

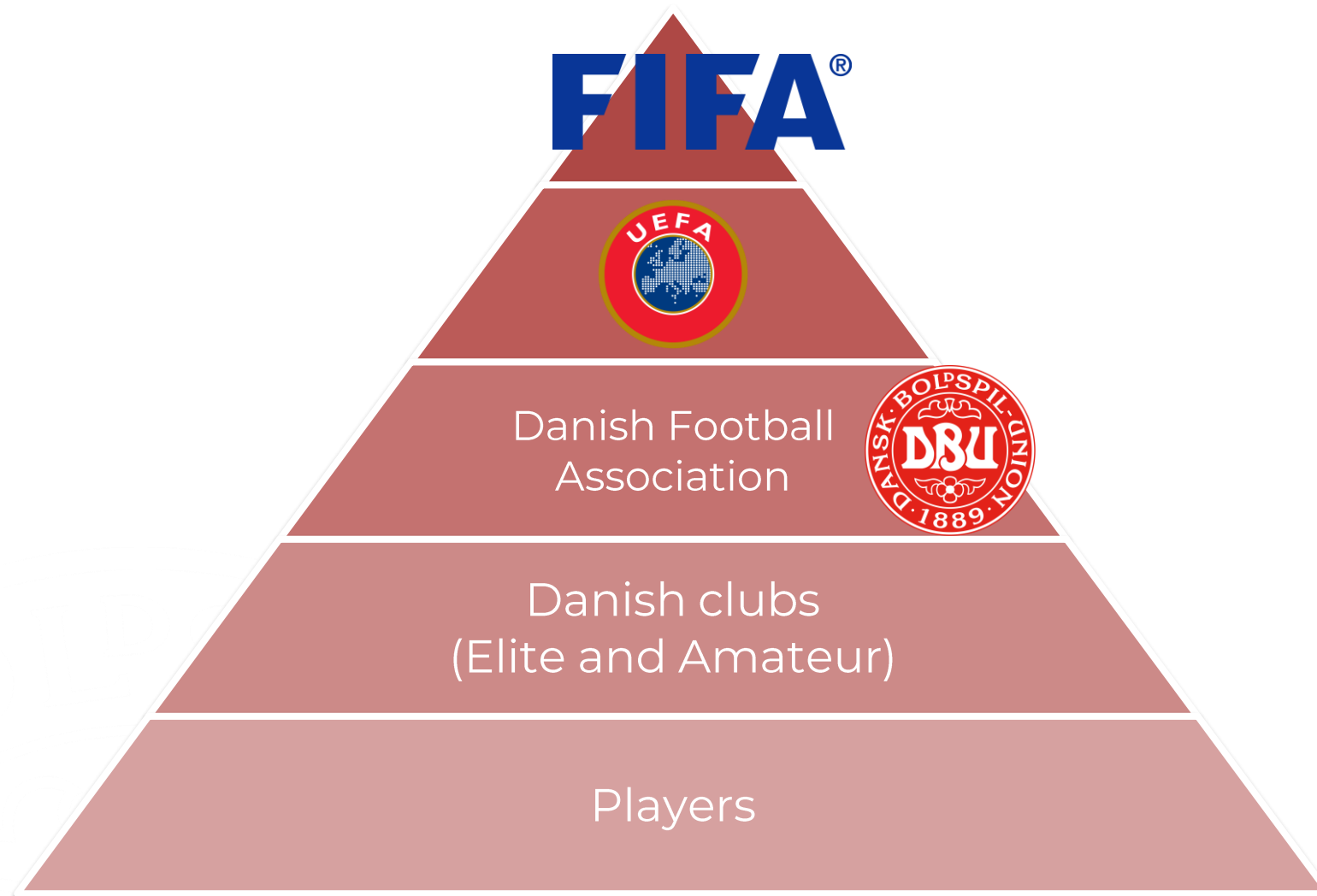
GOVERNANCE IN FOOTBALL: IMPORTANT STEPS TOWARDS TRANSPARENCY



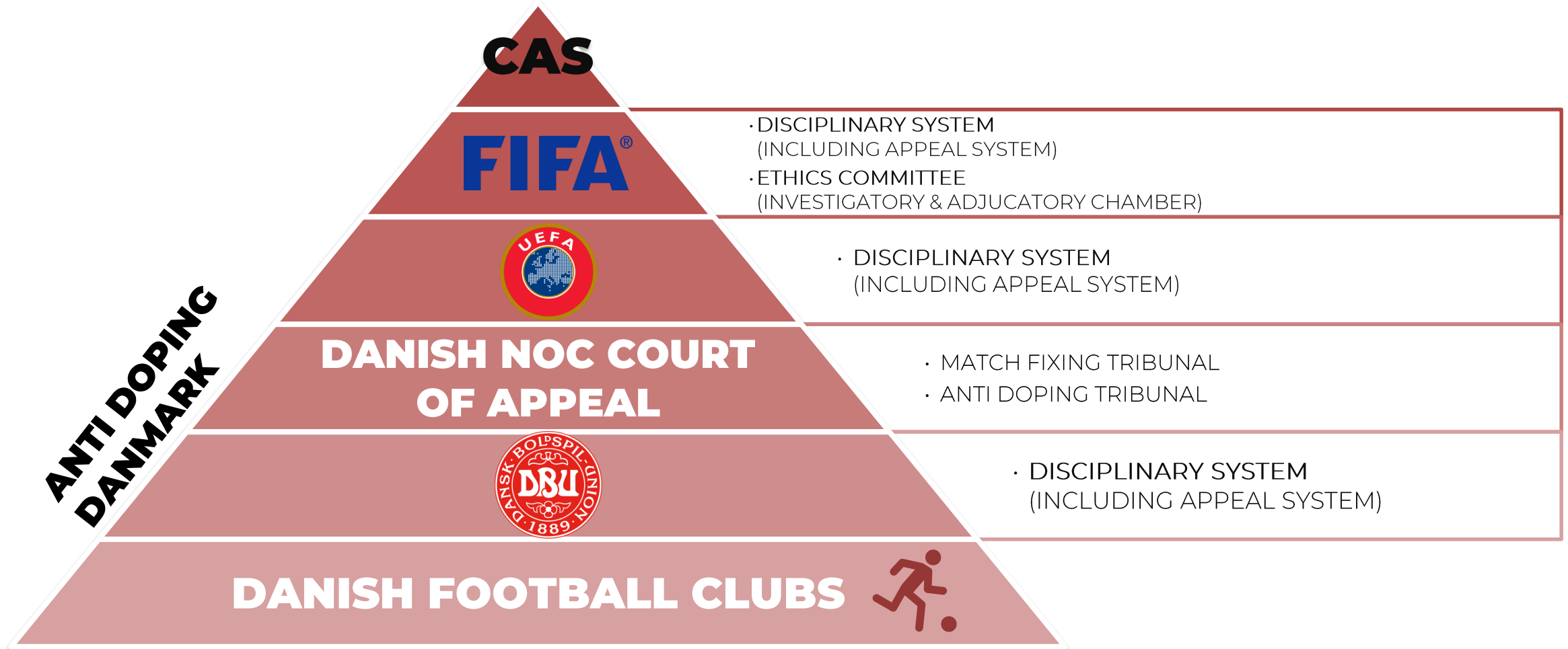
Jesper Møller Christensen
President
Danish Football Association

Play the Game Conference 2019
Colorado Springs, USA
14 October 2019

THE FOOTBALL PYRAMID



THE DISCIPLINARY SYSTEM IN FOOTBALL



LOOKING BACK: **A STORMY PAST OR THE PERFECT STORM?**

- Controversy with award of FIFA World Cups in 2018 to Russia and 2022 to Qatar, respectively;
 - Eleven of the 22 FIFA Executive Committee members who voted on the 2018 and 2022 FIFA World Cups have been fined, suspended, banned for life or prosecuted for corruption.
- Corruption scandals have shocked FIFA, UEFA, other confederations and member associations
- Increased public demand for change – from the press, fans, players and other stakeholders

THE TIMES THEY ARE A-CHANGING

TIME FOR REFORM



FIFA governance reforms in 2011 and 2016:

- Tripartite system (legislature, executive and judiciary)
- Major reforms in 2016 (see picture to the left)

UEFA follows suit in 2017:

- Limited terms of office
- Governance and Compliance Committee
- Ethics and Good Governance in UEFA and member association statuses



TRANSPARENCY AS THE PATH FORWARD

“The reforms are an undeniable element of change – and one that doesn’t depend on who’s in charge of the organisation. It’s a set of guarantees that FIFA is managed with transparency and good governance principles.”

FIFA President Gianni Infantino

26 February 2017 | FIFA.com

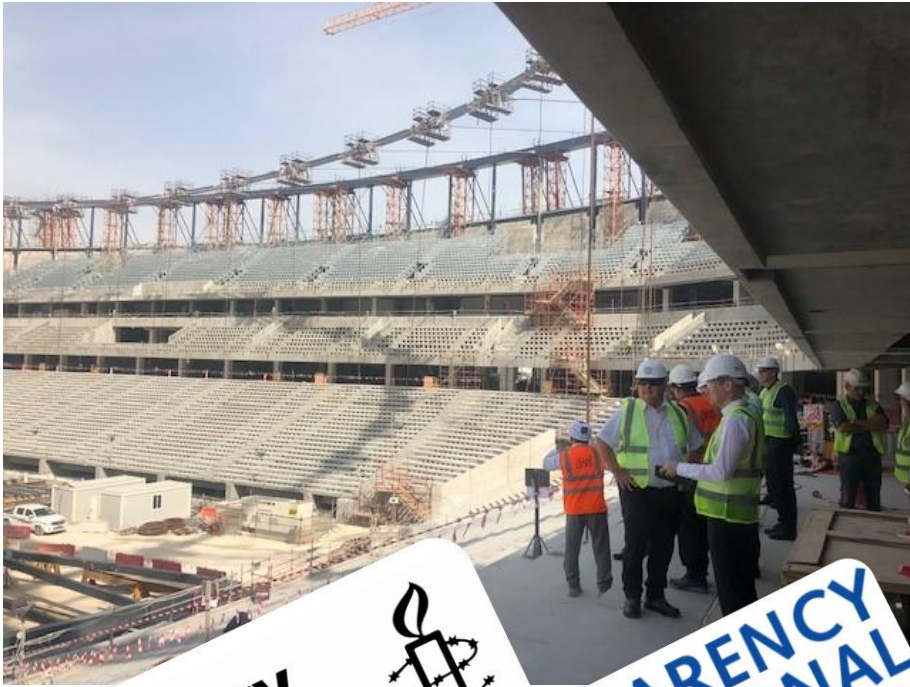


“From now on, for every single UEFA competition there will be a transparent process. No more political favours (...) UEFA has not had many ethical issues but these changes put ethics and good governance as a statutory objective.”

UEFA President Aleksander Ceferin

9 February 2017 | insideworldfootball.com

THE DANISH AND NORDIC WAY



AMNESTY
INTERNATIONAL



TRANSPARENCY
INTERNATIONAL
the global coalition against corruption



Good governance reforms in Danish FA

- Separation of powers
- Transparency and compliance
- Terms of office
- New political structure (board, committees)



Focus in **Denmark** and in the six **Nordic** football associations on human rights in mega events, good governance and sustainability. The North as frontrunners for international progress and cooperation.



Active in the debate on 2022 FIFA World Cup in Qatar

- Visits in 2016, 2019 and 2021
- Dialogue with Amnesty International, trade unions etc.
- Open discussions with press, fans, Parliament, stakeholders



Continued push for governance reforms in member associations and in UEFA and FIFA – in cooperation with stakeholders!

Amnesty International report prove that progress in Qatar is happening - slowly.



INTERNATIONAL SPORT
Recently published Sports Governance Observer 2019:
Progress in sports governance is measurable, but slow.



DOES IT WORK? **PROGRESS IN WORLD FOOTBALL GOVERNANCE**



The establishment of a legislative, judiciary and executive branch in FIFA has contributed to the removal of two presidents; Blatter (FIFA) and Platini (UEFA).



Denmark and the Nordics as governance frontrunners. Danish FA as topscorer in Sports Governance Observer 2018 in Danish sports federations - Norway as European champion.

WHAT'S NEXT?



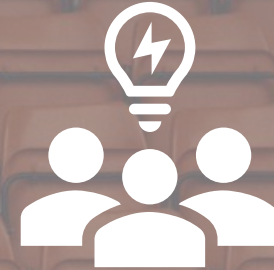
Patience, stubbornness and hard work is key:

A new framework in world football governance does not necessarily create a permanent new culture.



Lets talk about it!

We must involve fans, players, teams, trade unions, NGO's and the media



The Nordic way:

Naivety vs. realism
We play the long game to earn the greatest effect.

A NEW DAWN FOR INTERNATIONAL
FOOTBALL GOVERNANCE:
HOW GOOD IS GOOD IS ENOUGH?

