



Play the Game

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To whom it may concern

Aarhus, 26 August 2016

Declaration of interest in sports governance research by Sou do Esporte.

Having observed the initial research into the governance standards of Brazilian sports organisations carried out by Sou do Esporte, Play the Game would like to confirm our interest in this initiative.

The winds of change are sweeping with unseen force through international sport today. Global sports events are increasingly facing skepticism, rejection or revolt. Many sports competitions are watched with suspicions of doping or manipulation. Leaders of sport are perceived as corrupt, even in cases where they are not.

In everyday life, millions of people turn their backs on the sports clubs in order to pursue their desire for play and physical activity in parks, private gyms or other settings far from traditional sport.

Better sports governance is fundamental if these challenges are to be overcome, at the national and international level.

Play the Game is a non-profit initiative aiming to strengthen the basic ethical values of sport and encourage democracy, transparency and freedom of expression in world sport. Through its nine world conferences since 1997 and numerous communication and research initiatives, Play the Game has become a unique platform for unrestricted and constructive debates about the main challenges to modern sport, gathering experts and stakeholders across professional and geographical boundaries.

Play the Game is a part of the Danish Institute for Sports Studies (Idan) and receives support from The Danish Ministry of Culture. Read more about Idan at <http://www.idan.dk/about.aspx>

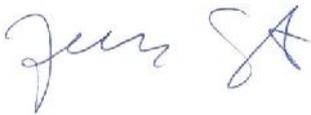
At www.playthegame.org and www.sportsgovernanceobserver.org you can find much more information about Play the Game and our work.

In cooperation with six European universities, Play the Game has developed the sports governance benchmarking tool Sports Governance Observer which was for the first time applied in 2015 to all 35 international Olympic federations in a report authored by Dr. Arnout Geeraert from KU Leuven, Belgium.

Currently Play the Game is exploring ways to continue and expand this work to be effective also for national sports federations, and we expect further clarification about which way to continue in the course of October-November 2016. At that point in time we will reach out to Brazil and other countries in order to seek opportunities of cooperation that will enhance the comparability of the studies and make results relevant for the international and national debate on sport.

Until further decisions are taken, we declare our support for the work done by Sou do Esporte in the field of sports governance research, and we hope that the initiative will enjoy the necessary backing from Brazilian sport and society.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Jens SA'.

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