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1. EDITORIAL

This second issue of the Sport&EU Review comes soon after the conclusion of the Olympic Winter Games in Vancouver, Canada, held in February 2010, and the Paralympic Games held in March 2010. Athletes from EU member states received approximately 35 % of both Olympic and Paralympic medals at the Vancouver games. Whatever the performance of EU countries, the Olympics often see a resurgence of discussion on the effectiveness of domestic sport policy as evidenced by success (or otherwise) in international-level elite competition. In this connection, we are pleased to present as this spring issue's flagship peer-reviewed research paper a critical examination of Sweden's sport for all programmes authored by Josef Fahlén and Staffan Karp of (Umeå University, Sweden). The authors' analysis of socio-political aspects of sports for all programmes in Sweden demonstrates that the structure of state aid to sports can have a significant impact on goals to make sport more socially inclusive. This paper provides a valuable contribution to the evidence-led approach encouraged by the Commission's White Paper agenda.

When the Lisbon Treaty entered into force in December 2009, various governmental and non-governmental bodies began preparing official positions on the impact of the Treaty. In January 2010 the international Olympic movement supported by several EU sports bodies published its common position, emphasizing the autonomy and specificity of sport. In March, the European Court of Justice in the *Olympique Lyonnaise (Bernard)* case (C-325/08) recognised that the new Treaty mention of the specific aspects of sport was relevant to its legal analysis, but at the same time observed that transfer fees justified on the basis of encouraging the recruitment and training of young players were disproportionate when they were in fact damages for breach of contract 'unrelated to the real training costs incurred by the club'. In the months to follow, the Commission is expected to publish its first sports programme. Both the Commission and the EP are preparing papers on the interpretation of the Article 165 TFEU sports competence.

As this issue published, the final draft of the fifth annual Sport&EU conference programme is taking shape. Hosted by Ghent University, Belgium on the 1st and 2nd July 2010, the conference is focused on "The challenges of sport governance" and coincides with the Belgian presidency of the European Union. This year's intensely competitive peer review process saw the acceptance of a total of twenty papers on all aspects of the disciplines within Sport&EU. The conference programme and abstracts are, as readers have requested, now published in a special conference section within this issue. We would like to take this opportunity to thank you, our readers, for your constructive feedback on the first issue of the Review. We look forward to your continued comments on the format and content as the Review develops.

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2. ORIGINAL RESEARCH

Access denied: The new ‘Sports for all’ - programme in Sweden and the reinforcement of the ‘Sports performance’ – logic

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Keywords: Sport policy, voluntary sports clubs, institutional theory

Abstract

This paper reports on an analysis of a nation-wide ‘Sports for all’ - programme in Sweden, “The Handshake”, and is concerned with the ambitions of the programme and its outcomes. In 2003 the Swedish parliament decided to grant the Swedish Sports Confederation additional financial support dedicated to children and youth activities amounting to €100 million for a four year period. As large groups of children and young people are physically inactive the Swedish Sports Confederation was commissioned to work more actively to encourage so-called new groups. The findings were based on data from three of the authors’ own research projects and complemented by analyses of 21 reports from other research projects in Sweden studying “The Handshake”. Through these analyses we were able to compare the ambitions and outcomes of the activities carried out within the programme and form an opinion on how the program succeeded in its ambitions. By applying an institutional theory frame of reference in the analysis we reached a deeper understanding of the mechanisms and processes that hindered or helped the efforts made to reach the programme objectives. The results show that those groups that were already physically active have been offered more arenas and possibilities for physical activity and sports. The basis for and allocation of funds further strengthens this distribution. Our results demonstrate how “The Handshake” fails to reach new groups and how the grant favours larger sports and traditional activities. In our discussion we claim that the ways in which the grant is distributed contribute to the problems in reaching children and youth defined as physically inactive. In rewarding activities at the local sport club level with quantitative rather than qualitative objectives the programme reproduces structures in terms of the distribution of resources. By using the concept of dominant logics we argue that these structures are consequences of the dominant logics operating in the organizational field of Swedish sport. Our overall impression is that while “The Handshake” is aimed at recruiting new members to organized sports it is not an effective engine for changing existing structures. On the contrary, it has reinforced the traditional ‘Sports performance’ – logic at the expense of the ‘Sports for all’ - ambitions.

Introduction

“Sports for all” has been the guiding star in Swedish sport politics since the official report *Sports for all* (1969) was published. The idea behind this policy, which is similar to the ambitions in many western societies, is that all citizens regardless of prerequisites should have equal rights to exercise sports. In Sweden, these rights are primarily exercised within the framework of the Swedish Sports Confederation (RF) which also has a governmental mandate and funding to organize and lead club sports. But despite the fact that both ambitions and resources are directed towards achieving equal access to sports we know through scientific research that this goal is far from achieved.

Despite a steady increase in club memberships and in the number of reported sports activities the number of persons who take no part in either club activities or in other physical activities is high, especially in certain social-economic groups. This knowledge, together with an increased concern for diseases and conditions caused by a lack of physical activity among children and young people, has made the Swedish government grant additional resources in the form of the “Handshake” programme in order to reach the goal of “Sports for all”. The programme has given organized club sports considerably more resources, receiving some €100 million in 2007 (Engström 2008). The additional resources were earmarked to “open the doors for more children and young people”, especially for the so-called “new” groups which have traditionally had difficulties in accessing organized club sports. A project design was used to work towards achieving the objectives of “The Handshake” through activities on the local sport club level in so-called sport club projects.

The question we ask in this text is whether this programme and programmes like this really can “open doors for more”, especially for more children and young people from the new groups the programme seeks to reach. We also try to understand whether it is possible for programmes of this kind to reach their ambitions and which mechanisms and processes contribute towards the efforts made to reach those programme objectives. The findings are based on data from three research projects at our own department and complemented by analyses of 21 reports from other research projects in Sweden studying “The Handshake”.

Contextual Background

The Swedish sports system is based on voluntary and non-profit ideals. It consists of some 22 000 clubs organized under the umbrella of 68 national sports associations and the Riksidrottsförbundet (RF), often called the Swedish sports movement. During its 100 years of existence RF has enjoyed extensive financial support from the Swedish government and has a mandate to organize sports activities for the Swedish people. The organizational principles and official focus of the Swedish sports

movement is based on a vision, gradually emerged during the 1940s and 1950s, of the voluntary club as a contributor to public welfare and democratic fostering. Sport was considered a contributor to the public good since it prevented young people from getting into trouble. The arrangement of sports in voluntary clubs added an intrinsic value to sports - practical education in democratic processes.

In 2003 the Swedish parliament decided to grant the Swedish sports movement an additional financial support of €100 million for a four year period earmarked for children and youth activities. The objectives of the programme, “The Handshake”, were to cooperate with schools, concentrate on girls’ activities, contribute to the war on drugs and to reduce fees for participation. The programme funds were distributed by letting an open application process in which any Swedish sports club could apply for funding to pay for activities corresponding to the programme objectives. More than 8000 clubs participated and almost 50 000 activities commenced with the aim of getting more children and youth physically active in organized sports and encouraging existing members remain affiliated to clubs. 67 sports associations and 21 regional associations participated in distributing these funds.

Theoretical Framework

In order to understand the studied “Sports for all” – programme, its ambitions and outcomes, institutional theory as proposed by DiMaggio and Powell (1983) has been used. Institutional theory is based on the idea that organizations are characterized by unclear goals and for that reason largely adapt themselves to their environment in order to obtain legitimacy for their activities. In institutional theory attention has been directed towards the development of homogeneity in organizational fields and the establishing of institutional norms. The basic tenet is that organizational environments are characterized by rules and requirements to which individual organizations must conform if they are to receive support and legitimacy (Scott & Meyer, 1983). One of the central components in institutional theory is that organizational behaviour is influenced by institutions.

To be part of an organizational field is, according to Child and Smith (1987), not simply to be subject to similar economic, technical, and legislative realities as other organizations in same field but also to share a similar way of thinking. Similar ways of thinking about what is legitimate concerning activities, goals, and organization are often referred to as institutions. Institutions specify what could and should be done and how it could and should be done in a given field. Institutions are rules that are taken for granted and that may be supported by public opinion or the force of law (Meyer & Rowan, 1977). Institutions are values, ideas and general ways of doing things which have become unquestioningly accepted through the forces of habit, history and tradition (Oliver, 1992). Institutions constitute social reality for a group of organizations at a given time, opinions as to which issues are important and which are not, how to think about these issues, and finally how to act upon them.

Institutions are defined as “meaning systems and related behaviour patterns, which contain symbolic elements, including representational, constitutive and normative components that are enforced by regulatory processes” (Scott & Meyer, 1994: 56). Thus, organizational structures and processes are seen as effects of rules and structures existing in the organizational environment. Therefore, organizations reflect patterns established in a broader system rather than being strategically managed. DiMaggio and Powell (1983) claim that such patterns or institutional norms are developed and maintained by coercive, mimetic and normative isomorphic processes, making organizations within the same field increasingly more like one another. These processes operate regardless of evidence of their effectiveness. To the extent that effectiveness is stressed, the reason is often that organizations are rewarded for being similar to other organizations in the same field. Similarity facilitates inter-organizational transactions, the attraction of human resources and the fit into administrative categories which form the basis of grants (DiMaggio & Powell, 1983).

In relationship to the concepts of institutions and isomorphic processes Bettis and Prahalad (1995) have proposed the concept of dominant logic which should be conceived as a manifestation of shared values among actors constituting an organizational field. By organising information about what is considered appropriate and legitimate in the sector, the dominant logic operates as a filter for organizations. The dominant logic of an institutional context is the aggregated information carried by the isomorphic processes. Organizational action in every organizational field is influenced by a number of institutions which contain information on how organizations should act and why. These meaning systems and related behaviour patterns contain symbolic elements including representational, constitutive and normative components. They are mediated by coercive, mimetic and normative isomorphic processes. The dominant logic is a distillate of the meaning systems and behaviour patterns shared by the actors constituting the field.

In order to further understand the diffusion and circulation of meaning systems and behaviour patterns we have turned to the theoretical concepts of decoupling as proposed by Meyer and Rowan (1991) and translation as introduced by Latour (1986). Meyer and Rowan (1991) propose that organizations separate elements of their structures from their activities in order to uphold legitimacy. Decoupling enables organizations to maintain the formal structures expected by external constituents while they simultaneously arrange their activities according to practical considerations. By doing this, organizations can officially adapt to new business practices, ideas, fashions and policies but still unofficially arrange their activities as before and in a manner which “better” satisfies the organization’s technical, administrative and cultural needs.

Latour (1986), coming from another research tradition, addresses the phenomena of diffusion and circulation in a slightly different manner and proposes that when we watch ideas travel we observe a process of translation. The spread of ideas is always in hands of people who can act upon a new idea in many different ways, letting the idea pass by, modify it or reject it. Ideas, in the hands of people, can therefore appear in one specific shape and form in one given organization and time and in another shape and form in another organization and time. As Sahlin and Wedling (2008: 219) argue: “As diffused ideas are translated throughout their circulation, and as they evolve differently in different settings, they may not only lead to homogenization but also to variation and stratification”.

In this text, the concepts of institutions, isomorphic processes, dominant logics, decoupling and translation are used to create an understanding of:

- a) how the studied “Sports for all” – programme, “The Handshake”, has succeeded in its ambitions
- b) which mechanisms and processes affect the achievement these ambitions
- c) why the programme functioned the way it did

Methods

In this article we report on and analyze data from three research projects. Our data are contrasted against and strengthened by analyses of 21 reports from other research projects in Sweden all studying “The Handshake”. This design enabled us to develop a deeper understanding of which mechanisms and processes affected the achievement of the programme ambitions and why the programme functioned in the way that it did. The analyses were guided by the theoretical foundations presented above and were conducted according to the three sub-processes data reduction, data display and drawing of conclusions as suggested by Miles and Huberman (1994). In the following we describe more in detail the methods used in the three first-mentioned research projects.

The first research project focused on a programme activity aiming at getting so-called new groups of children physically active through spontaneous sports outside organized club sports and physical education at school (Fahlén, 2007). The objective was to explore if the programme concept could encourage children to engage in physical activity in a spontaneous and self-organized manner. The study was based on a survey of all known multi-functional sports grounds in Sweden and on more detailed observations of two multi-functional sports grounds, one in the north of Sweden and one in the capital city area. The observation data were complemented by data from questionnaires and interviews with children attending nearby schools and by interviews with principals, school nurses, janitors and youth workers at the nearby schools and local authority representatives, the builders of the facilities and local sports clubs representatives. In total 376 questionnaires were analyzed in the

survey and 1203 questionnaires were analyzed in the two multi-functional sports grounds studied in detail. The research project also included 18 observations and 29 interviews. 111 multi-functional sports grounds were financed within the framework of the programme activity of which 92 participated in the survey.

In the second research project we studied a programme activity aiming at improving access to football activities for girls (Olofsson, 2007). The study was based on an analysis of documents such as plans, self-evaluation forms and budgets collected from 311 projects in football clubs in 11 regions, geographically spread all over Sweden. The data were complemented by data from three case studies of local football clubs including interviews with a total of 18 leaders and players. The cases were chosen from three different regions in Sweden and the projects selected had all been successfully carried out according to the initial plans.

In our third research project we focused the implications of “The Handshake” for smaller sports and analyzed whether the programme activities differed from or challenged regular club activities (Söderström, Karp & Olofsson, 2007). The study was based on an analysis of descriptions of sport club projects and on interviews with leaders and participants in six of the smaller sports associations (baseball/softball, billiards, boxing, archery, casting and water skiing) and affiliated clubs. In total, 194 project descriptions were studied. The descriptions were analyzed according to goals, activities, and methods and were categorized as either projects with a focus on quantity or projects with a focus on quality. Of those projects with a focus on quality, ten projects were chosen for a more detailed examination. In total, 20 leaders and 14 participants were interviewed.

Results

Three themes emerged in the analyses of the data in the three research projects and in the analysis of the reports from other research projects. These findings suggest that there are issues arising from: 1) The distributor of the programme funds; 2) The programme ambitions vis-à-vis the regular sports activities conducted within the Swedish sports movement; and 3) The programme design.

1. The Swedish Sports Confederation as a civil servant – Political intentions and practice in reality

Our first research project focused on a programme activity which was designed to encourage local authorities, schools and sports clubs to build so-called grass roots pitches and multi-functional sports grounds in residential areas or in the vicinity of schools or other municipal functions. The criteria for receiving funds from “The Handshake” required that there should be no age limits; it should not be possible to reserve the grounds; the grounds should be located in residential areas; they should be capable of multiple uses; they should be creatively designed and open-dimensioned; they should entail low building and running expenses; and they should

not be adapted for competitive sports. The typical multi-functional sports ground is a football pitch with artificial grass surrounded by ice hockey side boards. The facility is equipped with football goals on the short ends and several basket ball hoops on the long ends. In most cases, nets for tennis, badminton and volleyball can be put up when needed and most often the whole arena is lit with spotlights.

Despite the good intentions our results show that the methods by which financial support to these kinds of facilities is distributed contribute to the problem of reaching children and youth defined as physically inactive. Due to the role of the Swedish Sports Confederation in distributing the grant, only affiliated sports clubs can apply for funding. This affects the possibilities of reaching groups not already engaged in organized sports. The results from one of the multi-functional sports grounds studied in detail show how the local authorities, as the primary financer and initiator of the new facility, decided to place the facility in a socially deprived area but were denied financial support from RF. Since no local sports club existed in the area, RF would not support construction.

The position of RF as the distributor of financial support is also problematic in other ways. In the overall programme manifesto, the Swedish sports movement is described as a source of knowledge on how physical activity should be organized and carried out. According to the manifesto, this knowledge is vital in the planning of sports facilities. Consequently, the facilities designed with this input have a heavy emphasis on traditional club sports activities and therefore tend to give those already active precedence at the expense of new groups. The multi-functional sports grounds function in this way merely as an extension of the active groups' club sports activities.

Organized club sports in Sweden have during their entire development suffered from a lack of facilities for their activities. This problem is transferred to "The Handshake". Although the main purpose of the programme is to attract new groups, some funds are directed at the problem of crowding in facilities for organized sports. Certainly one could argue that in order to be able to welcome more members, organized sports need more facilities. But we know little about whether crowding in facilities really is an obstacle to being physically active for the inactive groups targeted by "The Handshake".

The criteria for funding from "The Handshake" for multi-functional sports grounds are described above. The idea behind those criteria is that rules and regulations hamper their use, especially for new groups of users. These facilities were supposed to be a permissive alternative to the demanding club sports and the heavily regulated physical education as part of the compulsory curriculum in schools. However, data from our research project show that the expected permissive environment has in reality become even more regulated than organized club sports and school-time P.E. Data show how the older, the already physically active and especially the boys tend to

dictate the rules of use for sports grounds in a way that excludes the younger, the less physically active and the girls. In this way activities at multi-functional sports grounds again become an extension of the activities conducted within the organized club sports as opposed to an alternative, free and spontaneous activity aimed at stimulating the inactive.

The impression regarding RF's position as distributor of financial support for multi-functional sports grounds is reinforced by the analysis of the reports from the other research projects. The first problem arising from RF's position appears already when studying the political intentions, the subsequent steering (or rather lack thereof) and the actual implementation of the programme (Riksidrottsförbundet, n.d.). "The Handshake" was explicitly conditioned by a demand that RF should open its activities for more children, especially for the previously excluded groups. However, RF reformulated this instead as an objective of retaining the already active children for as long as possible (Engström, 2008). This way, the whole direction of the programme became altered. In our interpretation this is linked to RF:s autonomous position. Our results show that most projects at the local sport club level are traditional club sports activities which have few prospects of reaching other groups than the already active members (Apitzsch, 2007; Ericsson, 2007; Gustafsson & Fagrell, 2007; Peterson, 2007). This, in turn, highlights the question of whether the organized sports movement was the best choice when deciding on who should take care of activating the inactive. RF in fact at first hesitated to take the money since they suspected heavy governmental steering.

2. Changing the participants, not the activities

In our second research project we focused on a programme activity aiming at improving access to football for girls. In these girls' projects financial support given to clubs was aimed at increasing retention. The analysis shows that few sport club projects were focused on changing existing structures or activities. The underlying notion seemed to be that the reason why girls drop out in their upper teens is not due to club organization or the football activities themselves but rather a consequence of a lack of coaches, leaders, economic resources and competence in "girls' issues", i.e. how girls differ from boys. The sport club projects were focused at changing the girls and their coaches' notions and behaviour, not at the organization or the football activities per se. In 50 percent of the projects the money was spent on equipment, balls, uniforms and more tournaments. The second largest expenditure was leader and coach education with focus on "how to coach girls". One out of four projects included "socially oriented" activities. In those projects the underlying meaning was that girls play football for social reasons. In those projects money was spent on team building activities of different kinds (such as make-up courses) in addition to the regular football practises and matches. One club that tried to introduce alternative structures and activities organized football training without coaches and a team not enrolled in a league. The girls were supposed to coach themselves and try to find teams to play matches against outside the organized leagues. This however did not

decrease drop-outs. One girl taking part in the project explained this with the following: “Football is about matches!” and “You always want to develop and for that you need a coach!”

The impression from these data is reinforced when analyzing reports from the other research projects. This becomes particularly visible in sport club projects aiming at increasing physical activity and sports participation among teenaged girls (Svender & Larsson, 2007) and participants with ethnic backgrounds other than Swedish (Carlsson, 2007; Fundberg & Pripp, 2007; Lundvall, 2007). Stereotyped gender notions seem to imbue the so called girls’ projects. The problem with the girls seems to be their participation rather than their absence. The strategies for attracting them differ slightly between the male-dominated sports and the female-dominated ones. In predominantly female sports the problem is identified at the level of individuals: the girls must change. Sport club projects in the male-dominated sports aim at adjusting the activities to better suit girls which as in the above case implies that girls are different than boys and thus need other kinds of activities. Most often, specific girls’ activities are introduced outside the regular activities which results in no actual change to the regular activities. In the sport club projects aimed at increasing physical activity and sports participation among participants with ethnic backgrounds other than Swedish, the problem is placed outside sports. The problem is seen to be the inability of the Swedish society to integrate children and young people with other cultural backgrounds. This is also the explanation for why these groups are underrepresented. With this point of departure existing organizational structures are not questioned at all.

Most sport club projects which have been deemed successful have applied the strategies presented above – social and cultural activities outside the actual sports activities. Another strategy has been to offer activities considered especially well suited for such groups such as basketball and football, considered especially suitable for children from non-Swedish backgrounds. Some of the other projects directed towards this group are characterized by curiosity and openness towards new groups but most often there is a lack of both an understanding of their needs and a lack of an ability to change traditional ways of training, competing and leading activities. A few sport club projects have been launched to develop democratic values in sport. One example is a project in a football club with activities aimed in fostering youth at risk. In an equestrian club project the objectives were to change destructive hierarchical communication structures. In both cases the method was to provide the children and youth with an independent mandate for both planning and realizing significant but limited activities in the club. However, whilst certainly commendable, one focus in these projects has also been to arrange more activities rather than to develop existing ones to suit project purposes (Gerrevall, 2007). In the research projects studying sport club projects that were aimed at cooperating with schools, results show that activities reach those children that are already physically active and club-organized (Apitzsch, 2007; Ericsson, 2007; Gustafsson & Fagrell, 2007; Peterson, 2007). This

is again explained by the lack of alternative activities. In cooperating with schools, clubs simply offer their regular activities.

The sport club projects in “The Handshake” can be characterized as “more of the same” as opposed to change and development. The basic idea seems to be that sports clubs have good activities as it is and that achieving the goals of the project requires only getting as many as possible to participate in these activities available. With this view, marketing becomes more important than change, which becomes apparent in the so-called school cooperation projects. To the extent some change has occurred, it is through the social and cultural activities mentioned. From the other research projects we can see that change is focused on individuals and that education is the means to make them change. Leaders and coaches need to learn about what girls, children and youth from diverse ethnic backgrounds are like so that they can meet those groups and adapt them to better fit in to the activities which are offered (Thedin Jakobsson & Redelius, 2007).

3. Temporary organisations result in temporary changes

The basic principle for organized club sports in Sweden is that everyone should be given the opportunity to participate regardless of ethnicity, religion, age, sex, nationality, physical and psychological prerequisites. This principle is emphasized in the programme manifesto of the new “Sports for all” - programme. In order to reach this ambition the sports movement must “*develop complementary forms and structures which can attract also the groups which do not find themselves at home in the organized sports of today*” (authors’ translation, Riksidrottsförbundet, n.d.). In order to establish intended changes RF used the project organization.

In our third research project we focused the implications of “The Handshake” for the minor sports, especially the sport club projects that differed from or challenged regular club activities and that used the project design as a means for change. The data show that in five of the six sports, a majority of the sport club projects had a quantitative focus. Projects with a focus on quantity amount to 70-100 per cent in baseball/softball, billiards, archery and water skiing and to 50 per cent in boxing. The project descriptions show how funds are used to invest in equipment and to arrange activities which the clubs otherwise could not afford. One example is to arrange one more training camp or to participate in one more competition which could not fit in the regular budget. In the interviews respondents explain these investments as a vital prerequisite for being able to open the doors for more children and young people. Leaders see doing more of the same, more camps and competitions that is, as a means to attract more participants.

The sport club projects with a focus on quality have on the other hand focused on offering activities in contexts where new groups might be reached. A typical example is cooperation with a local school or arranging summer schools during the summer holidays. However, the interviews in these projects show no increase in

memberships. Instead, activities for existing members have increased. The projects are, in spite of this, considered by their leaders to be successful. In their opinion, more children and young people have come in contact with the sport in question which in turn could lead to more members in the long run. They also value the investments in equipment made since these investments will make it easier to welcome more participants in the future.

The direction and content of a majority of the sport club projects has not been focused on change and development. However, this is not necessarily a consequence of the project design itself as much as the content of the projects. Some interview data indicate that initiating the projects has also started a reflection process in the clubs. This process could in the long run contribute to a development of the organization and of the activities offered to children and youth. However, as results from previous governmental projects for change have shown (Eriksson, et.al., 2006), projects for development and change result only in projects for development and change. So far, the projects studied here have resulted in the projects themselves and some more equipment, but not the intended change and development.

The smaller sports which were studied experience problems with the project design itself. In order to receive funding from the programme, clubs need some basic skills and knowledge on where, when and how funding applications can be made. All respondents state that the larger sports can better navigate in the application procedure and thus can acquire more resources at the expense of the smaller sports. They also experience that the project design itself is responsible for the hesitation of many clubs. Running a project is more than just writing an adequate application. It also means that someone in the club should take responsibility for the project, run it and report to the funding body. In the smaller sports and clubs, these people are hard to find, especially since there is an expectation that the work should be carried out without salary. The larger sports and clubs tend to have people employed who can more easily fit an additional task such as project organisation into their job description. In addition, Swedish clubs seem tired of projects since the project design has for a long period of time been used on a regular basis in the sports movement to establish new practises and promote general change, e.g gender equality (Olofsson, 1997) and recruitment of young leaders (Redelius, Auberger & Bürger Bäckström, 2004).

The sport club projects which were studied have potential to start a process of reflection which in turn is a basis for change and development. However, against the background of our results we are reluctant to endorse the project design as a means for establishing new practices and thus reaching the objectives set up by the Swedish government and RF. With the project design there is also a risk that the smaller sports are depleted when the larger sports have the upper hand in the application procedure (Åkesson, 2007). Since not everyone is attracted to football, the new

“Sports for all” - programme needs variation. This variation is at risk when the smaller sports have difficulty acquiring the funds.

The potential for change and development in the studied sport club projects is not surprisingly dependent on the content of the activities. Projects with a focus on quality are in a minority and so are those with effects of change and development. The total lack of examples aiming at developing alternative forms and structures to attract participants from new groups is surprising.

Discussion & Conclusions

We argue that the mismatches between ambitions and outcomes highlighted in our analysis are results of forces originating from different institutions in the studied context. We will also argue that these forces may be compared to the concept of dominant logics (Bettis & Prahalad, 1995), that is, they contain information on legitimate ways in which to arrange activities. Furthermore, we will argue that the observed mismatches can be understood through the theoretical concepts of decoupling (Meyer & Rowan, 1991) and translation (Latour, 1986) as presented in the theoretical framework.

Three dominant logics are identified in the results: *the sports performance*, *the club sports* and *the mass production logics*. The sports performance logic is the driving force behind all competitive sports, or the “constitutive essence of sport” as Seippel (2006: 54) puts it. And to paraphrase Karin Mattsson, the chair of the Swedish Sports Confederation, it may be utopian to think that an organization with a 100-year history of organizing sport in Sweden, mainly in its competitive form, should be able to change its practice to something else over a 4-year period (a remark she shares with many scholars in the field of sport policy and change, (cf. Waddington, 2000)). The traditional values of competition, carried by normative forces, which form the historical basis for the organization’s whole existence appear to be much stronger than the relatively newer values of sports for all carried by coercive forces. Perhaps the lack of visible and tangible disruption of institutional rewards places the sports performance logic above the political intentions of the programme. Due to the lack of external audit RF can take power to both redefine the commission and to arrange the activities as it sees fit. Since another programme, very similar to the one presented here, has already been launched with twice the €100 million funding of “The Handshake” it seems that the government is content with the programme and its results. Most of the research projects analyzed in this study suggest that many things could have been done differently. The extension of additional funding emphasizes the significance of RF as an autonomous authority with a close to governmental execution. The position of RF as *the* organizer of sport in Sweden is so strong that not even the Swedish government can direct it. Or as the Implementation Model as used by Skille (2008: 185) dictates: “the process of implementation depends on the dispositions – that is the ability and the willingness – of the

grassroots implementers”. The goals of imposed policy are thereby always subject to negotiations with the values and self-interest of the implementer.

This phenomenon has also been observed in other countries where similar policy programmes have been launched to reach similar aims. Results from the other Scandinavian countries Denmark and Norway, which are especially interesting due to the historical, economic and political similarities between these countries, have shown how the relationship between the state and sport has over time evolved to what can be described as a “family relation” (Bergsgard & Rommetvedt, 2006; Selle, 1995). This family relation or “mutual dependency” as Norberg (1998) and Skille (2009) refer to it, can help us understand how RF can deflect the seemingly coercive forces emanating from the state. The mutual dependency, which is based on the state in the role of the financier and organized club sport in the role of the implementer, is a fragile contract where organized club sport in its voluntary shape has developed leverage when it comes to meeting the wishes, demands, guidelines or policies from the state. The redefinition of the commission noted above also illustrates how the “sport for all”- values defined by the state as “opening doors for more” can be translated into “retaining the already active longer” and thus better fit the existing structures and culture of organized club sports. In a translation perspective one could argue that when organized club sports at all levels are caught between state policies from above and member needs and expectations from below, organized club sport representatives are prone to give precedence to member needs and expectations. But a total rejection of the policies from above is not an alternative because it risks losing legitimacy. Therefore RF integrates the most rewarding element of the policy, funds, into existing activities (cf. Skille, 2009).

The sports performance logic is closely intertwined with the club sports logic which has an equally history as long as that of competitive sports in Sweden. Leisure time sports are to be arranged by voluntary and non-profit clubs. This tradition not only supports the position of RF as the prime organizer but also feeds off of it. Few voices have publicly questioned whether RF is the sole potential receiver and distributor of the grant aimed at increasing physical activity among children and young people. Our analysis raises questions about the appropriateness of this arrangement. Our data cannot suggest alternative solutions but yet the question remains whether the school system or other voluntary organizations such as the YMCA, the scout movement, the outdoor activities movement or informal local groups could also benefit from ventures like this or even reach better results. The school as an alternative actor has the potential to reach all children through the Swedish compulsory school attendance and has also P.E-teachers trained to include both well-motivated, club organized children and less motivated or unorganized ones. However, since the club sports logic dictates that all sports activities are to be carried out within the framework of voluntary sports clubs, all other actors are out of the question. With this way of arguing it is more easily understood why a change of organizational structures or activities becomes difficult. Voluntary club sports are to

be arranged in a certain way and those individuals who don't fit in must change. Studies on the Norwegian equivalent to "The Handshake", the "Sports City Programme", lend weight to this conclusion. Skille (2004), among others, has shown that it is hard to expect alternative activities from a programme implemented by a traditional organization such as the Norwegian Olympic Committee and Confederation of Sports in the Norwegian case and RF in this case. Sport club representatives tend to consider only what is directly related to the actual sport activity (Skille, 2008). Similar results are presented also from the Danish and the Finnish context. Kokko, Kannas and Villberg (2006) point out that policy implementation is dependent on the characteristics of the setting within which the policy is to be implemented. That is, one cannot stress enough that sports clubs are first and foremost concerned with competitive club sport and not so much with government initiatives for health or social integration. In the Danish context (Ibsen & Möller, 2007), these results are emphasized by findings that show how change in sports clubs depends on the people inside the clubs receiving external influence. This further strengthens the notion held by Latour (1986) and others that ideas are always in the hands of people who can act upon a new idea in many different ways.

This also relates to our analysis of the project design as a means for establishing new practices. A few examples can be found in our data where both the traditional club sports logic and the sports performance logic is questioned. Projects where competition is downplayed and other activities are used to attract new participants. However, the success in these projects is not due to project design as a means for change but has more to do with the content of the projects and the focus of the activities. By utilizing the project design for offering these alternative activities, the results have small prospects of surviving the timeframe of the project. This in turn is a weak engine for changing existing structures and reaching more long-lasting change. Considering the amount of resources attached to the programme, a more permanent resource allocation would be very costly over time for the government. RF on the other hand is less willing to discuss the programme in terms of a project but instead refers to the grant as a method to improve regular activities, which, from our point of view, gives them almost an alibi for offering more of the same. This should however not be interpreted as malfeasance will but rather as another expression of how strong the club sports and result-oriented logics are. It is also an illustration of how ideas when circulated are translated and evolve differently in different settings (Sahlin & Wedling, 2008). At the same time it highlights the usefulness of decoupling (Meyer & Rowan, 1991). By choosing the project design for activities offered within the framework of "The Handshake", sport clubs can maintain regular activities as expected by existing members, or as Skille (2008: 196) contends: "Sport club representatives do what is familiar to them, and people respond to the social environment, which is first and foremost the local environment".

The two logics presented above helped us identify yet another logic, that of mass production. The resources from "The Handshake" are distributed unevenly at the

expense of the smaller sports. In this way, quantity is rewarded. Sports with many participants are already in advance determined to profit from the programme. But this reproducing principle also rewards the larger sports by giving them more avenues for recruiting members. Since the regular financial support to voluntary club sports is also based on the number of participants and activities the larger sports are rewarded yet again. Distributing funds in this way not only hampers the smaller and less traditional sports but also reinforces the impression of “The Handshake” being just another way of financing regular activities.

This phenomenon relates to the main objective of “The Handshake” – sports for all and opening doors for more. Neither of these two intentions says anything about change or development. But, as mentioned in our results, the government required that the sports movement should *develop complementary forms and structures*. One would expect that the most dominant logic would be connected to the official, governmental programme ambition and the funds that followed but our results show instead how other logics are superordinate. The definition of organizational environments by Scott and Meyer (1983) suggests that they are characterized by rules and requirements to which individual organizations must conform if they are to receive support and legitimacy. However, it would seem like the argument put forward by Zucker (1983) in the definition of an institution has more bearing on our results. Institutions are values, ideas and general ways of doing things which become unquestioningly accepted over time through the forces of habit, history and tradition. In our results, history overruns the rules to which the organization is supposed to conform. It seems like legitimacy is acquired by adhering to traditions and past actions rather than by conforming to the new rules. However, this line of thought is not opposing institutional theory as presented initially. On the contrary, it emphasizes one of the central components in the theoretical framework – how stability and inertia are stronger than change and development. It seems that the traditions upholding these logics contribute to a remarkable stability and reluctance to change in a much stronger way than the prescribed complementary forms and structures contribute to change and development. To the extent effectiveness can be traced, the reason is not that RF in this case has conformed to the prescribed practice and thereby obtained support and legitimacy. Instead RF, as an organizational actor, reflects patterns in its own organizational history.

A complementary way of understanding the behaviour is that RF constitutes the whole organizational environment and thereby dictates most of the rules and requirements to which it conforms. The central, authoritative and autonomous position of RF gives the organization power to constitute its own social reality in any given time. Without much interference or resistance from other organizational actors RF can form opinions as to which issues are important (sport performance, club organization and mass production) and which are not (complementary forms and structures), how to think about these issues, and finally how to act upon them. Or as the chairperson of RF, Karin Mattsson states when summarizing the program,

“That the organized sports movement would reach all children is probably a utopian idea...Therefore, this programme has rather been a method to develop and improve regular club sports activities” (authors’ translation, Mattsson, 2007). It seems like the conclusion offered by Skinner, Stewart and Edwards (2004: 91) studying the Australian context of sport policy implementation holds true also for the Swedish context: “Effective change requires more than the development of strategic planning documents that are endorsed by senior management”. “The Handshake” was after its completion followed by another government initiative in 2007 which is almost identical to its precursor. The only real difference is that the new programme has given RF and associated national sports associations even greater liberty of action in deciding on the distribution of the funds and the direction of the activities. Based on our conclusions in this article we predict further space for the sports performance logic at the expense of the pronounced sport for all ambition.

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3. CALLS FOR CONFERENCES, OTHER EVENTS AND OPPORTUNITIES

Compiled by Simona Kustec Lipicer

EASS 2010: Sport, Health and Environment

The European Association for Sociology of Sport (EASS) was established with the aim of promoting closer co-operation and networking between experts dealing with social issues related to physical activity and sport in Europe. This is particularly important today due to the emergence of a new social structure at the European level, and the ways in which sport is affected by changes in ethics, politics, economics, organisation and legislation. Scientific analysis of these issues and joint efforts to promote the sociology of sport in Europe seem to be necessary steps to take, particularly at this historical moment in time when Eastern European countries are being integrated into the European Union. 2010 Conference on sport, health and environment is a forum for reaching the stated aims in the area of sport and social sciences.

Location: Faculty of Sport (FADEUP), Porto University, Portugal

Date: 5-9 May 2010

Organiser: The European Association for Sociology of Sport EASS

Website: <http://eass2010porto.fade.up.pt/index.html>

5th World Conference on Woman and Sport

The main theme of the Conference is Play | Think | Change. The 5th World Conference on Women and Sport aims to:

- Review the progress for women and sport since the 4th World Conference on Women and Sport in Kumamoto, Japan in 2006, sharing experiences and celebrating achievements
- Build a global community of practice for women, sport and human rights
- Strengthen and support the development of women and sport in the Oceania Region
- Provide a vision for sustained development and progress of the global women and sport movement from 2010-2014

The Conference Program has five sub-themes.

1. Women, sport and human rights
2. Financing and media for gender equality in sport
3. Physical activity and health for women
4. Sport and social change
5. Engaging Generation Y and Z in sport and physical activity

Location: Sydney Convention and Exhibition Centre, Sydney, Australia

Date: 20-23 May 2010

Organiser: The International Working Group on Women and Sport (IWG)

Website: <http://www.iwg-gti.org/index.php?id=61>

3rd International Conference of Physical Education and Sports Science – Youth in Physical Education and Sport

In celebration of the inaugural 2010 Youth Olympic Games, the National Institute of Education, Nanyang Technological University, is organising the III International Conference of Physical Education and Sports Science (ICPESS 2010) Youth in Physical Education and Sport. The conference provides a platform for the sharing of ideas and best practices among scholars, researchers, academicians, health care professionals, PE teachers, coaches, sports scientists, sports medicine practitioners and graduate students from the East and the West. ICPESS 2010 has the endorsement of the Asian Council of Sports and Exercise Science (ACCESS).

Location: National Institute of Education, Singapore

Date: 25-28 May 2010

Organiser: National Institute of Education, Singapore

Website: <http://www.pess.nie.edu.sg/icpess2010/main.html>

13th World Sport for All Congress

The World Sport for All Congress is organised every second year since 1986. It is a forum for exchange of experiences and good practises between the actors of the Olympic family, sport for all and sport organisations, the academic world and institutional partners. The Congress is also an opportunity to present the results of the latest research in the field of sport for all.

Suggested topics

- Quality of life, health and prevention of diseases through SFA
- Social integration and SFA
- Recreation and SFA
- Economic aspects of SFA
- Target groups of SFA (children, adults, elderly, handicapped etc.)
- Role of educational institutions in SFA (school sport etc.)
- Challenges for new technologies to advance SFA
- Models of SFA (individual, social, environmental, legislation etc.)
- Local conditions for SFA (environment, nature, and sport facilities)
- Developing countries and SFA
- Sport disciplines and SFA (past, present and future)
- Sport for All vs. competitive and elite sport
- Policies, strategies and programmes to promote SFA and future strategies to include SFA in all policies (United Nations, EU, governments, sport organizations)

- Monitoring and surveillance of SFA initiatives
- Country report
- Others

Location: University of Jyväskylä, Finland

Date: 14-17 June 2010

Organisers: Finnish Olympic Committee, under the patronage of the International Olympic Committee, in collaboration with the World Health Organization and SportAccord/GAISF

Website: <https://www.jyu.fi/en/congress/sportforall2010>

15th Annual ECSS Congress: Sport Science – Where the Cultures Meet

Purpose of the ECSS is the promotion of Sport Science at the European level. For that it is dedicated to the generation and dissemination of scientific knowledge concerning the motivation, attitudes, values, responses, adaption, performance and health aspects of persons engaged in sport. Sport means all forms of human movement which aims at expressing or improving physical fitness or mental well-being, forming or ameliorating social relationships or obtaining results in competition at all levels.

It shall advise European institutions as the EU and the Council of Europe on research problems and new research results available in the field of Sport Science. Organizing the Annual Congress is one of the main ECSS activity in following the stated goals.

Location: The Middle East Technical University (METU), Ankara, Turkey

Date: 23-26 June 2010

Organiser: European College of Sports Science

Website: <http://www.ecss-congress.eu/2010/>

The International Sport Law & Business Conference (ISLBC)

An academic and practitioners conference, discussing the internationalisation of sport business, legal and policy issues, and opportunities for collaboration between academic units and sport business practitioners.

International Comparative Law, Policy, and Sport Business submissions with an emphasis on academic-practitioners collaboration prospects are particularly encouraged.

You are invited to submit an abstract of 250 words max excluding references by **Friday, April 2nd, 2010**, to the Chair of the Scientific Committee, Dr. Anastasios Kaburakis at: tassos.kaburakis@islbc.org, or akabura@siue.edu.

Include complete contact information and institutional affiliation. Lead authors will be notified within two weeks of submission. Full manuscripts may be submitted to a Special Issue of IASL's Journal, the *International Sports Law Review*, Pandektis, by the end of 2010.

Location: Istanbul University Law Faculty Centre of Comparative Law, Istanbul, Turkey

Date: September 6-7, 2010

Organiser: International Association of Sports Law (IASL)

Website: <http://istanbul2010.islbc.org>.

OTHER REPORTS AND PUBLICATIONS

International Journal of Sport Policy Special Issue: 'Implementing the European Commission White Paper on Sport'

The International Journal of Sport Policy is a young journal in the field but has quickly positioned itself as a leading and authoritative source of academic knowledge in the area. Its special issue on 'Implementing the European Commission White Paper on Sport' is now available. This special issue has been guest edited by Richard Parrish and Samuli Miettinen and features some of the papers presented at the 3rd annual Sport&EU conference in Southport, UK. For further information see <http://www.sportandeu.com/blog.htm>.

Sport et Citoyennete: Special Issue On Sport Governance in Europe

Contribution by Carole Ponchon

Sport et Citoyenneté, a European think tank in the field of sport, explored the theme of "Sport governance in Europe" in the latest issue of its journal. This ninth issue of the scientific journal, published in December 2009, explored a number of questions in sports governance, including the meaning of governance, the specificity of sport, roles of actors in European sports governance, the power of supranational and local institutions, and implementing the values of sports governance. The contributions in

this issue illustrate that the current economic, financial, environmental and social crises faced by our society force us to take new requirements into account, to involve new people and at the same time defend those principles which are the very essence of sport.

Governance is the business of all, from the individual citizen volunteer in an association to the leading member of a federation, from local authorities to national and European bodies. The European sports model, characterised by a pyramidal structure, seems questionable. In the last decade new stakeholders have appeared. This has led to changes in the power structure of sports bodies. Understanding the challenge of sports governance requires a focus on multiple locations of decision-making and the ways in which relations between actors are conducted and managed.

In this issue, European decision makers, experts, sportsmen or committed association representatives share their experiences and their opinion about these questions and offer their views on good governance and emphasise the main principles which guide sport. Ideas examined include

- The definition and promotion specificities and values of sport while acknowledging positive impact of sport on European society.
- Promoting cooperation so that governance truly becomes a shared exercise between all stakeholders
- Developing the rules of conduct in sport and instilling a sporting culture that promotes good governance.
- Addressing the excesses of sport, especially those generally related to economic sport such as doping, violence, corruption and trafficking
- Defining and enforcing principles of good governance such as transparency, ethics, responsibility, representativeness, democracy
- Developing self-regulation mechanisms in order to increase self-conditioned autonomy.
- Promoting international political will to fight for good governance
- Remain attractive to business and at the same time safeguarding the independence of the sport movement.

Contributors include: Ivo Belet, Joseph S. Blatter, Michel Delebarre, Isabelle Severino, Arne Ljungqvist, Colin Miège, Florence Rangeon, Lorenzo Casini, Giulio Napolitano, Walfried König, André Noël Chaker, Stanislas Frossard, Vincent Chaudel, Jean-Loup Chappelet, Wladimir Andreff, John Beech, Borja Garcia, Denis Musso, Eleni Theodoraki, Alain Arvin Bérode, Jérôme Voss, David Hindley, Grant Jarvie, Mickaël Attali, Cyril Cloup, Antonia Hagemann, Dave Boyle, Jean Reveillon and Fabien Ohl.

For further details on *Sport et Citoyenneté* and its work, please feel free to contact Ms. Carole Ponchon at: carole.ponchon@sportetcitoyennete.org

On the Ball

On the Ball aims to give the reader a good understanding of the core legal issues in the football industry. On the Ball is produced in conjunction with Football Aid, a sports charity organisation, which enables football supporters to 'Live the Dream' and bid online at Footballaid.com to play on the hallowed turf of their cherished team. In this issue, the authors gaze again into the complex world of football and the law. They delve into subjects such as BSkyB's latest Premier League deal, the prospects for a Great Britain team at the 2012 London Olympics and third party player ownership in football.

See: <http://www.ffw.com/pdf/On-the-ball-Issue-2.pdf>.

Contact person: Daniel Geey at daniel.geey@ffw.com

Sport, Business and Management: an International Journal: CALL FOR PAPERS

TO BE PUBLISHED BY EMERALD (<http://www.emeraldinsight.com/>)

The first edition of the above new journal will be published in Spring 2011. People are therefore invited to submit papers for inclusion in the journal.

Further details of the paper format guidelines and the submission procedure will be issued in due course, although authors may wish to note that the journal will in both cases follow the conventions already used by other Emerald journals.

An online submission platform will be available in due course, but in the meantime all **enquiries about papers should be directed to Professor Simon Chadwick** (Simon.Chadwick@coventry.ac.uk).

In general terms, submissions to the journal will be expected to:

- Use sporting examples and concepts to illustrate management theory
- Use management theories and concepts to investigate sport
- Address management problems and issues in a sporting context

It is anticipated that papers submitted to the journal will normally fall into categories which could include:

- Fans and customers
- Athletes and coaches
- Clubs and teams

- Leagues and competitions
- Events and tournaments
- Stadiums and venues
- Commercial and non-commercial partners
- Governing bodies and representative associations
- Intermediaries and athlete representatives
- Traditional and new media outlets
- Suppliers, retailers and other outlets for sport
- Places and spaces
- Local economic, social and other relevant projects/initiatives

As such, the journal will accept submissions drawn from the full-range of business and management disciplines (either individually or inter-disciplinary in nature) including: Accounting; Corporate Social Responsibility; Economics; Entrepreneurship; Ethics; Finance; Global management Governance; Human Resource Management; Information Technology; International Business; Law; Management; Marketing; Organisational Behaviour; Strategy; Supply-Chain Management.

EU SPORTS ACTIVITIES

Conference on funding of grass roots:

On 16 February 2010, the European Commission organised a conference to give all interested parties the opportunity to give their views on the financing of grassroots sports (i.e. sport for all). The aim was to present the various financing systems across sports disciplines and Member states, to discuss the impact of the economic crisis on grassroots sports financing and identify possible future challenges. In addition, a number of disciplines and countries were selected to be analysed in more detail in the next phase of the study on the financing of grassroots sports

For more, including the Report see:

http://ec.europa.eu/internal_market/top_layer/sport_en.htm

Study 'Volunteering in the European Union'

A study on volunteering in the EU, carried out by GHK for the European Commission in the course of 2009, is available at:

http://ec.europa.eu/sport/news/news900_en.htm

Study on 'Sports Agents in the European Union'

The results of the Study on Sports Agents in the EU, which was carried out by a consortium composed of KEA European Affairs, EOSE and the CDES is available at:
http://ec.europa.eu/sport/news/news898_en.htm

4. SPORT&EU V ANNUAL CONFERENCE PROGRAMME

FINAL PROGRAM

July 1st 2010

9.00-9.30: Registration and welcome coffee

9.30-10.00: Welcome and introduction

- Mr. Paul Van Cauwenberge, Rector Ghent University, Belgium
- Mr. Philippe Muyters, Flemish Minister of Sport

10.00-11.00: Guest lecture: Prof. Ian Henry (Loughborough University, UK): European models of sport governance and the development of policy delivery through local partnership and networks in the UK

11.15-12.15: Research panel I

- After Lisbon: Challenges for the Sport Education and Training Sector (Karen Petry, German Sports University Cologne, Germany)
- What do football hooligans and terrorists have in common? (Peter Coenen, University of Lucerne, Switzerland)
- Government structure and sports performance (Caroline Buts, Cindy Du Bois & Bruno Heyndels, Free University Brussels, Belgium)

13.15-14.15: Research panel II

- Player release: Securing the pathway for rugby league players selected to an international representative team (Leanne O'Leary, Queen's University, UK)
- International transfers of under-18 football players (Kayla McCulley, University of Neuchâtel, Switzerland)
- Agents and intermediaries in English football (Anna Semens, Coventry University, UK)

14.15-15.45: Round-table: EU sport policy after the Lisbon Treaty

Chair: An Vermeersch (Ghent University, Belgium)

Speakers: Mr. Ivo Belet (MEP); Mr. Michal Krejza (European Commission); Mr. Folker Hellmund (EOC-EU Office)

20.00: conference dinner

July 2nd 2010

10.00-11.15: Research panel III

- How sporty is the joint sale of sports broadcasting rights? A critical reappraisal of the status of professional sport leagues' commercial activities under the EC antitrust rules (Ben Van Rompuy, Free University of Brussels, Belgium)
- The list of major events regime and the 'must-broadcast' obligation (Katrien Lefever, Catholic University of Leuven, Belgium)
- Media economic challenges for exclusivity in sports broadcasting (Tom Evens, Ghent University, Belgium)
- Socio cultural protection vs economic interests in sports broadcasting: Legal and regulatory aspects (Daniel Geey & Simon Boyes, Nottingham Trent University, UK)

11.30-12.30: Research panel IV

- Sport governance in a globalised world through the small states' lense. The case of anti-doping policy (Simona Kustec Lipicer & David McArdle, University of Ljubljana, Slovenia & University of Stirling, Scotland)
- Watching an athlete's every move: The whereabouts rule and the right to privacy (Adam Pendlebury, Edge Hill University, UK)
- Integrating gambling in the governance of sport: Financial opportunities and ethical challenges (Jean-Patrick Villeneuve & Madalina Diaconu, Swiss Graduate School of Public Administration & University of Neuchâtel, Switzerland)

13.30-14.30: Research panel V

- Europeanisation of Greek national sport policy (Sakka Stavroula & Efthalia Chatzigianni, University of Peloponnese, Greece)
- Governance through sports development? - Potentials and benefits of a problem related and dialogical approach (Stephan Klaus, University of Osnabrück, Germany)
- Lobbying and the Europeanization of sport interests (Efthalia Chatzigianni, University of Peloponnese, Greece)

14.30-15.30: Research panel VI

- The challenges of sport governance in achieving gender equity in sport: Case study of Canada's actively engaged sport policy (Inge Derom, University of British Columbia, Vancouver, Canada)

- Governing the football community agenda (David Hindley, Nottingham Trent University, UK)
- Can't even shoot straight (Tanja Walther-Ahrens, EGLSF)

15.30-15.45: Networking and informal discussion with coffee/refreshments

15.45-16.00: Concluding remarks: Prof. Richard Parrish (Edge Hill University, UK, and Honorary Chair of Sport&EU)

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REGISTRATION 15.4.2010-15.6.2010

Speakers

Keynote Speakers

Professor Ian Henry Professor of Leisure Policy and Management & Director of the Centre for Olympic Studies and Research Loughborough University www.lboro.ac.uk/departments/ssehs/staff/academic/ian-henry.html

In relation to the theme of this conference, the ‘Challenges of Sport Governance’, much focus is understandably on the impact of the Treaty of Lisbon at a European level. This paper however addresses changes in sport governance at the national and local levels. In doing so it traces changes in national models of sport governance in Europe, as the context for identifying the most recent attempts in the UK by New Labour to deliver sport policy through a series of overlapping networks and partnerships. New Labour’s approach seeks to combine the ‘joining up’ of a range of policy domains (education, health, community safety etc.) with the domain of sport policy, and the engagement of actors across the public, commercial, and voluntary sectors. This is a contemporary version of what Camy et al. (VOCASPORT Research Group, 2004) term the Social Model bringing together a range of social actors to promote the formulation and delivery of policy. It is a system manifestly characterised by governance – with government steering through influence and transaction processes rather than engaging in direct service provision. Central to this analysis is the evaluation of the impact of the introduction of County Sports Partnerships (CSPs) in two English counties in the East Midland region. These organisations were introduced to broker relationships between organisations or groups which are drawn from a range of policy domains and constituencies, and from the public, private, and voluntary sectors. The evaluation is undertaken in two stages. First a Social Network Analysis undertaken of the interaction between actors from the various policy domains in both counties is reviewed to reveal the variation in the density of network connections between policy constituencies. Subsequently two sets of interviews (n=90) conducted with policy actors in 2005/6 and 2007/8 provide insights into factors which promote or militate against effective governance in the form of network delivery of local sports policy goals.

Round Table Speakers

Mr. Michal Krejza, Head of Sport Unit European Commission - DG EAC ec.europa.eu/staffdir/plsql/gsys_fonct.properties

Mr. Ivo Belet, Member of European Parliament www.ivobelet.eu/

Mr. Folker Hellmund, Director EOC-EU Office
www.euoffice.eurolympic.org/

Paper presenters

Karen Petry (German Sports University Cologne, Germany): After Lisbon: Challenges for the Sport Education and Training Sector

The objective formulated by the European Council in Lisbon in 2001, that the EU wants to become a competitive and dynamic knowledge-based economy, identified lifelong learning as the essential element of European education policy. The overall objectives of the Bologna Declaration and the Lisbon Process built a common strategy related to education and training in sports and all sport related sectors. Relating the quintessence of European education and training dimensions to the sector of sports, the White Paper on Sport states, that through its role in formal and non-formal education, sport reinforces Europe's human capital. The values conveyed through sport help develop knowledge, motivation, skills and readiness for personal effort. Time spent in sport activities at school and at university produces health and education benefits which need to be enhanced (European Commission, 2007: 5). The presentation will demonstrate how the Lisbon Treaty and the future "EU 2020" strategy will influence the sport education sector in the following areas: Lifelong Learning and EQF; Stronger labour market orientation; Harmonisation of qualifications; Alignment of higher education and vocational qualifications. Key agencies and organisations in the sport sector will be identified and the role of the "European Sport Workforce Development Alliance" (ESWDA) will be discussed. The challenges for the future work as well as recommendations for action will be outlined.

Peter Coenen (University of Lucerne, Switzerland): What do football hooligans and terrorists have in common?

Banning orders provide a unique remedy to modern problems. Banning orders thread a thin line between administrative measures and criminal sanctions. Banning Orders for football hooligans have been incorporated into English law by the Football Spectators Act 1989, which was amended by the Football (Disorder) Act 2000. The English authorities have claimed banning orders as a great success in the fight against football hooliganism. The Football Spectators Act (as amended) introduced a number of draconian measures intended to combat football hooliganism. One of the most controversial measures introduced is the football banning order on complaint, for which a criminal conviction for a football related offence is not needed. Banning orders have also been used to restrict the movement of other groups. One group of particular interest for this presentation is that of suspected terrorists. Banning orders aim to prevent the occurrence of certain criminal acts, whether this is a riot at or around a football match or a terrorist attack, by restricting the free

movement of those to whom a banning order has been handed out. For a banning order to be handed out, a criminal conviction is not necessary. A banning order is a very serious measure. Therefore it should be treated with extreme care and should conform to national and international legal standards. The English legislation raises some serious questions regarding its legitimacy with regards to banning orders and its application in practice. In this presentation, the author will explore some of the legal problems associated with banning orders. Special importance will be attached to whether the legislation regarding banning orders conform the provisions of the European Convention on Human Rights and the legal provisions of the European Union. The author will attempt to use the deficiencies of the English legislation as a warning to other countries that have or are contemplating the introduction of similar legislation.

Caroline Buts, Cindy Du Bois & Bruno Heyndels (Free University Brussels, Belgium): Government structure and sports performance

For many people, sports are an important aspect of daily life. Sports first of all contribute to good health. Furthermore, they influence overall wellbeing by bringing fun from movement and competition as well as by providing opportunities for social interaction. Famous medal winning athletes serve as a role model for the broader population. They help to stimulate people to start practicing sports in their leisure time. Also, these international stars bring their home country in the worldwide media contributing to a positive image of the nation. It is thus important for a country to have these medal winning athletes. We study the effects of government structure on the number of top level athletes. More specifically, we investigate whether the degree of government decentralization has an influence. The focus is on track and field athletics as well as on the Olympic Games. Hereto we look at IAAF (International Association of Athletics Federation) top hundred year lists and medal tallies from four Olympic Games. Following the literature on the determinants of sports success (see for example Bernard and Busse (2004), Grimes et al (1974) and Lui and Suen (2008)), we run tobit regression and obtain following results: the number of tiers (i.e. levels of government) is positively correlated to sport excellence, i.e. a more decentralized state structure positively influences the number of top level athletes. Furthermore, GDP, surface, expenditure on health, hosting the Olympic Games and a socialist regime positively impact on sports performances. Being on the Asian continent and high deviations from the ideal temperature to practice sports reduces the chance on top level performances.

Leanne O'Leary (Queen's University, UK): Player release: Securing the pathway for rugby league players selected to an international representative team

The Super League competition (“Super League”) is Europe’s premier professional rugby league competition. Super League is comprised of 14 rugby league clubs that are situated in the United Kingdom and France. It is organised under the auspices of the Rugby Football League (“RFL”), the sporting code’s governing body in the United Kingdom. A player employed by a Super League club can not, without the club’s consent, provide playing services to an international representative team, and consent is not always forthcoming. The situation usually arises in circumstances of a conflict between an international representative match and a domestic club match. A player is unable to require changes to the standard terms and conditions, prescribed by the RFL, which may reduce anti-competitive foreclosure in the market for playing services (“the relevant market”) and secure a player’s release for an international match. A dominant position in the relevant market enables the RFL and the clubs to refuse amendments during the contract negotiation process. A balance is required between the commercial interests of the RFL and the clubs and the employment interests of players. Enabling a player to negotiate the terms of release reduces anti-competitive foreclosure in the relevant market. It also promotes a valuable social policy objective outlined in Article 136 (EC), namely ‘the promotion of...improved living and working conditions’ for employees.

Kayla McCulley (University of Neuchâtel, Switzerland): International transfers of under-18 football players

In the wake of FIFA’s September 2009 decision to reprimand Chelsea FC for its illegal signing of Gaël Kakuta, conditions governing international transfers of young footballers are coming under intense scrutiny. Several clubs are airing their grievances against unlawful recruiting practices targeted at players under age 18. In France and Italy, national association rules that seek to place limitations on transfers of young footballers are being judged before the European Court of Justice in Luxembourg. Viewed through the lens of Community law, these cases are manifestly the inheritance of Bosman, involving the principle of freedom of movement for workers codified in Art 45 TFEU (Art 39 EC). This article concentrates specifically on the legal issues that arise when a player under 18 leaves the academy system and signs his first professional contract. Moreover, I will reflect on the FIFA solidarity mechanism – whereby a developmental club recoups a payment from the signing club – and consider if it is an adequate tool for dealing with transfers of this nature and encouraging the training of young players. Finally, the question is raised as to whether these developments will turn the attention of FIFA, UEFA, FIFPRO and the European Union toward firmer regulations pertaining to international transfers of minors.

Anna Semens (Coventry University, UK): Agents and intermediaries in English football

Agents and intermediaries have become powerful stakeholders in the business of football. There currently exist 5191 officially registered football agents worldwide,

representing a 500 % increase in the last decade, with almost one third of all agents registered in Italy, Spain or England. While between October 2008 and September 2009 English Premier League clubs alone spent £70.7m on agents' fees, equating to an estimated average of £80,000 per deal, data on transfers suggest that in reality, the fees are not evenly distributed. Amongst the 387 agents currently registered with the English FA, there are a number of different types and the work undertaken by each of these is unevenly shared, with some registered agents not representing any clients, and not all players employing an agent. Findings suggest that while in terms of numbers there are more solo agents than any other type, Full Service Agencies undertake the majority of the business and over two thirds represent only one player. Employing data on 950 players in England, this paper provides a picture of the agents market in England, considering the role and types of intermediaries, before identifying their impact on wages, transfer fees and contract duration.

Ben Van Rompuy (Free University of Brussels, Belgium): How sporty is the joint sale of sports broadcasting rights? A critical reappraisal of the status of professional sport leagues' commercial activities under the EC antitrust rules

The recent US Supreme Court antitrust case *American Needle v NFL* has reinvigorated the debate as to which business activities of professional sport leagues are legitimately undertaken collectively from an antitrust law viewpoint. Over the last few years, the European Commission has accepted several agreements concerning the joint selling of sports broadcasting rights under the European antitrust rules, albeit with strings attached. While recognizing that the practice of joint selling leads to efficiency gains and can contribute to financial solidarity between all levels of sport, the Commission wanted to ensure that market access to sports broadcasting rights is not unduly restricted. According to the Commission, its decisional practice clearly demonstrates that it fairly balances the interests of sport leagues and fans. Following a critical assessment of the European Commission's decision-making practice and the effectiveness of the imposed competition remedies, this paper will demonstrate that the Commission's political statements conceal an essentially economic reasoning. In light of this observation, the paper will reappraise the validity of the justifications for a favorable treatment of joint selling agreements under the European antitrust rules - from the perspective of the sport leagues, the broadcasters and the end-consumer. Taking into account recent antitrust cases at the national level, it will be argued that a pass-on of the claimed efficiencies resulting from collective selling to the actual sports fan should become an overriding consideration in the application of Article 101 TFEU (ex Article 81 EC).

Katrien Lefever (Catholic University of Leuven, Belgium): The list of major events regime and the 'must-broadcast' obligation

To guarantee the public's access to sports events of major importance for society, the list of major events mechanism was embedded in the regulation of the audiovisual sector. Although the list of major events system's aim is well - intended, the unwanted result of the current system could be that the level of exposure that listed sports receive could be restricted. Due to the fact that free - to - air broadcasters are not obliged to broadcast the events once they have acquired those rights, the public's right to information with regard those major events is in fact not guaranteed at all. In order to prevent this unintended effect, this paper will consider the Australian 'use it or lose it' principle as a means to guarantee the public's right to information in a more effective way. In addition, this paper will examine whether or not the current list of major events regulation could be complemented with a 'must - broadcast' obligation. Given that broadcasters are likely to broadcast those events or programs they believe will attract the largest viewing audience, this obligation would have a major impact on their economic freedom. However, as other intrusive measures like the 'must- offer' obligation or the 'must - carry' obligation can be imposed in order to safeguard a public interest when being proportionate and transparent, it could be justified to "close the gaps in the value chain" in order to guarantee a universal accessibility for the public to major sports events being important for the society.

Tom Evens (Ghent University, Belgium): Media economic challenges for exclusivity in sports broadcasting

Increasingly, digital technology advances are transforming broadcasting industry architecture and its prevalent business models. As the industry is characterised by platformisation and complex value networks, common industry practices such as exclusivity in sports broadcasting have become under pressure. This paper challenges the traditional economic reasons that support licensing exclusivity for high - quality content and shows that, rather than single - homing, multi - homing is the optimal strategy for rights holders in the creative content industry. Profiting from network economics, rights holders should spread their content across multiple platforms because foreclosing a portion of the market by being exclusive will be too costly for them. Simultaneously, sports rights owners should affiliate to these platforms to create more value and extract more profits from consumers. By leaving control over pricing, bundling, advertising etc., platform owners avoid the inherent hold - up problem when contracting with sellers before selling to consumers. Finally, the public's right to information benefits as consumers get a wider and non - exclusive choice between several platforms for watching their favourite sports content.

**Daniel Geey & Simon Boyes (Nottingham Trent University, UK)
Socio cultural protection vs economic interests in sports broadcasting:
Legal and regulatory aspects**

This paper seeks to compare and draw contrasts between differing legal and regulatory approaches to the exploitation of media rights in sports events and

competitions. The paper considers first the capacity of sports rights holders to derive full economic value in the disbursement of those rights. The extent to which this is adequately regulated on an economic basis, principally through the application of competition law, is considered. In particular, the ongoing OFCOM consideration of BSkyB operations in this sphere is scrutinised. Second, the paper moves on to consider the extent to which socio-cultural interests are adequately protected by the reservation of certain events for free-to-air broadcast under 'listing' provisions. The paper considers whether such measures are justified and whether they are effective in achieving their stated aims. Further, the paper considers the sustainability of such measures on a legal basis, in light particularly of the legal challenges launched by FIFA and UEFA in respect of European Commission approval of the UK list and the potential for legal challenge arising out of the updating of that list, likely to be finalised in March 2010. Finally, the paper draws together the two strands of its discussion, offering a final analysis as to the efficacy of the two regulatory regimes in securing appropriate outcomes.

Simona Kustec Lipicer & David McArdle (University of Ljubljana, Slovenia & University of Stirling, Scotland): Sport governance in a globalised world through the small states' lense. The case of anti-doping policy

This aim of this contribution is to discuss the impacts that legal and policy attempts established at the global level of political-making have for the future activities of the sports organizations as well as also state governing bodies in the field of sport. The contribution has been especially concerned with researching the field of global anti-doping policy initiatives, being created with the World Anti-Doping Agency (WADA) and its fundamental legal document – the Anti-doping Code, emphasising their impact on the smaller EU member states which have had little influence on the tenor of anti-doping initiatives, and which may lack the political, financial, personnel and other resources to ensure compliance with what the WADA Code require of them. This paper will discuss the data gathered from research interviews with key stakeholders in the state of Slovenia, which is supposed to be one of the best former socialist member states of the EU. Governing body representatives, athletes, scientists, trade union representatives and judges offered us their expertise and insight into a range of scientific, policy and legal issues arising from the new doping control regime. The data thus obtained has allowed us to offer a perspective on the likely effects for the future sport governance in this particular country and to identify some possible points of dispute in the relationship between the WADA Code and the national law, as well as also policy practices. Particular issues that arose in the interviews included whether the governing bodies in Slovenia have the resources and structures of governance that are necessary to respond to the changes in anti-doping laws and policy; whether they have the social and economic capital to successfully influence legal and policy initiatives in the field of anti-doping; and whether these

new demands on their resources can be met without jeopardizing investment in participation opportunities, training and development.

Adam Pendlebury (Edge Hill University, UK): Watching an athlete's every move: The whereabouts rule and the right to privacy

The new World Anti-Doping Agency Code came into effect on 1st January 2009. It introduced a new international standard for testing which requires athletes in the Registered Testing Pool of their country – usually, the top athletes in an Olympic sport or the leading players in a team sport – to give three-months' advanced notice of their 'whereabouts' for one hour per day, 365 days a year. The rationale put forward for the rule is that the availability of athletes for out-of-competition testing is an essential element in the fight against doping. This paper analyses whether a challenge to the rule could succeed under Article 8 of the European Convention on Human Rights. It assesses whether providing whereabouts information infringes an athlete's right to privacy and, if it does, whether the infringement of this right can be justified. It argues that, despite pursuing a legitimate objective of protecting the rights of 'clean athletes', it may be a disproportionate response to the problem. Finally the paper considers whether European Data Protection Law may provide a more viable means of challenging the rule.

Jean-Patrick Villeneuve & Madalina Diaconu (Swiss Graduate School of Public Administration & University of Neuchâtel, Switzerland): Integrating gambling in the governance of sport: Financial opportunities and ethical challenges

“... sport is ... confronted with new threats and challenges which have emerged in European society, such as commercial pressure, exploitation of young players, doping, racism, violence, corruption and money laundering.” (EU COM (2007) 391) Sport has an inherently transversal nature in our societies. It is almost natural therefore that the threats and challenges faced by sport in general and sport governance in particular, also be transversal and international. One such challenge, identified by the 'Pierre de Coubertin Action Plan', is the economic and commercial impact of sports and its deviances. (SEC(2007) 934 B.1) and (SEC(2007) 934 C.4). Of all of the economic and commercial pressures on sport and sport governance, gambling is in a special category. Its specificity is essentially given by the dual logic of ethics-related issues and of large financial implications. At a more general level, major sport organisations – particularly aware of this biased interaction between sports and gambling – are striving to find the right balance and to envisage the future governance for sport betting as an integral part of sport governance. Over the last decade a number of judgments by the European Court of Justice have set some important milestones as to the possibilities of governance in this sector, especially on the appropriate balance between State monopolies and private operators. The latest judgment, dated 8th of September 2009, (Case C-42/07) represents a watershed. This decision has established, on specific bases, the national prerogative on the

governance of online sports betting sector in Europe and has the potential to transform this sector, but also more generally the very governance of sport in Europe. This paper proposes to explore the implications of this decision for the governance of sport gambling in Europe and the impact it is likely to have on sport governance in general. This interdisciplinary analysis will be achieved in light of the recent developments, notably in France, in the field of sports and online betting.

Sakka Stavroula & Efthalia Chatzianni (University of Peloponnese, Greece): Europeanisation of Greek national sport policy

European policy has many implications on the formation of national policy and decision making process. Although European Union has no direct competence in the area of sport, its value-added is apparent in the promotion of sport related activities and the exchange of good practice, influencing sport policy in the Member States. The aim of this paper is to explore the domestic impact of the European Union on aspects of sport policy-making on national level and particular in the case of Greece. Focusing on the social dimension of sport, this paper argues that the Europeanization of Greek sport policy is limited because of its reliance on weak and indirect mechanisms. Yet, it perceives a kind of a selective adoption of EU initiatives and recommendations in order for Greece to accomplish particular goals and meet national priorities. One of the benefits of this interaction is that Greece has slowly entered into a “learning” process where EU provides a platform for sport related policy transfer and exchange of ideas among Member States. The theoretical approach of Europeanisation, referring to a process of change in policy and politics, is based on the conceptual framework of a multi-level system of governance. For the requirement of this study, Europeanisation is examined as a “top-down” process providing a better understanding on the response of the Member States to EU initiatives. The material is drawn from a qualitative analysis of soft-law EU instruments, domestic sport-related archives and in-depth interviews with sport policy-makers.

Stephan Klaus (University of Osnabrück, Germany): Governance through sports development? - Potentials and benefits of a problem related and dialogical approach

Supranational policy objectives gain an increasing influence on local agendas of sports development. The White Paper on Sports issued by the European Commission states and developments at the local level prove it: Sport is an important phenomenon in the societal all day life and is therefore part of a changing socio-economic framework. Considering the reshaping of policy agendas, new instruments are needed to include new stakeholders and aggregate wide interests: How can stakeholders deal with challenges like demographic change, fostering active citizenship or requirements of social integration and a changing educational system? The problem related and dialogical approach focuses on building a framework which establishes and secures opportunities to participate in sport with the view on the

objectives of EU sports policy. Four questions are related to the same number of pillars: (1) Which sports do people do? (2) How are sporting activities organized and (3) which urban areas and sport facilities are used for it? These questions are bracketed by the problem of (4) how to finance sport at the local level? Sequences of initiating, differentiating and summarizing structure the approach: (1) Stocktaking is followed by (2) setting a system of objectives, which are transformed into fields of action by drafting (3) specific provisions as result of comparing aims and purposes and the outcome of the stocktaking. Final sequence is the drawing up of a (4) of a Sports Development Plan, which is based on the participation of stakeholders like municipal administrations, politicians, sport federations or educational institutions and representative surveys plus dialogical forums.

Efthalia Chatzianni (University of Peloponnese, Greece): Lobbying and the Europeanization of sport interests

The EU interest group system is a complex, constantly changing environment. Interest group activity has been shaping EU policy for many years and has been developing according to institutional reforms while expanding in all European – existing and potential - policy areas. Sport is no exception. Even though European sport policy is in the nesting process, sport related interest group activity in the framework of European supranational institutions is intense. The present paper examines the Europeanization of sport related interests as they respond to the challenge of a European competence in sport and the birth of European sport policy. Specifically, it aims at identifying the range and kind of sport interests represented in the European Commission and the European Parliament, and the methods and techniques used to influence the decision-making process. Empirical research based on EU documentation and communication with European officials and interest group representatives shows that sport related interest group attention to European supranational institutions in the past decade has progressively increased and been integrated in the European policy-making system, in most cases as a result of Commission mobilization, and that relevant activity follows a complex mix of pressure group strategies consistent with the multi-level system of European governance.

Inge Derom (University of British Columbia, Vancouver, Canada): The challenges of sport governance in achieving gender equity in sport: Case study of Canada's actively engaged sport policy

Canada is a strong international leader and advocate for the advancement of women in sport. Although Canadian female athletes are increasingly achieving podium success at international sport events, gender equity is far from being achieved. Therefore, in 2009 Canadian Heritage developed a new federal sport policy and implemented a three-year action plan to actively engage more women and girls in sport. Given the significance of the policy, a critical analysis was necessary. Policymakers from other countries could use this case study to develop, evaluate or

improve their own policies. Women face individual, structural and cultural barriers to gender equity in sport organizations as athlete participants, coaches, technical leaders, officials and governance leaders. The extent to which policies deal with all three barriers has implications for effective social change. A multidimensional framework proposed by Doherty and Varpalotai (2000) was used to analyze Canada's new sport policy and action plan and to determine the relative focus with regard to the three barriers. Findings suggested that gender equity was largely framed as a structural problem. Consequently, the emphasis of the action plan was to improve structural barriers. However, these improvements should not be implemented as the primary or solely tool to achieve gender equity as they do not sufficiently challenge the gendered assumptions embedded in the culture of organizations. As the three barriers complement each other, all should be considered to ensure substantive and lasting changes towards achieving gender equity. Therefore, suggestions to improve future policymaking were discussed.

David Hindley (Nottingham Trent University, UK): Governing the football community agenda

In response to concerns about football's 'new commercialism' (Hamil et al. 2000) there has been a noticeable 'turn to community' (Imrie et al. 2009:12) with attention on the potential role of football clubs as community institutions and a deliverer of social policy and neighbourhood renewal. As such there is now widespread adoption of the word 'community' in official football discourse (Wagg, 2004) manifest in the Premier League's Creating Chances programme, and the launch of the Football League Trust, set up to oversee community and youth development activities at Football League clubs. This is a far cry from its antecedents in the late 1970s when the Football in the Community initiative was established as a response to football's problems, combating the spectre of hooliganism and improving fans' behaviour, rather than those of its communities. The new organisational structures raise interesting questions of governance and regulation. Financial and advisory support for community departments is now explicitly linked to the clubs implementing prescribed standards, but at what cost and has this led to more 'joined up' approaches? This paper aims to question how the football community agenda is being governed, focusing on the complex interplay of a diverse range of policy actors and partnerships. It also examines the shift towards community departments actively seeking independence from their host clubs, most commonly by adopting charitable status, and the possible repercussions of this and whether this has led to a further dislocation of football clubs from their social responsibilities.

Tanja Walther-Ahrens (EGLSF): Can't even shoot straight

Football is the most popular team sport in Europe. As a mass phenomenon, football is not a reflection of society, but rather a place where cultural notions influential in society are being produced or reinforced. Sport and Football are an integral element in the daily lives of many gays and lesbians as well. They may be athletes themselves

or devoted fans. Based on their sexual orientation, however, they are sometimes excluded, discriminated against, or forced to conceal an important part of their identities to avoid discrimination. As a result, homosexuals may not always practice or enjoy sport as much as they would like to. This paper is set to explore the reasons underlying homophobia in football and sport in general. It also argues the necessity to consider homophobia and discrimination in general as an important challenge for sport governance in the years to come. The paper first considers how Football is a sphere of male culture, male bonding, and male power. Only “real” men play football, a game in which any display of “female” qualities will be considered a weakness. When the opposing team or the referee is called “gay,” most people do not even notice any abuse. Homophobia and sexism are often understood as being part of the cultural logic of football. It is also suggested that one needs to proceed with caution, as gay men face different problems and forms of discrimination on the pitch as well as on the terraces than do lesbian women. The paper argues that before homosexuality may become a regular and uncontroversial element of football, it first needs to be put on the agenda of governing bodies and other organisations. As long as clubs and associations do not start discussing homosexuality, the gay-lesbian sports clubs founded in the eighties will continue to be the only ones fighting homophobia in football and sport in general. We argue that , unfortunately the issue of homosexuality is bypassed because nobody wants to pick up such a hot issue.

Call for Papers

Sport&EU Review invites submissions for forum contributions as well as peer-reviewed articles and proposals for themed special issues for publication. Contributions should reflect the general interests of the Association for the Study of Sport and the European Union.

* Forum contributions are between 500 and 600 words including any references. They are not peer-reviewed, but are intended as short items of general interest to the readership of Sport&EU Review. These include but are not limited to conference reports, calls for papers, brief updates on key developments in the field, and reviews of publications.

* Papers intended for peer-review should be between 3000 and 6000 words in length. They may represent research in progress, discussion of research methodologies, or other scholarly work that is of interest to the readership. Contributions from postgraduate research students are particularly welcome. Papers intended for peer review will be reviewed by at least two anonymous referees within eight weeks of submission.

Sport&EU Review anticipates that a considerable proportion of papers first presented in Sport&EU Review will subsequently be developed for publication elsewhere, and that its review process will be used as a step towards publication of a final working paper elsewhere. This is to be encouraged. Whilst Sport&EU Review will retain the right to publish contributions in their original form, authors remain free to develop their contributions further in other fora, provided Sport&EU Review is acknowledged.

Sport&EU Review aims to provide coverage of the full range of issues relevant to the study of sport and the European Union. These will include, but are not limited to governance, social and policy studies, communication, economy, and management issues in European sport. Sport&EU Review also welcomes work with comparative or international perspectives.

The primary purpose of Sport&EU Review is to offer a forum for persons with an interest in the field of study. It will continue to publish short articles of general interest to members of the association just as its predecessor, Sport&EU Newsletter. However, Sport&EU Review also aims to offer researchers, including both established academics and graduate students, an opportunity to discuss methodologies, open research questions, and other ideas related to research in progress. Such contributions will be peer-reviewed and could include methodology or other chapters from graduate research projects, reviews of particular open questions in a field of study, or draft papers regarding work at early stages of development. The Review is particularly interested in publishing work that fits within the discipline but which does not have a natural outlet elsewhere, or which represents work in progress towards publication elsewhere.

Simona Kustec Lipicer and Samuli Miettinen

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