, as Garry Humphries will tell you.**

Garry Humphries is regional manager for sport, recreation and racing in the South West Region of Queensland in Australia. At Play the Game he provided a fascinating insight into the special characteristics of organising sport in the outback.

A fundamental difference between the bush and the suburbs is one of scale. Australia has a population of 20 million people. 18 million of those live in cities dotted around the coastline and the remaining 2 million share an area in the middle the size of Europe. People are few and far between and for Humphries and his staff this means a lot of travel.

"Last year the six people in our team travelled the equivalent of three and a half times around the world to serve our area. Most of it by car because people tend not to take us seriously if we fly in," Humphries explained.

With fewer people around, drawing a crowd also takes on an entirely different meaning. Getting 20 or even just six people together for a night with guest speakers in South West Queensland can get the same market penetration as a crowd in excess of 8,000 people in Brisbane.

"Once we had a sports medicine association that did not want to come and talk unless there were 25 people present. So I paid for 20 empty seats to get education for six people and that was a good deal," said Humphries who also invites Olympic level coaches and icons like Australian lifeguards to give talks in small towns far removed from the sea.

## Environment is everything

The environment also plays a much larger role in the opportunities for organising sport in the outback than in the cities. Changes in the natural environment such as drought, fire, flood or storms affect everybody immediately and can have a direct impact on planned events because people need to attend to more immediate matters.

But also changes in the economic environment can have an impact on sport.

"The discovery of coal can lead to a booming industry but it may lead to small towns losing people with technical skills because they have gone to work in the mines and cannot repair lights at the sports grounds. In cities the impact of such a change can be absorbed, but that is not the case in the outback," said Humphries.

In general, it is a problem that local councils do not necessarily have people employed who are capable of building or maintaining sports facilities.

"So we are changing our way of thinking and instead of building traditional pools, we sometimes build pools in the naturally occurring rocks," Humphries explained.

## Women are more active

Dealing with people in the bush also requires a different way of thinking than in the cities. Firstly, Humphries has noticed that the smaller the town, the more active the women are.

"The bush is perhaps getting more women active than in the suburbs, and it means that the audience you have to reach and the decision makers you deal with are more likely to be women. Therefore I sometimes start by closing deals with them," said Humphries.

*A local football match in the Australian outback, Darling Downs vs Crusaders. Photo: Kim & Chris Thomas (from the collection of Mrs Janet Addison)*



# The English League undermines ETHIOPIAN FOOTBALL



## Ethiopian football fans prefer English teams over their own

by Fikir Yilkal, Journalist, Ethiopian Radio and Television Organization

People in the outback are generally a bit suspicious of government officials whom they compare to seagulls that fly in, squawk and shit all over the place before they leave again. For Humphries and his team this means that it is necessary to get to know people and the places they are attached to before doing anything else.

"In simple terms, don't rock into town and organise a coaching clinic at the CWA centre without knowing that for the last 40 years all coaching clinics have been held at the Bowl's Club," said Humphries.

The concept of unbounded social relationship is also something sports organisers need to get their heads around.

"The social dynamic in the bush is so much closer and more complex in the suburbs. Everybody knows everybody, and if you fail to use these networks you cannot be effective."

For that reason, Humphries does not bring in young people with specific sports skills as coaches. Instead he recruits local people:

"We cannot train somebody to have a connection with the local community, but we can teach local people sports skills," Humphries concluded.

**In Ethiopia, football is not just played on the field. It has much more meaning than a game. Ethiopians are die-hard supporters of their national team and favourite clubs despite poor results. However, these days many prefer to watch the English premier league instead of going to watch the local leagues in different stadiums in the country.**

More and more Ethiopian football spectators have access to England's Premier League matches. Ethiopian football fans regardless of age and sex sit glued to television sets and watch the action from all the English matches.

Photos of players, football icons and symbols of the English Premier League are everywhere from the capital Addis Abeba to the distant areas in the country. The name of the four giant clubs in English football: Arsenal, Manchester, Chelsea, and Liverpool are on the lips of supporters, just as players like Wayne Rooney, Adebayor, Ronaldo, Essien, and Gerard are in the hearts of the Ethiopian football fans.

It is very common to see devoted crowds packed into every corner of the street chanting for teams that are to be found faraway from Ethiopia. It is just as common to see local teams playing in front of a low number of spectators, yes sometimes even in front of empty stadiums. Yet, football fans still have time to watch the English Premier League in the middle of the night.

### 24 years outside the Cup

Ethiopia is one of the founding members of the African Football Confederation (CAF) together with Sudan and Egypt. However, Ethiopia has not appeared in the African Cup of Nations for 24 years. Its football fans desperately need to return to the Pan-African tournament. Once

a power in the competition, Ethiopia has spent twenty-four years without participation in the big tournament. The English premier league is now the main challenge for the struggling nation in its football renaissance.

Last year there was a heated debate about the danger that the English Premier League poses to Ethiopian football. The football authorities warned that Ethiopian football is at risk because of the influence of the English Premier League. This viewpoint was met with ferocious opposition from the public and a number of sports journalists.

Those who are very fanatical about the English top league argue it is wrong to blame the premier league for the decline of attendance and quality of the game in Ethiopia. They rather point their hand to the crisis in the football administration.

### Media also favours England

Once adoring supporters for their local league, Ethiopian football fans these days know more about teams and players in England than their own teams or players. The media tend to report about the English Premier League, not local matches. Journalists say the quality of local football is declining and readers or viewers turn their backs on it. As a result they say it is so difficult to cover it. Elsewhere there are accusations against the media for leading the fans to the leagues in Europe.

Attendance at Ethiopian football matches is falling and the quality of football is low. The tendency to favour the English premier league is extremely visible on every corner in the country. The English premier league remains as a very tricky challenge for local football that lost many of its true supporters. The top English league is now widely regarded as having a negative impact on the future of Ethiopian football.



*"If we don't have this, I don't know who is going to replace it."*

Andrew Jennings, Sports journalist, UK.

# Sign away your rights, please

## Sports federations want newspapers to pay for covering sport

by Kirsten Sparre

The day when newspaper journalists and photographers will have to pay to get in to cover a sport event may not be far off. This is the prediction of Andrew Moger, head of the Newspaper Publisher Association's digital rights campaign, who tries to preserve traditional rights of newspaper journalists at a time when sport event organisers seek to maximise profits from selling media rights for publication on different platforms.

"In the last four weeks, I have had conversations with three different sports federations who have

raised the prospect that newspaper journalists would have to pay for a seat at their events," Moger said in a session on media and sports rights at Play the Game.

The possibility of having to pay for covering sport events is the latest development in a hard fought battle between sports federations – many of whom have joined the Sports Rights Owners Coalition – and a wide range of news organisations gathered in a group called the News Media Coalition.

At issue is the question whether organisers of sport events in return for access to their events, can make limitations on how news agencies, newspapers and their associated websites cover the event.

Moger argued, on behalf of the newspaper industry, that sports federations' attempts at limiting newspaper coverage of sport events is a democratic problem:

"Independent, critical, objective, challenging journalism delivered by professional journalists is a fundamental element of democracy. Sadly some sports governing bodies show a worrying determination to restrict and create an exclusivity around the flow of news stories and pictures from events of major public interest to the detriment of that public interest."

### Beware the dotted line

Moger provided a long list of examples where sports organisations have asked journalists, photographers and their employers to give up the right to edit material in certain ways, publish when they want, and to hand over their copyright to images and even give sports organisations a share in the profits that the news organisation might make from covering the event.

"We are well and truly being squeezed by the balls and we don't like it," Moger said and continued:

"It is about the business of who signs on the dotted line. Largely we have been guilty until now of not realising the full potential and implication when a journalist signs an accreditation form. Wherever there is an organised access point we are confronted by restrictions which we think are unfair and impose an unwarranted restriction on our press freedoms."

Newspaper organisations, news agencies and their professional organisations have banded



At the 2007 Rugby World Cup organisers tried to limit the number of photos that could be published from the event. Media from all over the world boycotted pre-tournament events to get the demands withdrawn. Photo: Scanpix/Reuters

together to fight what they consider unreasonable demands from sports federations. In 2006, the group successfully negotiated a deal with FIFA whereby a number of the football's organisation's demands for access to covering the World Cup were withdrawn.

### Rugby galvanized industry

The most recent focal point was the 2007 Rugby World Cup where organisers tried to limit the number of photos that could be published from the event and also demanded that all photo credit rights were waived to the benefit of the International Rugby Board.

"Rugby has been the turning point for the news media. The voices of news editors, sports editors and journalists have been heard around the world, and rugby has done more than anything else to galvanize opinion of the news media organisations and publishers, big and small. Although you may not have heard of it, hundreds of journalists from different media organisations refused to cover pre-tournament events," Moger said.

The protest was successful, and the International Rugby Board ended up withdrawing some of its demands just 90 minutes before the World Cup began. But the battle is far from won, Moger believes and quoted the words of AFP's director, Pierre Louette:

"We need to organise ourselves in preparation for other disputes if we want to be able to cover sports events in an independent and comprehensive fashion in the future."

### Indecent proposals?

Some examples of demands sports federations have tried to get journalists and photographers to sign to get access to their events:

- An article may not be presented in such a way that it would damage the integrity or reputation of the Football League, the FA Premier League, clubs, their players or officials
- The right to transmit live accounts and descriptions of the ... event ... is the exclusive property of ... (the event)
- Any published image may not be altered (except cropping) and no text superimposed on any published image
- Still pictures from the event cannot be published on the web until 1.5 hours after the end of a match
- (The event) shall be entitled to use and reproduce, free of charge, worldwide and for the whole duration by applicable intellectual property law, any and all photographs/images captured by any accredited photographer at any tournament
- If you wish to sell photos taken within the venue for editorial purposes ... we propose a commercial agreement to be established for the sale of photographs whereby a license fee be payable (to the event) prior to the season for this right to be granted.

# Technology changes THE RULES OF THE GAME

## Cricket umpires rely on microphones, mapping and projection

by Marcus Hoy

New technology is changing the way in which we view, buy and even participate in sport. A prime example, said Velayutham Chandrasekaran of India's Chennai University, is the modern game of cricket, which is followed by upwards of half a billion people in his nation. In cricket, modern technology has not only led to blanket coverage of matches but it has also had a major impact on the way the game is played.

India's love affair with cricket began in earnest after it won the World Cup in 1983 and so far it has shown little sign of abating. However, recent innovations are having a major effect on the game, not least the way in which decisions are taken on the field of play. And generally, cricket fans are viewing these innovations in a positive light.

The task of cricket's "third umpire" used to be restricted to scrutinizing TV replays. Now, Chandrasekaran pointed out in a Play the Game session on sport and technology, it is aided by devices such as the "snickometer" – a sensitive microphone placed close to the stumps that registers contact between bat and ball. There is also the "Hawkeye", a device that allows the third umpire to see where the ball would have been heading if it had not been blocked by a batsman's leg, and the "dartfish" which accurately maps and shows the line, length and speed of the ball.

Although these innovations have been welcomed, Chandrasekaran said, their introduction presents certain dilemmas. Can the professional game ever be played without them? And since different varieties are available, won't their quality and accuracy vary? While acknowledging the positive impact these innovations have had on the game, he expressed concern that no definitive standardisation currently exists.

*Modern technology has a major impact on the way cricket is played. But Velayutham Chandrasekaran of India's Chennai University is concerned that no standardisation exists. Photo: Scanpix/AFP*



## Mobiles hike prices

by Marcus Hoy

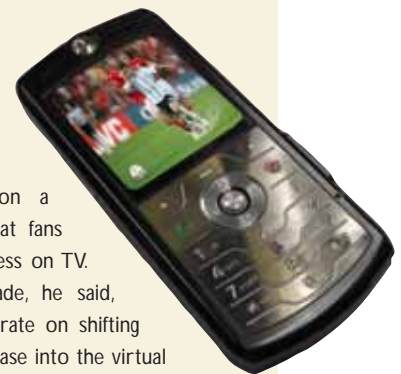
Taking another angle, Claude Sobry of France's Lille University looked at the new media and the scramble for European football broadcast rights. He asked whether the spiralling costs of football rights can continue indefinitely, and pointed out that the advent of new technology such as mobile phones capable of delivering video content can artificially hike the market price. Some telecommunication companies are paying very high sums for mobile rights

even though they cannot make a profit, he said. Profits are increasingly being made from periphery activities, not from the sport itself.

Yann Abdourazakou of the University of Lille spoke of the digitalisation of merchandising in football clubs – that is the selling of digital content to fans.

Next generation devices suit some sports more than others, he said, but competitions such as the Americas Cup have succeeded

in representing on a mobile phone what fans are unable to access on TV. In the next decade, he said, clubs will concentrate on shifting their current fan base into the virtual marketplace by offering different angles on demand, equipping referees with cameras and introducing other initiatives allowing fans to personalise the content they receive.



# Digital media could boost smaller sports

**Sport is a key driver of interactivity, says sports and technology expert**



Sports and technology expert, Rachael Church-Sanders, argues that digital media offer a wealth of opportunities to draw in audience groups; this could be an advantage especially for smaller sports.

by Kirsten Sparre

**Digital media in the form of broadband, mobile phones and interactive television are paving the way for spinning even more money on sports. Sports made rich by selling television rights will continue to benefit, but also sports with a much smaller audience can make money in the digital future, predicts Rachael Church-Sanders.**

Church-Sanders has been a consultant with the Sport Business Group since the group bought up the successful newsletter, Sport and Technology, she edited for five years. She is a keen observer of how technology impacts on sport and gives advice to technology companies that want to invest in sport as a genre.

"Sport is a key driver of interactivity. Sport has lots and lots of content and many opportunities for the audience to participate. You can personalise viewing experiences, and you can build communities for people discussing what is happening in their sport. There is also a phenomenal amount of betting and purchasing opportunities going on online," Church-Sanders told delegates at Play the Game.

## Content for diehard fans

Digital media offer a wealth of opportunities to draw in audience groups and tailor products they may want to pay for.

"There is so much content out there. If you look at sports like golf and tennis, they show only a small percentage of their events on television. So there is lot of contents that can be pushed out on mobile devices and the Internet for diehard fans or even fans of a particular athlete," Church-Sanders said.

The Internet can reach territories and communities that are not served by other media. A sport, such as boxing, may be popular in one part of the world, but a niche sport in another. So boxing fans that cannot go to the fights, can log on – maybe for a price – and see what is going on.

Fantasy gaming is also extremely popular, and many sports could offer this opportunity for a charge or have branding within the game paid for by advertisers and sponsors. Similarly, virtual worlds like Second Life can be a platform for sports events.

## Web television is cheap

Church-Sanders pointed out that the digital media are particularly interesting to explore for smaller sports that do not get a chance to showcase their events on national or international television.

"Television on the web is cheap. It is up to ten times cheaper to produce than traditional television, so you can literally have a man or a woman with a camera at the local stadium producing stuff for immediate consumption," Church-Sanders said.

Some sports are already using the Internet to bypass traditional media.

"The International Sailing Federation is about to launch its new website, and it will be the only way for sailing fans to learn results of certain events, because the federation will no longer give results to broadcasters," Church-Sanders said.

## Watch out for users

For those who own the rights to sport events, opportunities and threats stem from the same phenomenon: user generated websites where fans produce and publish their own contents from the sport event.

"Rights owners who do not protect themselves, can lose a lot of revenue from user-generated websites. But there is also a massive potential to build communities around your sport, particularly if you are smaller sport. What better way to encourage people who are viewers or participants, to give you content which you can mould if you like or put out there as it is to help you grow your sports globally," Church-Sanders asked.

*"I commend Play the Game and host nation Iceland for convening such an important event. Without doubt the two biggest issues confronting sport are governance (or lack of it) and doping (the widespread use of)." Robin Parisotto, Research Consultant and Contractor, Australia.*

# Use sport as a political instrument for CHANGE IN SOCIETY

## The President of Iceland, Ólafur Ragnar Grímsson, made the official opening speech at Play the Game 2007

by Maria Suurballe

**“There is a close connection between sport and society, and reduced to its absolute essentials it is all about good governance. We should therefore make use of international sport movements as a strong political instrument for changes in our societies.”**

Opening Play the Game 2007, the President of Iceland, Ólafur Ragnar Grímsson, used his speech to put forward some personal considerations about how we can use sport as an instrument for social improvement, democracy and international understanding.

Illustrating his viewpoints, the President mentioned the Special Olympics, an international world event with seven thousand athletes from more than 140 countries, all of them intellectually disabled. As an International Board member of the Special Olympics Movement, the President visited the Games in China in October 2007.

### Hope for China

It is known, that China suffers on an enormous scale from corruption and bad governance. With respect to human rights, hosting the Special Olympics was one of the strongest signals that China has sent.

“It made us in the Special Olympic Board conclude that we were responsible not just for an international remarkable sporting event, but also for helping China to get out of the old system, to find a new framework, to face up to human rights and human responsibilities in a new way,” Mr Grímsson said.

The President of China, Hu Jintao, took two days out of his programme to visit the games, talked to the people and thereby he sent a very strong human message that according to Grímsson gives hope for the future of human rights in China.

Sport cannot be isolated from the rest of society

in such a way that sport somehow becomes different from other social or business activity.

“To us it is a fundamental question not about sport but about our society, about who we are as a democracy and as a civil society. And it is a fundamental question when we are talking about governance or corruption within sport in different parts of the world”, the Icelandic President stated in his speech.

“So the struggle of the campaign against



According to the Icelandic President, Ólafur Ragnar Grímsson, sport is an excellent tool to make changes in our societies.

corruption in sport is fundamentally a campaign for good governance in our societies and in the rest of the world,” Mr Grímsson concluded.

### The Icelandic example

According to President Grímsson, there are many obvious reasons for coming to Iceland and participate in a conference on ethical values and good governance in sports: Iceland is at the top

of the global list of corruption free sports nations in the world, and the Icelanders work hard to encourage positive values in sport.

“Since the era of the Vikings, sport has always been an integral part of how the Icelanders see themselves and how they define their role, not just as a society, but also as members of the international community,” Grímsson said.

### National Icelandic drug campaign

As for the Icelanders, there is no real difference between good governance in sport and the campaign for good governance in their society.

As an example of Iceland's intentions on this issue, the President mentioned the 2006 national campaign against drugs. It was carried out as a drug prevention day at the national level with sports movements and youth movements working together in a united campaign.

Scientific evidence from Icelandic research shows that there are three elements that carry the strongest messages in the campaign against drugs, and one of them is participation in sport. The other two are spending at least an hour a day with your families, and the third one is waiting at least until seventeen or eighteen to drink alcohol or smoke tobacco.

“If these three things go together, there is less than one percent chance that the youth will suffer from drug abuse later in his or her life,” Mr Grímsson said.

“I fundamentally believe that the connection between society and sport is so integrated that you can't really reform the sports movements without having a positive impact or even reforming the societies to some extent”.

*“I believe the President of Iceland was just superb, and I wish that the Prime Minister of Canada was half as eloquent and committed to young people, to sport and to their health as he is”.*

Laura Robinson, Sports Journalist, Canada.

# playthegame in ICELAND



Visit at LazyTown Studios  
(see article page 27)

In 2007, the Icelandic Youth Association (UMFI) could celebrate its 100 anniversary. As part of the centenary celebrations, UMFI invited Play the Game to Iceland, and the country made many contributions to the conference experience.

## FACTS about UMFI

### Everything for Iceland

- UMFI was founded in 1907 as a national association for local youth associations in Iceland.
- UMFI's objective is to cultivate the people and the country. In addition to cultivating the best in every individual, the organisation aims to promote Icelandic language and culture and protect the country's natural environment.
- UMFI's slogan is "Everything for Iceland", and historically the organisations' members have cultivated forests, built swimming pools and meeting halls, constructed sports facilities and secondary schools and built a culture of public debate.
- UMFI covers a total of 263 associations with approximately 81,000 members.
- Today, member associations include sports clubs, amateur theatre clubs, environmental programmes and youth associations.
- From 1992 UMFI has organised National Youth Sports Meetings that are now held every year.



Freezing packed lunch  
at Thingvellir



The Blue Lagoon close to Keflavik is founded on a unique source of geothermal seawater that originates in Iceland's extreme environment.

Socialising in the lobby of Grand Hotel Reykjavik



Delegates relaxing in  
the Blue Lagoon

*"And I did get the chance to walk on ice, under falling snow and howling wind and get thoroughly wet in a way only a Viking could understand".*

Charles Nyende, Journalist at Nation Media Group, Kenya.





The geyser Strokkur erupts very reliably every 5-10 minutes, hurling boiling water to heights of up to 20 metres (70ft)



The Gullfoss waterfall is one of Iceland's biggest attractions. Photo: Maria Suurballe



Delegates visit Alþingi at Thingvellir where the Icelanders founded a parliamentary institution in the year 930



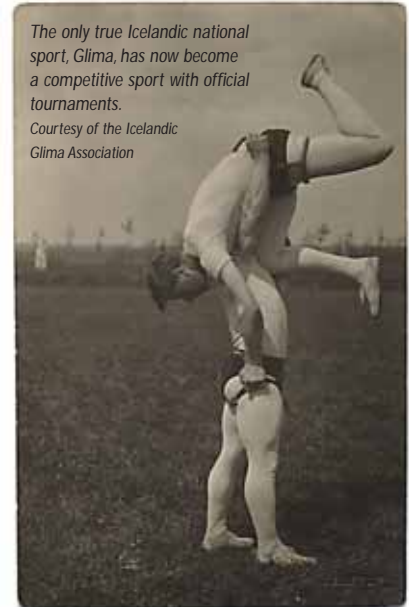
Impresion from downtown Reykjavik

Smiles at the opening session



# Icelanders wrestle in their own way

by Kirsten Sparre



The only true Icelandic national sport, Glima, has now become a competitive sport with official tournaments. Courtesy of the Icelandic Glima Association

The one truly Icelandic national sport is a type of wrestling known as glima. After decades of neglect, glima has been enjoying a major revival in popularity, and on the opening day of the conference, Play the Game delegates were given an introduction to the fascinating sport.

Glima wrestlers keep a firm grasp on a harness which is fastened around each contestant's waist and thighs. No other grips are permitted. Tricks are then applied with the body and feet and together with bends, jerks and swings, the aim is to upset the opponent's balance and knock him to the ground. A fall is the end of the contest.

There are eight basic tricks in Glima which can be executed in many different ways. Considerable skill is also required. It is not enough to be big and strong, and it is not uncommon to see small but skilful wrestlers throwing much heavier adversaries by the use of cleverly performed tricks.

During the last few centuries, glima was practised in schools, at fishing camps and as recreation on festive occasions such as wedding parties. People also used to enjoy a match or two after church.

In the beginning of the 20th century, glima changed from being a popular pastime to becoming a competitive sport with regulations and official tournaments. The first Icelandic glima championship was held in 1906.

In 1990's, the age of glima contestants was lowered and women were permitted to take part. Teenagers were allowed to wrestle but had to do it on mattresses to avoid injury.

During the same period, the Glima Association re-introduced glima to elementary schools all over the country. The campaign was a success and led to more contestants in wrestling competitions, especially amongst young people.

Source: Jon M. Ivarsson: Traditional Icelanding wrestling enjoys a revival in popularity, Icelandic Review

*"It was an honour to be there and a pleasure to meet so many interesting and pleasant people."*  
George Springborg, Streetfootball World, Germany.

# The benefits of sport extend past the exercise

A sociology professor from Iceland sees clear links between participation in sport and the prevention of substance abuse

by Michael Herborn

**Children can benefit enormously from sport, argues Icelandic sociology professor, Thorulfur Thorlindsson. The physical and mental benefits of sport extend way past the exercise and can help prevent doping and reduce smoking amongst young people.**

Thorlindsson, a professor of Sociology at the University of Iceland, has spent decades researching the impact of sport on Icelandic society, and has found the physical and mental benefits of sport to be far stronger than just exercise.

His research has shown that playing sport on a regular basis is one of the three key factors in stopping children from becoming involved in doping. The other two are quality time with one's family and abstaining from alcohol until the late teenage years.

## Sport prevents substance abuse

While the problem of doping in sport has received much attention in the press, doping outside of sport is in fact a more widespread problem in Iceland, says Thorlindsson.

"For adolescents, the use of steroids is slightly more common among those who do not take part in organised sport in Iceland. Steroids are a bigger problem outside sport than inside sport."

One of the reasons for this is that while sports coaches teach children about the dangers of doping, very little education or awareness of the problem exists outside of this context. This makes it much harder to deal with steroid abuse outside of sport, accounting for the difference between user levels.

The benefits are not limited to persuading children not to use steroids. Research carried out by Thorlindsson showed a negative correlation between sport and the use of tobacco, alcohol and drugs.

"Sport participation among young people played a key role in reducing smoking in Iceland," believes Thorlindsson, who has also found a linear relation between smoking and sports participation among adults, with more sport meaning less smoking.

## No character building

However, contrary to received wisdom, Thorlindsson's research has not shown that sport builds character.

"Several research projects I have done over time have never supported this. Sport reveals character in many ways and sport produces characters in many ways with the help of media."

"This is what makes sport a special institution. Sport is about values, it is about norms. That is what defines the system of sport."

Implicit in that description of sport is the role sport plays in society in general, offering a medium for communities to come together.

"Sport is a wonderful thing to break the isolation of the self," says Thorlindsson. "Sport provides people with a shared focus and a shared world."

## Sport in the right context

However, it must be the right kind of sport. When sport is something children are forced to do by adults, the element of play is missing, which is essential for keeping people interested in sport.

"We must guard against complacency and assume that sport in all contexts is good.

We have taken competition to an extreme level when it comes to sport," warns Thorlindsson. "The culture, the value, the society that they live in, has undermined some of the athletes."

Nonetheless, sport played for enjoyment by children has proved to be an important weapon in the fight against doping in Iceland, as well reinforcing positive norms and values in society as a whole.



Research by Thorulfur Thorlindsson has shown that playing sport on a regular basis is one of the three key factors in stopping children from becoming involved in doping.

*"To be honest, that was the most outstanding experience of mine".*

Tetyana Snopko, Journalist PAN Football Magazine, Ukraine

# LazyTown teaches kids to pick FRUIT OVER CHOCOLATE



by Maria Suurballe

The Icelandic fitness champion, filmmaker and creator of LazyTown, Magnús Scheving, has convinced children around the world to pick fruit and water instead of chocolate and soda water. The recipe is the idea of LazyTown, the ingredients are a combination of play and positive stimulus.

For more than ten years, Magnús Scheving has literally jumped and hopped around in Icelandic schools, and he has made handstands and back handsprings in all the kindergartens of the saga island. All in order to teach Icelandic kids and their families a more healthy and active lifestyle.

Children run, they jump, they bend, and they move without thinking about it.

"It is not necessary to ask children to move, because they do it anyway. But I wanted to do something about the fact that there were no role models for children between 4 and 7 years of age", Scheving told delegates at Play the Game 2007.

Magnús Scheving created Lazy Town in response to his experiences from travelling around the world meeting kids and parents and answering the same questions about exercise and nutrition for children wherever he was.

LazyTown was to become a tool that parents could use to raise healthy kids and that would also inspire the kids themselves to make healthy choices. Founded in 1995 in Reykjavik, it started with a book, later on came a cooking book, a

musical and a TV series. Today LazyTown also runs a radio station, and toys, accessories, music and DVD's are produced in its name and sold all over the world.

## The Energy Campaign Project

Obesity amongst children is an increasing health problem in the Nordic countries, and LazyTown uses entertainment as a method to encourage children in their everyday lives.

In 2003, Lazy Town launched the national Energy Campaign Project that was a forerunner for the first television episodes of Lazy Town. As a basis for the campaign, every child aged 4-7 in Iceland received a free book in which they could register activities, food and drink with the help of stickers.

The parents were invited to offer a contract to their kids and reward healthy choices of food and drinks throughout one month. In the account book, sweets and soda water were given minus points while fruit and vegetables, the so-called "SportCandies", gave plus in the account.

The results were amazing. Families changed their food habits and sales of fruits and vegetables rose by 22 per cent. The sale of soda water on the other hand decreased by 16 per cent throughout the country. Participation rates were unbelievable, as almost a hundred per cent of the kids aged 4-7 took part in the campaign.

Children in more than 100 countries worldwide love Sportacus from Iceland

## FACTS about Lazy Town

The TV series can be seen in more than 100 countries worldwide.

The series is produced in one of the most advanced High Definition Virtual Cinematography studios in the world, and the studio is based in Gardabaer, Iceland.

In LazyTown television can actually be turned into a part of the solution to children's obesity and lack of physical activity, and the show has won BAFTA awards and been nominated for an EMMY.

Magnús Scheving, founder and creator of Lazy Town, received the Nordic Public Health Prize in 2004 for his innovative work on motivating children to lead a healthy lifestyle.

Lazy Town homepage: [www.lazytown.com](http://www.lazytown.com)

Photo: LazyTown

# Scrap world records based on doping

by Kirsten Sparre

**For the sake of children, scrap all world records that are based on the use of doping. That is the new and controversial suggestion from Sandro Donati.**

In Donati's view, accepting world records set by doping users is yet another example of corrupting influence on children and young people from a sports system based on business values. It is time to humanise the system through a careful examination of current world records in individual sports such as athletics, swimming and weightlifting.

"Special commissions of experts should be appointed to examine the list of record holders, study their historical context, their national backgrounds and then cancel all suspicious records which is probably all of them," says Donati.

Eliminating records based on doping will be a tribute to truth but also a question of opening up a sports system to younger athletes where they can get good results without the use of drugs.

"The IOC and international sports federations are not for people, they are against people. They use people because these kinds of records are not human. They know very well that behind these records there is sophisticated doping, not only for the record holder but also for number two, three, four and five in the ranking," Donati says.

Such a system leaves only one road open to young athletes: to increase the use of doping to live up to the expectations of business driven sports organisations.

"We cannot say to children that this is the future of sport. We must hand down to younger athletes sports that are truly practicable, and that is infinitely more important than protecting the image of record men and women and the organisations behind them," Donati believes.

*"Everything is interesting".*  
Bertil Valderhaug, Aftenposten, Norway.



*According to pedagogy professor Richard Bailey, child athletes should be treated more like children instead of being stretched beyond their physical capabilities. Photo: Scanpix/Reuters*

## Sport breaches UN Convention on CHILDREN'S RIGHTS

by Michael Herborn

**According to pedagogy professor Richard Bailey from Roehampton University, child athletes need to be treated more like children and less like athletes if sport is to be good for them. From the world of elite sport, however, there are countless examples of children being stretched beyond their physical capabilities, used solely for their sporting talents, even to the expense of their education.**

In the West, we might assume that examples of this are limited to developing nations or nations with lower general respect for human rights thresholds. However, this is not the case. From his research, Bailey has found evidence of sports breaching 19 articles in the UN Convention on the Rights of the Child, including the right to protection from sexual exploitation and abuse, the right to education and the right to freedom of expression.

Included among them was Article 31, the right to leisure, play, and participation in cultural and artistic activities. Breach of this right goes hand-in-hand with the professionalisation of child sport. When sport stops being about play, sport is very rarely about enjoyment – it becomes something

children are obliged to do, not something they choose.

### Swept under the carpet

Bailey recalled a discussion he had with an unnamed English Premier League football coach in 2007 on the situation.

"Most of the kids don't actively choose the pressures of top-flight football. I mean, they do at the start, but that's really a dream they're buying," said the coach. "They turn up when they are seven or eight saying 'I want to be like Beckham or Gerrard', but they don't know what it means. How can they? They are only babies. Next thing they know, they are being pushed to give up their education and to do everything for football. And the irony is we know that most will never make it."

For many in the sporting world the problem appears to just be swept under the carpet, even at the very top of the sporting world.

Bailey pointed out that when Matthew Pinsent, a four-time gold winning Olympic rower, complained about abuse of young Chinese gymnasts, even IOC chief Jacques Rogge tried to dismiss the issue as being blown out of proportion, justifying it in terms of cultural relativism.

# Take the children away from the Olympic movement

by Kirsten Sparre

**He has made his name as one of the world's most persistent anti-doping fighters, but Italian Sandro Donati is also an astute observer of structural problems in sport. At Play the Game 2007, he proposed a new structure for youth sport that will separate children and youngsters from the failed practices of the Olympic sports movement that value only records.**

Donati criticised international sports federations for being businesses who are mainly interested in children and preadolescents as talent pools and therefore has created a sports system that encourages many children into specialising in a particular sport at far too young an age.

It is a system in crisis, Donati said, worrying that the diffusion of doping in that system will become such a well-established practice that it is handed down to future generations.

"No parents would ever think of allowing their children to play in the same place where adults are gambling, and often also cheating. But this is exactly the environment of the sports federations where sports activities of adults and children are all too often in close contact," Donati said and asked:

"Why should children's enthusiasm and their energies be manipulated through a compulsory, early specialisation which has misleading effects, instead of offering them all the values and rich variety of stimuli of sports activities aimed at self-fulfilment?"

## Independent youth sport

His radical proposal is for each country to set up a Confederation for youth sports independent from the national Olympic Committee and the national sports federations.

The new confederation should establish educational sports projects for children and preadolescents from 4-12 years old based on a multilateral approach and offering different sports. The confederation should also train coaches and other trainers to handle an educational approach to sport and train executives and officials in better ways of managing the competitive aspect of sport.

Short of that, Donati encouraged countries and sports federations to consider changes in the education of coaches and executives involved in youth sports.

"Training of youth sports executives should not only be done by educators from the sports milieu but also by educators from schools, the medical profession, psychology and sociology in order to provide educational

objectives with a wider scope than the mere development of sports performances," Donati said.

He also wanted federations to establish other goals for youth sports than results, and encouraged them to allocate enough money to pursue educational objectives which, may cut down the drop-out rate and prevent excessive specialisation.

## Youth Olympics not an answer

With his proposal, Donati shot down a suggestion from IOC president Jacques Rogge who wants to solve the problem of an increasingly sedentary lifestyle and the diffusion of obesity among the younger people with the institution of Youth Olympics.

"Jacques Rogge probably does not even know that sedentariness among young people and the consequent development of metabolism disorders, are also a consequence of the high drop-out rate among young practitioners. They are estranged by an environment where selection and marginalisation are the rule and where the judgement of a young person's achievements are reduced to a mere evaluation of sports results," Donati concluded.



*The Italian doping-fighter, Sandro Donati, suggests that all countries set up a Confederation for youth sports in order to separate children and youngsters from the Olympic sports movement.*

*"This organisation, this conference is so bloody important, so many people in this room that comes from various countries, various different newsrooms, and various different organizations where they are essentially alone. They are alienated, they have no backup. What Play the Game provides us with is a community of likeminded people. Your organization is extraordinarily important".*

Declan Hill, Canadian Journalist and PhD student, UK.

# WINNING isn't everything

Danish national coach pioneers sport development programme that allows kids to play

by Michael Herborn

Too much pressure is placed upon children to win in sport. So says coach of the Danish Under 21s and Under 20s national football teams, Keld Bordinggaard. Coaches have to realise that elite sports, in particular football, is for adults, not children. As adults, we must step back and let kids enjoy sport – games are not there to be won, they are there to be played.

Bordinggaard has played an instrumental role in the establishment of a Danish coaching system designed to bring the foremost talent from the playground to Parken, the home of Denmark's national team.

The biggest challenge he has had to overcome is to convince people that the professional game is not suitable for children. The rigorous training and emphasis on winning is for professional athletes, not children. Children need to enjoy football to remain motivated to play the game.

## Something turns them off

Research carried out into youth football in Denmark by the Danish Football Association has found that almost 80 per cent of the under 12s teams had disappeared by the time those players turned 18. Increasing levels of foreign players within the Danish football league was also taken as a sign of a failing youth development system. In short, "something was turning kids off football," says Bordinggaard.

Some might think that the way to respond to this would be to institute professional style



New talents are developed on the basis of playing. Photo: Niels Nyholm





Keld Bordinggaard

training regimes from an early age to blood the next crop of stars. But as several studies have shown, early selection is not a successful way of bringing forth new talent.

### Fun football strategy

Instead, Bordinggaard and the Danish Football Association (DBU) adopted a more radical approach. They have pioneered a new form of football especially for children, reduced to the most basic elements of the game – a game of football that would actually be a game.

Whereas as many training schemes have been based upon the same principles as adult sport, this one was completely tailored to children. The idea, says Bordinggaard, was to “create a playful environment, which could us give us something that we don’t give the children in our structured programmes.”

Children are pigeonholed into certain positions because of their size in order to win matches – big kid at the back, and the slow one in goal – more often than not for the glory of the coach rather than the players themselves. This does not mean they are having fun, however.

The new approach was designed in such a way that children would have the freedom to express themselves on the pitch, rather than follow the orders of coaches more interested in wins and losses than fun.

### Nobody wants to lose

“When winning is everything, you are nothing when you lose, and who wants to be nothing,” warns Bordinggaard. Children and adults have different attitudes to sport – kids participate in sport to have fun, while adults participate to win.

And it is with fun and play in mind that Bordinggaard is looking to bring forward the next generation of Danish footballers.

“The wish to give children a lifelong relationship with football and to develop top players is walking hand in hand along this road,” says Bordinggaard.

As he points out, all the top players in the world have something in common. As kids they didn’t just learn the game, they played it.



*In India you either give yourself up totally to athletics, or you concentrate on your academics, Indian Kaveri Prakash explains.*

# India lacks structure to nurture athletes

## For Kaveri Prakash it was all over by the time of her 18th birthday

by Kirsten Sparre

**Kaveri Prakash from India is 18 years old, and she already talks about her athletic career in the past tense. The young psychology student is a prime example of the problems that characterise sport in India: even if there is a will and a talent, there is no infrastructure to support and nurture that talent.**

A travel grant from Play the Game’s sponsors in the Danish and Norwegian associations for sports journalists allowed Prakash to travel to Iceland and talk about the problems of sport in one of the world’s most populous countries.

Prakash pointed to recent research, which shows that only half of the primary schools in India have playing fields, and in secondary schools access to playing fields has actually gone down in the past five years. The high point of competitive sport happens when pupils are in 7-9th grades, but mostly at inter-school levels. As soon as athletes have to travel to compete against others at district level, participation declines by 80 per cent.

Encouraged by her mother who had been a national hockey player, Prakash was a track and field athlete from the age of six and she played hockey, like her mother, from the age of 10 to 15. She was lucky in the sense that there was a playing field just opposite her house, which allowed for the harsh regime of getting up for athletics practice at five in the morning followed by hockey practice at six in the morning.

Prakash was coached by a former marathon runner who did it for free. When she showed some talent for running she went to competitions at district level. Self-financed of course, travelling on second-class trains and staying in very bad conditions at the site of the meets. Eventually she gave it up and with that her time as an athlete was over.

“In India you either give yourself up totally to athletics, or you concentrate on your academics. Once you give up, there is nothing you can do in terms of sport,” Prakash explains.

### Sexual harassment

Sexual harassment was a contributory factor to Prakash’s decision to stop doing sports. When she played hockey at school level, her coach had an affair with one of the players, called the other names and grabbed at them.

“Sexual harassment is definitely one of the biggest challenges for sport in India. A lot of us on the hockey team dropped out. Also, India is such a protective country, so many parents would not send their daughter to some meet in a village with a male coach,” says Prakash.

India is currently in the process of adopting and implementing a new national sports policy with the ambitious goal of providing universal access to sports and physical education for all classes of citizen, in all segments of society and across all age groups. It also suggests building more sports facilities and fostering a sports club culture in India.

# Fifa: an era of corruption nears its end

How a determined investigating magistrate has followed the trail of corruption all the way into court



English investigative reporter and author, Andrew Jennings, summed up the investigations leading to court case against the ISL marketing company.

## EXTRACT

Since the start of this century, English investigative reporter and author Andrew Jennings has been the nightmare of world football leaders. Time and again he has published documents revealing FIFA corruption in the news media and on his own website [www.transparency.org](http://www.transparency.org). At *Play the Game*, he described events leading up to important court cases against football marketing executives in Switzerland 2008.

by Andrew Jennings

When the ISL marketing company went bust in the spring of 2001 – they'd paid too many bribes and run out of money – it emerged that ISL had failed to pay nearly £50 million it owed to FIFA, money paid by the Brazilian network Globo and the Japanese Dentsu companies for World Cup rights.

FIFA President Sepp Blatter had no choice but to report the alleged crime to the authorities in Zug and he issued a press release naming a number of ISL executives, mere functionaries at the company.

Curiously Blatter omitted from his list of alleged criminals the name of the key man in all the secret dealings of ISL, the inheritor of Dassler's black book of kickbacks, the architect of modern ISL bribes, the tall, angular, grey-haired, reticent figure of Jean-Marie Weber.

Blatter was sending a clear signal. Jean-Marie was to be protected. He was too important to be messed with. He knew too much. Jean-Marie knows everything.

The Zug authorities knew what pressures they were up against. Undeterred, they hired in one of their former Investigating Magistrates who had gone to live in Vienna. His name is Thomas Hildbrand, an investigator of great integrity and great determination. A man with a developed nose for corruption. Hildbrand was given the FIFA case and promptly disappeared from public view.

But Blatter was hearing what was going on, who was being questioned, what documents and bank records Hildbrand was gathering from the wreckage of the ISL company.

This was disastrous. Decades of kickbacks were being uncovered. What could be done?

Blatter moved secretly to kill the investigation. He wrote to the authorities in Zug and withdrew FIFA's complaint. They really weren't bothered anymore.

Hildbrand ignored Blatter and went on digging. Blatter induced friendly reporters at papers like the Financial Times to publish stories alleging that Hildbrand was unfit to conduct the investigation. Hildbrand and his bosses in Zug ignored these smears.

In May 2005 Investigator Hildbrand emerged from the shadows, his investigation completed, and issued an indictment against the ISL executives – including Jean-Marie Weber – accusing them of embezzling that £50 million from FIFA and a number of related financial crimes.

Subsequently Hildbrand's report has been adopted by the Zug Prosecutor's office and the case has been sent for trial [...]

## Raid at FIFA's headquarters

But that won't be the end of the story.

Now – let's wind the clock back to May 2005 when Magistrate Hildbrand issues his criminal indictment. His job was finished, everybody thought he had gone home to his private practice in Vienna.

Then on November 3, 2005 occurred the most catastrophic thing ever for FIFA. Hildbrand was back! With a team of detectives he raided FIFA House! He seized documents and went back to Zug to study them.

Thanks to the most reliable of sources, [BBC reporter] James Oliver and I were given confirmation that as a result of information



obtained during the ISL embezzlement investigation, Hildbrand had been instructed to launch a second investigation.

Blatter didn't issue a press release about this raid. He never talks about it in public. Neither do the other 23 men on FIFA's Executive Committee. [...]

That was November 2005 and as ever, Hildbrand disappeared from sight. Then in April 2006 he emerged in a courtroom in Vaduz in Liechtenstein, neighbouring Switzerland.

It was the excellent reporter Jean-Francois Tanda who got hold of crucial evidence.

It emerged that this was Hildbrand's second application to the court. He'd been there earlier, asking to use documents from two secret ISL-owned offshore enterprises in his case against the ISL executives. He was given that permission by the Vaduz judge. Now he was back – he wanted to use these documents again in his new investigation.

### Bribes for TV and marketing rights

The first enterprise was a Foundation ISL had set up in Liechtenstein. It was called Nunca – Spanish for "Never."

In documents filed separately in a Berlin court, one of the shareholders of ISL described the function of Nunca as "to pay bribes to obtain licences for TV and marketing rights for sports events, for example, the football World Cup."

In our parallel investigations, James and I discovered that in the late 1990s ISL had secretly transferred nearly £20 million to Nunca to pay bribes into the new century.

But the money wasn't paid out from Nunca. It travelled across the Atlantic to another company set up in the British Virgin Islands. It was called Sunbow and if you were on the secret Sunbow money distribution list, the sun would shine forever.

Back in Vaduz in April last year, less than two months before the World Cup kicked off in Germany, the court was told by Hildbrand that the liquidator of the bankrupt ISL company had secretly forced some of the sports officials who took bribes to repay some of the money.

The court was then told that Hildbrand was investigating his belief that the money had not been repaid by the crooks – but had been repaid by FIFA! [...]

In February this year Magistrate Hildbrand turned up in South Germany with some tough questions for a potential – but unwilling – witness.

Hildbrand's investigation has typically gone quiet again – he doesn't talk about it – but I can assure you that it continues. [...]

Cross your fingers that Hildbrand does the job. The signs are promising – and that will be the end of an era of FIFA corruption.

Read the whole presentation on [www.playthegame.org](http://www.playthegame.org)

*Juan José Marroquin from Guatemala was documenting Play the Game 2007 for use in a documentary about corruption in sport.*



## Conference gives leg up to young film producer

*by Kirsten Sparre*

**A young man from Guatemala was present with his camera at almost every session of Play the Game. The man is Juan José Marroquin who was busy documenting the conference for use in an upcoming documentary film about corruption in sport.**

Marroquin has studied sports administration and is an avid football fan. It was during his studies, he became aware of widespread corruption in football in his home country, and now he wants to produce a documentary film that will open the eyes of fans to the wrong-doings taking place in their names and for their money.

"I want to use examples from the conference to mirror a case in Guatemala," Marroquin explains.

For a young filmmaker trying to penetrate the murky world of sports corruption, Play the Game has proven to be an invaluable source of information and networking opportunities.

"I have read everything on Play the Game's website, and at this conference I have been given the chance to interact with people who have great experience in this field," says Marroquin who was also excited about the attitude to networking at Play the Game.

"I have been treated as an equal here. Everyone is on the same playing field, and I am just as important as those doing it for a long time."

Over the next year, Marroquin will travel to a number of countries to make interviews and film on location for cases of sports corruption he has learnt about at Play the Game. He plans to finish the film by the beginning of 2009.

*"I got inspired by other journalists who are chasing for stories, mostly in the corruption part of our sports world. I think this gives me new energy to go on with these subjects".*

*John Volkers, Journalist de Volkskrant, the Netherlands.*

# HARD LESSONS

## from fight against football corruption in Kenya



**After years of turmoil, a new league has been formed based on values such as democracy, transparency and equality**

by Kirsten Sparre

**Cleaning up corruption in Kenyan football has turned out to be a much larger project than expected. But after seven years' hard work, Bob Munro, the Canadian-born chairman of top club Mathare United, can begin to see progress.**

"I expected it would only take 1-2 years to clean up the sport. I was wrong. There were many, many times over the past seven years when I wanted to give up. But that was no longer a personal choice as I have never broken a promise to the Mathare youth. Some predators in the Kenyan Football Federation were stealing the future of the youth of the Mathare slums and I had promised to help them," Munro told participants on the opening day of Play the Game 2007.

The conference carried the ambitious subtitle "Creating coalitions for good governance in sport", and engineer Bob Munro is a veteran of such coalitions. In 2003, he was instrumental in setting up an alternative football league in Kenya for eleven Premier League clubs who shared a wish to play corruption-free football, and he holds important posts such as Vice Chairman of the Kenyan Premier League Ltd. and Chairman of the football club Mathare United FC that is part of the Mathare Youth Sports Association.

### **A false dawn**

For a while the strategy of an alternative football league seemed to be working, and in early 2006 FIFA convened a meeting in Cairo in Egypt. Here FIFA, the African Football Confederation (CAF), the Kenyan Sports Minister, the Kenyan Football Federation and three representatives from the

*"It is extremely important for sports governing bodies such as UEFA to come to these sorts of events, listen to what all of the people have got to say and try and absorb it and take it on board, because if we are going to be a credible, transparent governing body, we need to listen to these external views."*

Jonathan Hill, Head of UEFA's Brussels Office.

*Despite the threats of being deported from the country, chairman of Mathare United football club, Bob Munro, has worked for many years to create a corruption free football league in Kenya.*

new Kenyan Premier League Ltd. signed the so-called Cairo Agreement to normalise the situation for football in Kenya.

"Sadly, that historic break-through meeting soon turned out to be a false dawn and again the turning point was money," Munro told the conference.

On the back of the Cairo agreements, the Kenyan Premier League Ltd, attracted sponsorship money worth more than 100 million Kenyan shillings. Officials from the Kenyan Football Federation then changed their minds about the Cairo Agreement and said that the sponsorship money really belonged to them and not to the clubs. That led to a drawn out battle with the government and KFF officials on one side and the Kenyan Premier League with CAF and FIFA on the other side, and it culminated in Kenya being suspended from FIFA.

### Threat of deportation

The politics of football in Kenya are baffling for most outsiders, and in late 2006 events took a turn for the bizarre. The Kenyan Sports Minister decided to dissolve the Kenyan Football Federation although he had no authority to do so, and he set up a Munro Probe Committee to investigate Bob Munro and his conduct. Munro was also threatened with deportation from the country.

"The deportation threat was real. In late November 2006 several immigration officers with plain-clothes policemen suddenly appeared at my office and insisted I accompany them downtown to see the Principal Immigration Officer," Munro told the conference.

Immigration officers said Munro had been given a wrong category of immigration permit and should hand it back and apply for a new permit in a different category. But Munro was certain that if he complied, his application would be rejected and he would be deported.

"I was saved by the fact that I had actually done nothing wrong and by the interventions of friends in and outside government especially the Canadian High Commissioner but also the international petition started by the Play the Game network," Munro explained.

### The unsung heroes

The work on combating corruption in Kenyan football continues and 2007 brought good news too. With support from FIFA, CAF and the legitimate

Kenyan Football Federation, all legitimately qualified clubs were re-united in a single league under the ownership and management of the Kenyan Premier League Ltd. It is a company in which all clubs have equal shares and votes. FIFA also lifted the international ban on Kenya.

There are many unsung heroes in the struggle for corruption-free football in Kenya, and Munro paid tribute to a number of them. They include club officials, coaches, players and referees who invest their time and energy in cleaning up sport and building good clubs. They also include journalists who refuse bribes and resist threats to exposure the culture of corruption, and international aid agencies, Transparency International and the

Strømme Foundation in Norway who have filled financial gaps left by corruption.

"But the real reasons for fighting corruption are not monetary. They are not just stealing money, they are stealing the future of our sport. Particularly they are stealing the future of our youth and especially the poorest youth, who dream that through sport they can help themselves and their families escape poverty. Stealing the dreams of the youth is the worst crime committed by the corrupt. That is why you and I and everyone else must never ever relent in the fight for corruption-free sport," Munro concluded in answer to his own question: why fight corruption in Kenyan football?

## CORRUPTION

### Lessons learned

Bob Munro has learned the hard way that in fighting corruption in sport

- corruption is never sporting, it always fights back and usually behind your back
- corruption has no regulation time, injury time starts at the first whistle
- corruption has no offside rule, there are always opponents between you and the goal
- honesty pays, but beware if you are asked to pay for honesty
- never underestimate the capacity of the villains to use even tougher tactics against you
- never be tempted or provoked to adopt the dirty tactics used against you
- watch out when the villains stress the need for more "give and take", they want you to give whilst they continue taking
- expect attacks on your motives and character
- insist on 'zero tolerance' and don't be tempted by appeals to compromise
- be like Liverpool fans and make sure "You will never walk alone", especially after dark
- always double or triple the time you think or are told it will take

## UPDATE

### Clubs help heal Kenya's wounds

In February 2008, the Kenyan Premier League Ltd. (KPL) adopted a new motto to guide all their future activities on and off the field. The motto is: For the good of our sport and our nation."

Living up to the motto, the KPL decided to begin this year's season with a special series of "Football for Unity" friendly matches with the aim of bringing people together again in a peaceful way after the violence that swept the country in the wake of the disputed presidential elections in December.

The clubs set a low ticket price and agreed that all gate receipts and referees' fees would be pooled and the funds donated to the Kenyan Red Cross to help the victims of post-election violence.

The power of football to create unity may also be furthered by the fact that KPL has entered into a four year sponsorship deal with Africa's leading satellite tv-station, SuperSport. This means that for the first time in history, KPL matches will be beamed across Africa.

*"Being participant of Play the Game conference was an unforgettable experience. It was the most informative, academic and professional experience I ever participated in".*

Fikir Yilkal, Journalist, Ethiopia.

# Football players prop up autocracy in hunt for money

Players and fans should act as checks and balances for FIFA, says former top goalkeeper Shaka Hislop

by Michael Herborn

**Money makes the world go around in professional football according to Play the Game speaker Shaka Hislop. Players have bought into a world of profit and loss that is distorting the culture of football. It is also concentrating power amongst the game's administrators in an ever-more autocratic fashion, putting the autonomy of the game under constant threat from within.**

Hislop retired from professional football in 2007 after a distinguished playing career as goalkeeper for Premier League clubs Newcastle, West Ham and Portsmouth, and international recognition for both England and Trinidad and Tobago (by virtue of his dual nationality). However, this has not dampened his long-held interest in the political side of football, an area of the game he believes has been forgotten by many of today's professionals.

Their apathy has been paid for by the increasing wealth in world football, in which everything has its price, including players themselves.

"Footballers continue to ignore, turn a blind eye or be completely oblivious to our sport's governing as we chase our boyhood dreams around the pitch. Our dreams neatly packaged and branded and sold to the highest bidder," Hislop told delegates.

"As the rewards of success grow even higher, we distance ourselves even further from anyone and everyone around the game. We're only following everyone else's lead though," he continued. "Our indifference, our self-absorption, indeed our arrogant disregard is as a result of our recognition and acceptance of this fact of the modern day game."

As more and more clubs and federations sign up to this new era of professional football where the 'big business model' rules, Hislop believes that the nature of the game has changed, losing its innocence and its ideals. The 'big business model' of football rewards those who keep quiet and play by the system. This 'trickle-down' system relies upon the unwavering support of the fans, who are bank-rolling world football, for the benefit of administrators and players for whom "bank balances have become far more important than medals won."

## The rise of Warner

The sport's autonomy is increasingly under threat. Hislop believes that FIFA is increasingly being dominated by a select group of people, with the same names appearing on list after list of FIFA committees and sub-committees. Names like that of fellow Trinidadian, Jack Warner, Vice President of FIFA and a dominating figure in Trinidadian and Tobagonian football.

"Over the last decade Mr Warner has transformed himself into a larger-than-life character, based largely on his success in the rise to the near peak of football's governing hierarchy. All this while navigating occasional run-ins with the FIFA Ethics Committee," Hislop told Play the Game delegates.

Accusations against Warner include a world cup ticketing scandal, improper accounting and the hosting of international football tournaments on Trinidadian soil for his personal enrichment. Given that FIFA has been strident in its calls for a separation between government and sport, it may or may not come as a surprise that Warner is also

*According to former professional goal keeper, Shaka Hislop, players have signed up to the 'big business model' of football, a model that rewards those who keep quiet and play by the system.*



chairman and co-leader of the opposition party in the Trinidad and Tobago parliament.

"Football in Trinidad and Tobago and indeed the Caribbean has become far more autocratic than autonomous. The pure autonomy I experienced as a child on my grassy Eden had given way to the forbidden fruit of autocracy and I was living its consequences," believes Hislop.

## FIFA is too insular

With people like Warner sitting in the upper echelons of FIFA's hierarchy, one might forgive Hislop for giving up hope for the future. However, he believes there is hope for the future, against an increasingly autocratic world football. This hope lies within the game's true assets, the players, and its lifeblood, the fans. Without either of whom, football's business model would collapse.

"FIFA's credibility problems, real or perceived, are of its own making," says Hislop. "FIFA has become far too insular. With next to no outside involvement or input how can FIFA hope to be seen as transparent or just?"

"It is here that both Players' and Fans' Associations hold the trump cards in this game of football governance. A fact that FIFA is now alluding to with their signing of a 'Memorandum of Understanding' with FIFPro, the world body of players' associations," he continued.

But, this recognition should not be one-sided, Hislop warns. With it comes a responsibility on the part of players to steer football back towards its roots. Players and fan groups have the power to act as checks and balances for FIFA. Through their joint actions, football can have an autonomous future.

*"The most impressive thing for me was that Play the Game is really the one and only conference I've been to so far which succeeds in making interdisciplinary debate and the theory-practice dialogue working at the same time."* Markus Kurscheidt, Msc and PhD Economics, Senior Lecturer of Sport Management, School of Sport Science, Ruhr-University Bochum, Germany.

# From World Cup stars to the national blacklist

Trinidad's Soca Warriors made to pay for fight with FIFA Vice President, Jack Warner

by Michael Herborn

When Trinidad and Tobago's football team, the Soca Warriors, qualified for the 2006 FIFA World Cup in Germany, the players were heroes on the islands. However, one year later many of them were blacklisted from representing the national side the following year. Their crime? To stand up to the Trinidad and Tobago Football Federation (TTFF) and demand the share of the World Cup revenues they had been promised before the tournament.

As reward for qualifying for the World Cup, the players were promised 50 per cent of earnings generated by the TTFF. Much to their astonishment, this led to a payout of just 800 USD for each player, despite World Cup sponsorships that totalled millions of dollars.

Within months, 16 members of the Trinidad and Tobago squad had launched a legal challenge to the figures. Government accountants backed up the players' suspicions, putting revenues at approximately 28 million USD, suggesting a bonus fund of 14 million USD.

## A very angry reaction

The reaction from Jack Warner was swift and condemning. Warner is Vice President of FIFA,

President of the regional football association CONCACAF and a special adviser to TTFF, and he was not pleased about the player's actions.

Shaka Hislop, former goalkeeper for the Soca Warriors, told delegates at Play the Game that Warner in a press interview with the Caribbean Media Corporation accused the players of greed, and of holding the TTFF to ransom.

"He promised that we would 'stay outside the pail of organised football!' Those comments and threats prompted me to write to him personally in response, pointing to our human right to legal counsel and, particularly, that despite his position within the region's football, he had taken leave of neutrality all together," Hislop said.

The TTFF has later agreed to go to arbitration in London over the issue, and Warner's ban on the sixteen players was lifted. The case will be heard in April 2008.

## A troubled relationship

While the World Cup experience was a line in the sand moment for many of Trinidad and Tobago players, Hislop is no stranger to the internal wranglings of the TTFF, and in particular TTFF special adviser Jack Warner. In fact, it was not the first time he had faced exclusion from the national

team after disagreeing with the game's most senior administrator in the Caribbean.

"My relationship with Mr Warner started some 13 years ago," explained Hislop. "I was in the third year of my professional life and the only goalkeeper on the books of modest second division club, Reading FC. I was being forced, by a curious TTFF mandate, to return to Trinidad for the anniversary 'celebration' of a game that we had lost some 5 years earlier. A game that had we won would have seen us qualify for World Cup Italia 1990. A strange thing to celebrate by anyone's standards. Nonetheless, I resisted. A spell of 5 years in the international wilderness followed."

When Hislop returned to the international fold in 2000, he was installed as captain of the national team, in recognition of his standing within the English game where he represented Premier League club West Ham United at the time.

Six years later, the island's players managed to achieve what no other Trinidadians or Tobagonians had achieved before – to qualify for the World Cup – and later had the rare, but dubious pleasure of being excluded from representing their own country because they complained about broken promises from Warner.



The TTFF's special adviser and FIFA's storm man in the Caribbean, Jack Warner (to the right), has accused the national players from Trinidad and Tobago of greed.

## Greed and the World Cup

In October 2006, investigative reporter Andrew Jennings exposed FIFA Vice President Jack Warner as the greediest ticket tout during the World Cup. Jennings had obtained copies of confidential reports by auditors Ernst & Young that estimate that the Warner family could have cleared a profit of at least half a million British pounds on illegal sales of World Cup tickets.

Warner has escaped sanctions even though FIFA itself concluded that Warner's son Daryan had sold World Cup tickets illegally. However, FIFA's Disciplinary Committee said that it could not find proof that Warner knew about his son's actions, and therefore he only received a reprimand from FIFA's Executive Committee in December 2006.

See reports at:  
[www.transparencyinsport.org](http://www.transparencyinsport.org)

# Russian mafia has run Brazilian club into the ground

by Kirsten Sparre

Investigations by the Brazilian police have confirmed what sports journalists in the region have suspected for a long time. The Brazilian football club Corinthians is managed by a company that is funded by profits from organised crime in Russia and Georgia and has used the club for money laundering and tax evasion. The club is now fighting for survival.

Rafael Maranhão is a Brazilian sports journalist, and he has followed the relationship between the Corinthians and the company Media Sports Investments (MSI), since MSI took over management of the football club in 2004 in return for paying off 20 million dollars the club had accrued in debts and investing another 35 million dollars in new players.

The amount of money spent by MSI and its mysterious investors that the company refused to name attracted the attention of Brazilian police and prosecutors at both city and federal level, and at Play the Game 2007 Maranhão talked about what the police have learned during its investigation and how four people have played a key role in the affair.

**KIA JOORABCHIAN**, an English Iranian-born businessman who came to Brazil in 2004 as head of the MSI. Brazilian police has captured a telephone call where Kia tells an associate to “put an end to the money laundering.” Kia went back to London in 2006. The Brazilian authorities have issued a warrant for his arrest.

**BORIS BEREZOVSKY** – a Russian billionaire living in London. Berezovsky is wanted in Russia where he is accused of embezzling millions of dollars from Aeroflot during the time he owned the airline. Some of that money is believed to have been invested in the Corinthians-MSI deal although Berezovsky denies being one of the investors. The Brazilian authorities have also issued a warrant for his arrest.

**BADRA PATARKATSISHVILI** – A Georgian businessman and ally of Berezovsky who once told the Guardian that he had “invested in a wonderful football club in Brazil.” Until October 2007, Badri was president of the national Olympic Committee in Georgia but the members of the organisation voted for his impeachment following his involvement with a political scandal in his country.

**ALBERTO DUALIB** – chairman of the Corinthians from 1993 until he resigned in September 2007. He has made many remarks about the involvement of Berezovsky and Badri in telephone conversations captured by the police. A Brazilian court has accused Dualib and other club directors of pocketing 224,000 US dollars from false invoices in the period from 2000 to 2005, and Dualib is also accused of money laundering for his part in the MSI deal.

The future for Corinthians does not look so good, Maranhão concluded. Right now the total amount of the club's debt is believed to be between 50 and 60 million US dollars. Many debts contracted by the MSI during the partnership must now be paid by the club, and the club is in the relegation zone for the Brazilian championships.



Photo: Stockexpert.com

## EXTRACT

How does the Russian mafia influence the market for transfers of young football players to European clubs? At Play the Game, Ezequiel Fernandez Moores answered the question through the story of the young player Carlitos Teves. Below we bring an extract.

# Carlito'

by Ezequiel Fernández Moores  
Sports journalist, Argentina

## – football

**Carlitos Brigante**, in the Brian De Palma film *Carlito's Way*, grows up in Harlem in the 1960's selling heroin.

**Carlitos Tevez**, striker first for the Argentine National Team and now for Manchester United, grows up in Fort Apache, our very own Bronx, no more than 400 metres from the western city limit of Buenos Aires.

**Carlitos Brigante** survives thanks to Hollywood shoots.

**Carlitos Tevez** has survived the shoot-outs of Fort Apache, like the one that killed Gabriel Torres, one of his closest friends, in 1998.

**Carlito's Way** is a movie about the New York mob.

**Carlitos Tevez** is a business deal of the Russian mob. [...]

### Selling to the mob

At the end of 2004, I had the following conversation with Mauricio Macri, President of Boca, on the radio.

“Doesn't it give you chills to sell a twenty one year old to the Russian mob?”

“Boca”, Macri replied, “didn't sell Tevez to the Russian mob. It sold him to Corinthians.”

Let me smile.

The whole football world is by then aware that Corinthians, the second most popular club in Brazil, with twenty six million fans, also had a twenty million dollar debt. And that it had sold its soul to MSI. At the time, it was public knowledge in Buenos Aires that MSI was a creation of Boris Berezovski, identified as a member of the Russian mafia and wanted by the Russian police for a variety of crimes, including money laundering.

Tevez goes from Boca to Corinthians. That is what the first clause of the contract I have with me says. From Buenos Aires to San Pablo.

The money trail is more complex. Sixteen million dollars are deposited in an account at JP Morgan Chase in New York. The account belongs to an investment firm of the Royal Bank of Canada, RBC Dominion Securities



The Argentine football player Carlos Tevez has never belonged to the clubs that "bought" him. He was owned by MSI. Photo: World Eleven

# s Way

## transfers in the mafia economy

Inc. It is nothing less than an overseas Boca account. The contract says in point four that the sixteen million dollars are to be paid by Corinthians or "whoever shall be designated by Corinthians". Corinthians designates MSI. And MSI pays through two firms linked to each other, and whose money comes from offshore tax havens. It makes no difference to Boca. For the first time in the history of Argentine football, a transfer has been paid in cold cash, in one payment. Bill on bill. Under Argentine law, it is all legal according to Economy Ministry officials I spoke to only a few days ago.

### East European money

MSI also pays the middlemen's commissions--of Gustavo Arribas, Macri's lawyer friend, and his partners in the company HAZ. The Z in HAZ stands for Zahavi. Pini Zahavi. Have you heard of him? English football's super-agent.

He has made millions by placing players in Chelsea, acquired by the Russian magnate Roman Abramovich. In Argentina, Zahavi has managed the transfers of other important national team players, who were bought with money coming from Eastern Europe, like Mascherano and Lucho Gonzalez. The Argentine national team itself is now under contract to a Russia firm, Renova, that sets up and profits from the friendly matches. Zahavi has also acquired youth stars from River Plate, the second most popular club in my country, at rock bottom prices. We all know that football rules prohibit the sale of players to individuals, which is why Zahavi uses the Swiss club Locarno as a screen. He used it last year to buy Gonzalo Higuain from River, and resell him two months later to Real Madrid at twice the price. [...]

### From Brazil to Britain

The Argentines celebrate Tevez' success in Brazil. Carlitos is champion and top scorer, and is chosen best player of the Brazilian league 2005. Lula, Brazilian president and Corinthians' fan, receives him at the government house. [...]

But the romance ends upon his return from the German World Cup. The young Iranian who represents MSI, Kia Joorabchian, decides to move Tevez from Corinthians. Carlitos and Javier Mascherano, another great player for the Argentine national team, who has also been acquired by MSI, were taken from Corinthians to West Ham, an English team that Joorabchian wanted to buy. But West Ham is finally bought by the Icelander Eggert Magnusson, Bjorgolfur Gudmundsson's man.

Tevez suffers at the beginning. Prior to his arrival he had been on the starting line up of the Argentine national team in the German World Cup. Humble West Ham sends him to the bench. He accepts with discipline and silence, but in the end it is the goals he scores that save the team from relegation. The fans vote him player of the year. One dedicates a poem to him on the BBC.

Carlitos has won the applause of the two groups of fans that most despise Argentines: Brazil's and England's. His price goes up once again and MSI decides it is time for a new sale.

As a result, it becomes clear that Tevez never really belonged to West Ham, but to MSI. A clear violation of English rules that forbid ownership by third parties. Scandal erupts, and FIFA and UEFA express their concern about the Tevez case.

But rules are made to be broken, in Argentina and in England. West Ham pays a fine, and Carlitos, who by now is worth sixty million dollars, is sent out on loan, to none other than Manchester United, his new club as of last September. From Fort Apache to the Theater of Dreams, as the Old Trafford stadium is known.

Read the full story about Carlitos Tevez at [www.playthegame.org](http://www.playthegame.org)



Ezequiel Fernández Moeres

# THE PULSE

## Journalism students covered conference live

Students from the Danish School of Journalism following courses on online journalism and television journalism relocated to Iceland to provide live coverage from the conference. Articles and daily web-tv bulletins were posted on the students' website: [www.thepulse2007.org](http://www.thepulse2007.org). The students cooperated with but were in no way editorially influenced or inhibited by the organisers of Play the Game. Here we present some of the articles written by the Pulse's reporters. Read the rest and watch the web casts on [www.thepulse2007.org](http://www.thepulse2007.org)

### Gay athletes enter conspiracy of silence

by Morten Romby

Statistically about 10 per cent of all athletes are homosexual, but very few dare to talk about it openly. Canadian academic Roger LeBlanc refers to the phenomenon as "the conspiracy of silence of gay athletes".

Many homosexuals stop doing sport during their teenage years because they feel tyrannized or left out by their team players. As homosexuality is getting more acceptable in society, the same is not the case in the world of athletes. Primarily in male contact team sports.

Canadian Roger LeBlanc has done research in this area. He has among other things interviewed 15 rugby players in New Zealand. On the basis of his studies he has uncovered what he calls a conspiracy of silence in the world of male team sports.

A player in New Zealand talks about how the silence is put into practice.

"I don't think I or anyone else would speak out against someone during a rugby game, who yelled out faggot or poofier to a player on the pitch. Even if they didn't know I was gay, they still would not react positively to my comments," Jake said in one of LeBlanc's research interviews.

LeBlanc calls attention to the fact that many sports organisation do not exclude gay athletes, but on the other hand they do not have a policy to include them either and create an environment where it is possible to come forward.

Another player in LeBlanc's research interviews articulates the problems in this way:

"I dream of the day, when something or someone would change all of this. I can't see myself fronting up to the media or my officials."

### Football's World Cup 2010 is a common African cause

by Morten Perregaard

For the first time ever, a so-called mega sport event will take place on African soil. South Africa is the host for the soccer World Cup in 2010, and it was not only South Africans who were excited and glad when the decision was made to place the World Cup on the continent.

"Everywhere there is a sort of solidarity between Africans that is difficult to describe further. But when South Africa was elected as the host nation it created a hype among all Africans," the Kenyan journalist, Charles Nyende explains. He covers sports for the Kenyan newspaper, the Nation.

That means that high expectations are following the host country from the rest of Africa and especially its neighboring countries. Indeed spillover effects are expected to come to the countries on the Southern part of the continent – one way or another.

Already the implementation of the mega-event has created a bottleneck with regards to expertise in South Africa. Therefore the South African ambassador to Kenya suggested that the surrounding countries could contribute to the workforce with for example engineers and economists. They will then gain expertise in South Africa and bring it back to their own countries.

There are also suggestions about creating a world cup visa where tourists going to South Africa can join a safari in for instance Kenya or Tanzania before heading further south.

"There will always be a risk that tourists will be more attracted to South Africa than to other countries in the summer of 2010, and they will lose for it," Charles Nyende believes.

For South Africa itself, it is expected that the impact on the economy will be huge even though there are high demands for infrastructure, construction of Stadiums – and costs in the form of forced evictions. If South Africa succeeds in hosting the World Cup, Charles Nyende believes the door will open up for many other events but perhaps not of this magnitude.

"Hopefully it will show the rest of the world that Africa is able to cope with an event of this scale, and thereby change the legacy of Africa known so far," the journalist from Kenya says.

*The Pulse is on the spot when President meet President. Icelandic President Ólafur Ragnar Grímsson have a chat with WADA President, Richard W. Pound and Jens Sejer Andersen.*





S E

The Pulse interviewing Kenyan chairman of Mathare United football club, Bob Munro.



Getting a quick comment from Canadian Laura Robinson.

## Shouting and name calling is common for child athletes

by Janus Sejersen Laursen and Alexander Borch Nielsen

Yelling and beating of children is often related to third world countries and dictatorships. Nevertheless it is a common experience for many children in sports to find themselves in unpleasant situations on the football pitches and in the sport arenas around the world due to harsh demands from adult coaches and teachers.

"My research shows that a lot of them are yelled at. I know this from a lot of people in sports and from my own observations as a coach and advisor to the British sports world," says Richard Bailey, professor and director of the Centre for Physical Education Research, Roehampton University, United Kingdom

In Richard Bailey's view, China has become a target for child abuse stories just as Africa and South America are known for trafficking. But in the English culture there are problems as well.

"In the Anglo-Saxon world there is a macho attitude in sport. There is an idea based on "it is tough to be in sports." We hear shouting and name calling in for instance American football and Canadian ice hockey. Words like "don't smile", "gay" and "you girl" are being used to push children," explains Bailey.

Bailey does not see sport as a universally good contribution to children's development. The good values are very dependent on the coaches to avoid antisocial and aggressive behavior. He believes that the international sport organisations fail in this responsibility.

– Abuse of children is not seen as a problem by the organisations. They often react with denial or saying it is a part of sport. Like Jacques Rogge, president of the International Olympic Committee, IOC, said when confronted with abuse in China: "It is blowing it out of proportion." But the sport education system has to change. You can't change children. You can try but at some point you will discover that it is wrong and you must change the way you teach, says Richard Bailey.

## Kosovar athletes want to play the game

by Sanne Juul

Since 1991, Kosovar athletes have not been able to compete at an international level, and Kosovo has not had a national team in any sport because the country is not recognised as a nation. Trapped in a political game, athletes are waiting to be let back in to the good company of international events.

According to Driton Latifi, sports journalist at the Lajm Daily in Kosovo, Kosovo is ready to get back on the international scene. He also believes that it is important for the Kosovo people to get their own identity and national shirt:

"Sport means a lot to us. It also means everything for us to get our own national shirt because it is the patriotic feelings that keep us alive."

A Kosovo national shirt can be close to becoming reality. In the summer of 2007, Kosovar athletes took the streets of the capital Prishtina to speak up about what they believe to be discrimination in sport. A working group has been set up, and it has made contact with both international football union FIFA and the International Olympic Committee IOC.

Whether the Kosovar athletes will be allowed to compete in the Olympics Games is still uncertain. The working group is still negotiating with the IOC to let Kosovo compete in the Olympics 2008 on the background that East Timor was allowed in the Olympics in Sydney in 2000 even though the country was not yet internationally recognized as a nation then.

Sports journalist Driton Latifi is hoping for just that to happen:

"We are Kosovar and that is how we want people around the world to see us. We want to be recognized for who we are."

*This article was written before Kosovo declared independence from Serbia on 17 February 2008. Just a week later, Kosovo made its first appearance as a sovereign state on the international sporting stage at the table tennis world championships in the Chinese city of Guangzhou.*

*"This was outstanding work done by the Pulse team – pulling off some interesting stories on the conference and very timely too".* Murali Krishnan, Journalist, Indo-Asian News Service, India.



Maybe the future Olympic Games will show athletes with disabilities, like South African Oscar Pistorius, competing against able-bodied athletes? A new UN Convention is the starting point. Courtesy of Ossur

## Sport is now recognised as **A HUMAN RIGHT** for people with disabilities

**New UN Convention on the Rights of Persons with Disabilities could help athletes with disabilities to compete in the Olympics**

by Kirsten Sparre

**Athletes with a disability may be a common sight at Olympic Games in the future. It is one of the opportunities offered to people with disabilities in a new UN Convention on the Rights of Persons with Disabilities where article 30.5 states that people with disabilities can participate in all sport on the basis of equality of opportunity.**

There are 650 million people in the world with disabilities, and the new convention is the first convention on human rights to include the right to sport, explains Professor Mary A. Hums from The Center for the Study of Sport in Society at Northeastern University in the US.

Hums and her colleagues have played a key role in getting sport included in the convention that is still fairly unknown in the wider world. It was passed by the UN General Assembly in December 2006 and is in the process of being ratified by enough countries to enter into force officially.

### **Competing with able-bodied**

The article on sport in the new convention is not primarily aimed at ensuring athletes with

disabilities the right to compete against able-bodied athletes at the Olympic level but it is probably one of the issues that will help raise the profile and awareness of the convention.

There is for instance the case of the South African runner, Oscar Pistorius. Pistorius was born without the fibula in his lower legs and with other defects in his feet. He had both legs amputated below the knee when he was 11 months old but has gone on to set Paralympic world records in the 100, 200, and 400 meters.

Pistorius has defeated some able-bodied runners in his pursuit of attaining an Olympic qualifying time, touching off international debate over what constitutes disabled and able-bodied and whether his prosthetics are giving him unfair advantages.

The IAAF, athletics' governing body, ruled in January 2008 that Pistorius' prosthetic limbs give him an advantage over able-bodied opponents and therefore he cannot compete in the Olympics. Pistorius has appealed the decision to the International Court of Arbitration of Sport, and the new UN Convention on the Rights of Persons with Disabilities may give him and others a new

lever in the struggle to be allowed to take part in the Olympics.

### **A string of sports rights**

Article 30.5 of the convention also specifies a number of other rights to sport for people with a disability such as the right

- to be supported by the state
- to be recognised as equal to those without disabilities
- to participate at all levels and in all forms of sport – including sport with people without disabilities
- to participate in sport organised specifically for people with disabilities
- to enter and use sporting venues and facilities just like a person without a disability
- to have access to services from organisations working in the area of tourism, leisure and sporting activities

The convention also specifies that children with disabilities have the right to sport and play in and outside of school on an equal basis with other children.

*"If Carlsberg organised academic conferences it would be this one. Outstanding organisation and magnificent content."* Steve Greenfield, Department Academic Legal Studies, Westminster University, UK

# EU interest in sport gets cautious welcome

## Sport for all and elite sport differ widely in their responses to EU White Paper on sport



Mogens Kirkeby, President of the International Sport and Culture Association (ISCA)



Niels Nygaard, President of the Denmark's National Olympic Committee and Sports Confederation (DIF).



Pedro Velázquez, Deputy Head of the EU's Sports Unit.

by Marcus Hoy

**That the European Union lacks a clearly defined sports policy is not in doubt. Sport has never been included in its formal structures. However, a debate at Play the Game showed that the enthusiasm for EU's recent White Paper on sport depends very much on whether you represent elite sport or sport for all.**

Outlining the EU's view on sport, Pedro Velázquez, Deputy Head of the EU's Sports Unit, explained that in the past the EU's policy on sport has been more reactive than innovative. However, as sport has enormous potential to contribute to EU policy goals such as social development and integration, the White Paper was one way to examine how the EU can give sport a higher priority in policymaking.

The White Paper will also better define the role of sport in the EU, improve knowledge of EU law, and keep sport visible in EU programmes.

### The danger from civil law

Velázquez stressed that the white paper recognises that sport's specific nature means it should be exempt from EU law in a number of key areas such as the acceptance of gender-segregation.

But according to UEFA's Jonathan Hill, the EU's recognition of the specific nature of sport does not go far enough. While Hill agreed that many areas of sport are now extremely commercialised, he reminded Play the Game that sport is still inherently different to other commercial activities and needs to be treated as such.

Hill applauded the White Paper's recognition of the social role of teams, the importance of training policies to encourage young talent, and the positive aspects of the international transfer system.

However, he stated, many sporting bodies were hoping that it would do more to acknowledge that sport's unique status requires its own specific rules. In its current form, Hill said, the White Paper appears to merely restate the Meca-Medina judgement which states that decisions made by sport's disciplinary bodies can be questioned under European competition law.

The notion of sport's governing bodies not having the final say in areas such as doping bans, he said, is worrying.

"Civil law is creeping into all areas of sport, not just its economic aspects, and this could undermine the ability of governing bodies to govern their own sport using their own rules," Hill said.

### Sport is global

Niels Nygaard, the President of the Denmark's National Olympic Committee and Sports Confederation (DIF) was concerned about what he called "creeping EU dominance over national sports bodies."

He added that European policymakers should retain an awareness of the global nature of sport. The EU is only a small part of the global sports community, and it is important that the EU does not pass rules that prevent sports bodies working in a global capacity.

He also warned that the White Paper does not fully acknowledge the broad differences between sports. Different methods must be used when the EU negotiates and cooperates with various sporting bodies, he said, and any future regulations should not adopt one-size-fits-all approach.

### Sport for all could benefit

Finally, Mogens Kirkeby, President of the International Sport and Culture Association (ISCA) spoke of the White Paper's consequences for "sport for all" organisations.

Such focus, he said, is placed on the centres of financial and political power in sport. However, the vast majority of sporting activity takes place in the parallel "sport for all" sector. And it is this sector that is best equipped to achieve many of the societal aims of the EU white paper, such as combating obesity, furthering integration and encouraging development.

The "sport for all" sector should welcome the white paper, Kirkeby concluded. He expressed his hope that it will provide inspiration for government ministries, foundations and private companies to invest in the "sport for all" sector and encourage greater focus on society-centered sport.

# A court for sport

by Marcus Hoy

Matthieu Reeb, Secretary General of the Court of Arbitration for Sport (CAS) provided *Play the Game* with a brief history of his organisation from its humble beginnings in the early 1980s when then-IOC President Juan Antonio Samaranch decided there was a need for a body to deal with disputes during the Olympic games.

A number of key legal decisions in the 1990s boosted the court's legitimacy and helped it develop into a body, which today boasts homes in New York City and Sydney as well as Switzerland, and no less than 285 arbitrators.

While the majority of its cases concern professional football disputes and doping allegations, it also hears a wide variety of other cases, which remain generally affordable to plaintiffs as there is no requirement that parties must be represented by a lawyer.

When cases are heard, each party has the right to select a specialist arbitrator from a list of CAS members.

One major question mark is that two thirds of CAS's budget comes from the Olympic movement which could lead to conflicts of interest. Reeb admitted that such a model was not ideal, but pointed out that without such support, access to justice would be restricted.

He explained that only 22 percent of the CAS's budget comes directly from the IOC, while other contributions are received from bodies such as national Olympic associations. He added that the running and financing of CAS is controlled by an independent body, the "International Council of Arbitration for Sport" (ICAS).

Despite its rapid development, the jurisdiction of the court is ultimately restricted to parties willing to accept its decisions. While these include organizations such as the IOC and the IAAF, they do not include such powerful bodies as England's Premier League, which has its own system of arbitration.

*Matthieu Reeb, Secretary General of the Court of Arbitration for Sport (CAS)*



# The sports world prefers not to go to court



Photo: Stockxpert.com

## Most disagreements are settled in arbitration behind closed doors

by Michael Herborn

**Arbitration is becoming an increasingly common method of settling cases in the sporting world, London lawyer, Jonathan Ellis, told *Play the Game* delegates. In fact, arbitration, rather than litigation, is now becoming the norm bringing with it both benefits and dangers.**

Ellis, who counts amongst his clients the English Football Association and the Horseracing Regulatory Authority, outlined one of the major gaps in the current Court of Arbitration for Sport system. The Court of Arbitration for Sport can only intervene when it has jurisdiction, and to have jurisdiction, parties must be signatories to the Court or agree to its involvement.

For instance, The Court of Arbitration for Sport was unable to intervene in the challenge by WADA against the Pakistani Cricket Board's decision not to ban bowlers Shoaib Akhtar and Mohammed Sami for doping offences. While the International Cricket Council was a signatory to the Court of Arbitration of Sport, the Pakistani Cricket Board was not, meaning there was no jurisdiction to intervene.

### Arbitration is fast

The finality of outcome is seen as one of the major advantages of arbitration, Ellis explained. The decision made is final, legal and binding. National courts of law will defer to decisions made by arbitration, and will only prevent the confirmation of an arbitration judgement if there

have been procedural irregularities in the course of the arbitration.

As such, it is a much faster way of having cases settled than by going to a court of law. Additionally, being able to select a mutually acceptable expert in the field to arbitrate, both parties to the arbitration can have confidence in the expertise of the person adjudicating, whereas in a court of law, parties are unable to decide who will be the judge.

### Cloak of privacy

What arbitration also offers above all is privacy. There is no obligation to publicise the details of an arbitration judgement, making arbitration chambers less open alternatives to a courts of law. This means that parties can keep sensitive information quiet, preventing it from falling into the hands of competitors or other interested parties.

This brings with it dangers though, especially with regards to transparency, as Ellis explained. "One significant issue from arbitration is that anyone can attend court cases, but the cloak of privacy exists with arbitration. This has potential press freedom implications."

It is often argued by sports organisations, that they are losing their autonomy because of the increasing interference of courts. However, with the increasing use of arbitration and gaps in the jurisdiction of the Court of Arbitration for Sport, arbitration may become a method by which their autonomy is preserved.



Italy's Marco Materazzi falls on the pitch after being head-butted by France's Zinedine Zidane (R) during their World Cup 2006 final soccer match in Berlin 9 July 2006.  
Photo: Scanpix/Reuters

# Caught between a crime and a hard tackle

**Who should decide if you go to court or just get a red card for causing harm to another athlete?**

by Michael Herborn

**In many sports, it is an accepted risk that when you step onto the playing field, you risk suffering an injury caused by your opponent. However, when those injuries are sustained outside the rules of the game, who should decide if a criminal offence has been committed: sports bodies or courts?**

Ben Livings, a law lecturer at Sunderland University in the United Kingdom, believes that allowing sports bodies to decide whether a harsh tackle was a criminal offence or not means delegating a whole swathe of complex legal decisions. Setting guidelines for criminal prosecution is the responsibility of judges and politicians he argues, not sports bodies.

The issue is not merely hypothetical. Livings cited several English cases where courts of

law issued criminal punishments for offences committed on a football pitch, both at an amateur and a professional level, as well as instances where they did not impose criminal penalties.

## Consent to pain

But is this a desirable trend? Should courts of law be imposing additional punishments upon athletes for offences committed on the field of play? But then again, why should, for example, a rugby player be able to punch an opponent on the rugby pitch and not face criminal sanctions but be charged if it happened after the match in the car park?

Questions like these illustrate the fine line between recognising the distinct character of sport in the eyes of the law, and granting greater autonomy to sports bodies in such a way that sports pitches become detached from the society in which they are placed.

As it is, a distinction between pain suffered on the sporting field and on the high street does already exist within English law, says Livings, with 'consent to pain' separating violence on the sports field from violence on the high street.

Although the matter is by no means limited to England, the distinction highlights where the boundaries lie in society between treating sport as an autonomous entity with its own system of rules and disciplinary procedures and life off the sports field. While a victim of a high street assault certainly would not have given permission to their assailant, an athlete is regarded as impliedly doing so.

"Sport is an exception: by participating, you are deemed to have consented to the possibility of harm," explains Livings.

"Therefore, in a 'properly conducted' or 'legitimate' sport, the violent infliction of injury is not a criminal offence."

It is this consent that gives sport a special character in the eyes of the law. This exception helps to preserve the integrity of sport, recognising the right of athletes to play the game hard but fair, whilst respecting the rights of an opponent who consents to pain, as long as it is within the rules of the game.

## Too much power to sport bodies

There are dangers in such a situation however. If too much leeway is afforded to sports bodies to determine what is and what is not 'legitimate' sport, then it is they who become the arbiters of criminal sanctions, not courts of law. The decision of whether a criminal prosecution should occur should be left to judges, police and courts of law, argues Livings.

Whether sport bodies are even competent or recognised bodies when it comes to these situations is another matter.

As Livings pointed out, what constitutes legitimate sport is distinct from what constitutes sporting matches authorised by sports governing bodies. For instance, is a group of friends having a kickabout in a local park illegitimately engaged in sport just because the Football Association has not sanctioned the match?

And if sports bodies are not authorised to determine whether to impose criminal sanctions on players having a kickabout in a local park, allowing them to determine when a criminal case is justified in an officially sanctioned match would create a two-tier system with different rules of accountability.

While sport may have a distinct place within society, this does not mean that athletes are above the law if they cause physical harms to others. Exceptions exist that recognise the special nature of sport, but that does not mean that criminal courts should stay out of sport, just that different rules apply.

# Courageous anti-doping fighter got AWARD

The Play the Game Award 2007 was given to Sandro Donati for his lifelong commitment to eradicating doping



*"Sandro Donati has pioneered a quest for integrity and truth in sport", previous recipient of the Play the Game Award, Laura Robinson stated, when presenting this years recipient. Sandro Donati received the Award via the phone.*

## FACTS about the award

### What is the Play the Game Award?

The Play the Game award is presented to an individual or a group of persons who have, professionally or as volunteers, made an outstanding effort to strengthen the basic ethical values of sport and to realise one or more of the following aims:

- to encourage democracy, transparency and freedom of expression in sport
- to create awareness of the role of sport in society at a local, national and international level
- to draw a many-sided picture of sport
- to support the right of the individual to choose and influence his or her daily sporting activities

The award is presented to persons who have shown remarkable personal courage and commitment to creating a better sports community, for instance by uncovering corruption, doping or other malpractices in sport, or by inspiring more joyful and healthy sports practices for people in general.

The award consists of a piece of art and a speaker's invitation, including travel, room and board, for the next Play the Game conference.

by Kirsten Sparre

**"Sandro Donati has pioneered a quest for integrity and truth in sport. First he spent decades working as a coach, and then from that vantage point he saw what was happening in his sport in terms of doping, and commenced an incredibly courageous voyage through the dark deep waters of organised crime and drug dealing."**

So stated previous recipient Laura Robinson when presenting the 2007 Play the Game Award to Sandro Donati, who is currently an advisor to the Italian Minister of Social Affairs.

In 1974, Sandro Donati started coaching speed and middle distance runners. He did his post-secondary education at the University of Lyon, and became a professor of sport science.

"by the 1980's he saw that doping in Italy was supported by the Italian Olympic Committee. When he tried to do something about it, he quickly became persona non grata. But this isolation did not stop him; if anything he researched with even more energy and intelligence until CONI could no longer deny the systematic use of drugs in Italian track and field. He rejoined them in 1992," Robinson said.

Donati is today an international expert on doping and also on trafficking of drugs, which led him to investigate organised crime and put his career and life in danger.

"But at the same time he continued to publish articles on methodologies in training and the philosophy of sport and the active body. His work has been used by the Italian Nordic and Alpine Ski teams, the rowing, volleyball, basketball, roller-skating, fencing and swimming teams. Sandro Donati is the definition of a renaissance man – one of balance and a graceful but active intelligence," Robinson said.

Sandro Donati was surprised and happy to receive the award on the phone.

"I am very glad for your prize. I am glad that I have a lot of very high quality friends like you. It is important to me. Play the Game has helped me many times when I had problems and helped break the isolation, I have experienced," Sandro Donati said.

Laura Robinson, a Canadian freelance journalist who received the Play the Game Award in 2002 for her exposé of a culture of sexual abuse in Canadian junior ice hockey, handed over the award at the closing ceremony of the conference in front of delegates from 50 countries.

# Facts about Play the Game



Play the Game is an independent institution founded by the Danish Gymnastics and Sports Associations and the Danish Association for Company Sports in close co-operation with the Danish Ministry of Culture and the International Federation of Journalists (IFJ).

## Goals

The goals of Play the Game are to strengthen the basic ethical values of sport and encourage democracy, transparency and freedom of expression in world sport by

- Creating awareness of sport's role in society
- Drawing a many-sided picture of sport
- Supporting the right of the individual to choose and influence his or her daily sport
- Ensuring a free, independent, open and fact-based debate on sport's development
- Providing journalists, researchers and political leaders with inspiration and tools to explore the cultural, political, social and economic aspects of sport
- Creating networks across national and professional boundaries in a globalised sports and media world

## Donors

In 2007, a total of 280,000 euro for the running of Play the Game's office and conference was donated by:

- The Danish Ministry of Culture
- Danish Gymnastics and Sports Associations, DGI
- The National Olympic Committee and Sports Confederation of Denmark, DIF
- Danish Association of Company Sport, DFIF
- Team Danmark, the national Danish elite sports institution

UMFI in Iceland delivered support and services worth approximately 200,000 euro for the 2007 conference.

The journalist unions of Denmark and Norway have donated 5,000 and 4,000 euro respectively to be used for travel grants for journalists from less privileged countries. In 2006, Nykredit foundation donated 7,000 euro for conference preparations.

## Partners

To pursue its goals, Play the Game co-operates with several international and national partners:

- United Nations' Office in Geneva for Sport for Development and Peace
- The International Federation of Journalists, IFJ
- The International Council of Sports Science and Physical Education, ICSSPE
- International Sports and Culture Association, ISCA
- Transparency International
- The International Association for Media and Communication Research (Media and Sport Section)
- Sportnetzwerk, Germany
- Streetfootballworld, Germany
- The Danish School of Media and Journalism

## Conference facts

The fifth World Conference on Sport and Society, Play the Game 2007, took place in Reykjavik, Iceland, from 28 October to 2 November 2007. Some key figures:

- 245 delegates from 38 countries took part
- 85 speakers made presentations
- Thanks to donors 17 travel and conference grants were given to delegates from less privileged countries

- In an e-mail survey 59 per cent of the delegates found the conference "very good", and an additional 35 per cent found it "good"
- 36 per cent found that Play the Game added value to their work "to a high extent", 49 per cent replied "to some extent", 5 per cent said "to a limited extent" and 1 per cent said "none at all"

## Main themes at the conference

- Children in sport: Love or labour?
- The autonomy of sport: Threat or promise?
- Mega-events: Frontrunners for sports globalisation?
- Chasing clients or providers: Anti-doping at a crossroads
- The digital battle: Sport on demand versus the demands of sport

## Contacts

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

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From 28 October to 2 November 2007, 245 journalists, academics and sports leaders from 38 countries around the world met in Reykjavik, Iceland, to discuss issues concerning the basic ethical values of world sport.

Play the Game debates issues that are often neglected in the public domain. Critical issues like corruption, trafficking or doping, and positive issues like the value of sport in the development of children, grown ups and of our communities.

In this magazine we present the conference as journalists saw it. We hope that the articles will provide food for thought and reflection, and that the magazine will be useful for you whether you enjoy sport as a part of your profession or in your leisure time.

The conference delegates engaged in debates in corridors, at coffee tables and in plenary. Now that the conference is over, the stories and the debate continues at [www.playthegame.org](http://www.playthegame.org)

Feel free to register for our regular newsletter and be regularly updated on political developments in international sports and on future Play the Game activities.

We invite you to join the debate at Play the Game.

