

ANALYSIS

Global Sports Political Power Index

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Background

Among the main objectives in the international strategy of NOC and Sports Confederation of Denmark (DIF) is the ambition to have several Danish sports leaders elected to influential positions in their respective international federations. In addition to the specific challenge of getting the leaders elected, it seems hard to determine the proportionality of the objectives and final success. This is due to not having a relevant overview of whether the current representation is on par with the number of positions a country the size of Denmark can expect. Therefore, this international power index is a basis for an assessment of the number of international positions Denmark should be satisfied with.

Purpose

The task of compiling data for an international sports political power index has three main purposes:

1. To provide an overview of whether Denmark is currently represented at level, under level or above level on the international sports politics, when comparing the number of selected sports leaders from Denmark to the number of selected sports leaders from comparable countries
2. To identify which nations have the greatest sports political power on the international scene, in order to strengthen DIF's knowledge of the

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countries that may be advantageous to cooperate with

3. To strengthen DIF's position when engaging in the international debate on the European sports, reducing international influence with nations from other regions of the world that do not have the same democratic traditions, as is the case in the majority of European sport and especially the Scandinavian



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Included Sports Federations

The first task was to select the most powerful European and international federations/organizations relevant to DIF's sport policy work. The following criteria have led to the selection of 118 associations and organizations:

- International and European federations as DIF 's 61 federations are members of
- International and European federations representing an Olympic sport by the IOC Congress in September 2013
- Members of ARISF (Association of IOC Recognized International Sports Federations)
- IOC (International Olympic Committee), EOC (European Olympic Committee) and ANOC (Association of National Olympic Committees) in which Danish sport too has the opportunity to exercise international influence

As the basis of the study is DIF's interest in the representation of its own 61 national sports federations in the international federations. These are consequently included. All the Olympic sports are represented within the international federations included. Therefore no additional Olympic federations have had to be included. In order not to centre the investigation on DIF's own national sports federation, all members of ARISF have been

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included. The organization represents 34 sports, which achieve sustained dialogue with the IOC through membership. Its members are also a meaningful representation of the major international sports.

In addition to the included international federations, the IOC, the IOC Executive board, the EOC and ANOC are all included in the study. The Olympic Games is the biggest sporting event and the organizations define much of the framework for international sports activities regarding finances, media exposure and political impact in relation to the surrounding community. The Olympic organizations are not federal, but possess considerable power; they are included in the study.

Some included international federations are neither on the Olympic program nor member of ARISF: International Powerlifting Federation (IPF), the World Minigolf Sport Federation (WMF), World Darts Federation (WDF), International Rugby Board (IRB) though part of the Olympic programme 2016, World Association of Kickboxing Organizations (WAKO) and the International Federation of American Football (IFAF). The inclusion of the above mentioned federations cause a methodical reservation to other nations' use of the study. Despite that, the sports federations have been included due to DIF's national sports federations' opportunity of being elected into their executive boards.

Executive Boards

As it is understood that the executive boards in the international and European federations have the basic power of relevance to Danish sports, the study reveals the boards' composition by recording the individual board members' nationality. The criteria for the selection of the positions has been following:

- Member of the federations' executive board or highest governing body
- Member is entitled to vote

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Because it is assumed that IOC members have a certain international influence nationality of all members is recorded. The nationality of all the federations' executive board members' has been registered. The names and sex of the 118 presidents has also been registered.

The selected boards are for most of the federations' concerned dubbed *executive board* or *executive committee*. In the event that it is not obvious in official documents on the website if for example *honorary members* or the Secretary General is entitled to vote, some of the federations have been contacted. Because of several federations' opaque rules, it cannot be excluded that there are small errors in the recording.

These criteria for selection lead to 1.631 positions included in the analysis. Registration of members' nationality has largely taken place in May, June and July 2013. However, the IOC members, its executive board and president have been updated after the last IOC congress in September 2013. Board members are subsequently divided by nationality, and 19 factors for weighting the positions' power.

Weighting of international influence for international representations

As a matter of fact, it is of greater value to Danish sport to have a member of the IOC rather than a member of the executive board in a small European sports federation. To conceive a relevant picture of the nations' influence, the international sports political power index operates with a weighting. The weighting of the positions' mutual power will always be an estimate. A more accurate assessment of this involves qualitative studies of all international federations and an analysis of the supposed influence the international representation will provide the national federations.

In connection with the preparation of this analysis, the following

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weighting was decided before the data collection and subsequently used to qualify the data.



Table 1: Weighting of positions in international sports

Position	Weighting (1-10)
President of the IOC	Factor 10
Member of the IOC Executive Board	Factor +2
President of an international Olympic federation	Factor 8
President of the EOC	Factor 7
Member of the IOC	Factor 6
Member of an international Olympic federation	Factor 6
Member of the EOC	Factor 5
President of a European Olympic federation	Factor 5
President of a non-Olympic international federation	Factor 4
Member of a European Olympic federation	Factor 3
Member of an international non-Olympic federation	Factor 2
President of a non-Olympic European federation	Factor 2
Member of a European non-Olympic federation	Factor 1
President of the ANOC	Factor 7
Member of the ANOC	Factor 6
President of the FIFA	Factor 9
Member of the FIFA	Factor 7
President of the UEFA	Factor 6
Member of the UEFA	Factor 4

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As a basis for the weighting above, the following criteria were applied:

1. Due to the assumption that international federations with Olympic status have more power than non-Olympic federations regarding economy and media exposure, these are weighted higher
2. Due to the assumption that the greater the economic turnovers are, the more influence it provides, international federations are weighted higher than European federations
3. Due to the assumption that media-related interest is greater in international federations than European, and that more media interest indicates that international federations have more influence in the international sports world
4. Due to the assumption that because international federations represent more active members than European federations, the international federations have greater influence
5. Due to the assumption that international federations have a greater

political impact than European federations, international federations have more influence on international or national decision-makers



The reader of this analysis is encouraged to actively debate the weighting, as there may be different estimation parameters over this. The used weighting should not be seen as an absolute methodology for calculating the nations' power, but rather as a possible tool whereby nations' power can be estimated and thereby provide a quantitative basis to initiate a discussion the sports political power.

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Results

The study is divided into two main tracks:

- A comparison of European nations represented in all the 118 European and international federations (including IOC, EOC and ANOC)
- A comparison of all nations' representation in merely the Olympic organisations and international federations – not the European

In other words, as only European nations are represented in European federations they can only be compared to European nations. When compared with non-European nations, only points from international positions are used.

Below are the results divided into thematic sections. In the appendix sheet there is a detailed list of all nations' total points, international points, points per 1 million inhabitants and the proportion of European points. If more data such as the distribution of Olympic/non-Olympic points or number of presidential positions, these data can be made available upon contact to contact the authors.



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Denmark

Denmark has a total of 26 positions and 83 points. The positions are divided into:

- 1 president of an Olympic international federation
- 1 member of the IOC
- 3 members of Olympic international federations
- 1 president of an Olympic European federation
- 9 members of Olympic European federations
- 4 members of non-Olympic international federations
- 1 president of a non-Olympic international federations
- 5 members of non-Olympic European federations
- 1 member of UEFA

Table 2: The European and international representation of Denmark

	Total points	Total positions	Olympic positions	International positions	International points	Total points per 1 mill. inhabitants
Denmark	83	26	16/26	9/26	40	14,8

Denmark in comparison to the Scandinavian countries

Both when judging on points and the number of positions, Sweden surpass Denmark. The nations have approximately the same number of European positions, but Sweden has almost three times as many international entries. Norway holds one position more than Denmark and several international positions. On the other hand, Denmark has more positions in federations with Olympic status.

Within a certain limit the nations' size may be a factor for the nations' number of points. Sweden also performs well on this measure despite a population almost twice as large.

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Table 3: Comparison of the Scandinavian nations' representation in international and European federations

	Total points	Total positions	Olympic positions	International positions	International points	Points per 1 mill. inhabitants
1 Sweden	148	41	24/41	25/41	112	15,5
2 Denmark	83	26	16	9	40	14,8
3 Norway	82	27	13	15	52	16,3
4 Finland	74	22	9	17	62	13,6

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The European power index

In Europe, Italy and Great Britain are the two most powerful nations. Britain's total number of positions and the number of Olympic positions exceeds Italy, but Italy has a higher score due to more influential positions. It cannot be seen from the table underneath, but by contrast, Italy has several presidential positions.

Another interesting point is Switzerland and Sweden's high score despite significantly smaller populations than all the high scoring nations.

Denmark ranks 14 very close to a 6th place. On the list Denmark is distinguished by having the second smallest population in the top 20, surpassed only by Norway. Unfortunately, Denmark also has one of the worst international representations, as a large proportion of the 83 are obtained through European positions.

Table 4: Comparison of the European nations' representation in the international and European federations

	Total points	Total positions	Olympic positions	International positions	Points per 1 mill. inhabitants
1 Italy	292	75	43/75	45/75	4,8
2 Great Britain	283	79	47	47	4,5
3 Russia	247	56	44	35	1,7
4 France	246	65	36	45	3,8
5 Germany	243	73	41	37	2,9
6 Spain	226	57	37	38	4,8
7 Switzerland	199	45	30	36	24,6

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8	Sweden	148	41	24	25	15,5
9	Holland	138	43	23	19	8,2
10	Belgium	117	35	17	20	10,5
11	Turkey	105	31	19	16	1,4
12	Hungary	85	21	14	14	8,5
13	Austria	84	28	14	16	9,9
14	Denmark	83	26	16	9	14,8
15	Norway	82	27	13	15	16,3
16	Czech Republic	80	24	17	8	7,5
17	Poland	76	20	15	12	2
18	Finland	74	22	9	17	13,6
19	Greece	67	20	13	9	6
20	Ukraine	55	15	11	9	1,2

The international power index

As for the European index, the number of total positions is almost similar to the ranking with the use of the weighting. 275 points compared to the second place on the list, Britain and its 203 points, it is clear that the USA is the most powerful nation, compared to all other nations. USA even has 24 positions more than Britain's 47 positions.

If focus is put on Europe's representation instead, European nations' 2nd, 3rd, 4th, 5th, 6th and 7th place on the list signals that Europe has considerable power in the international federations. Denmark is on a 36th place while Sweden occupies an impressive 13th place. As explained earlier this considerable difference is due to only 48 % of Denmark's points come from representation in international federation

Table 5: Comparison of all nations' representation in international federations

		International points	International positions	International points per 1 mill. inhabitants
1	USA	275	71	4,5
2	Great Britain	203	47	3,2
3	Italy	202	45	3,1
4	France	187	45	1,3

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5	Russia	183	35	2,2
6	Spain	177	38	3,8
7	Switzerland	177	36	21,9
8	Australia	174	44	18,2
9	Germany	153	37	9,1
10	China	145	32	13,1
11	Canada	126	30	1,7
12	Korea	116	23	11,7
13	Sweden	112	25	13,2
14	Egypt	101	21	18
15	Japan	100	25	19,8
16	Belgium	85	20	7,9
17	Holland	82	19	2,1
18	New Zealand	82	23	15,1
19	Brazil	81	19	7,3
... 36	Denmark	40	9	7,1

Below is a top-20 list of non-European nations.

Table 6: Top-20 of non-European nations

	Total points	Total positions	Olympic positions	International points per 1 mill. inhabitants	
1	USA	275	71	31/71	0,9
2	Australia	174	44	22	7,5
3	China	145	32	19	0,1
4	Canada	126	30	16	3,6
5	Korea	116	23	17	2,4
6	Egypt	101	21	14	1,2
7	Japan	100	25	12	0,8
8	New Zealand	82	23	9	18,2
9	Brazil	81	19	10	0,4
10	Argentina	79	17	10	1,9
11	Mexico	76	16	10	0,6
12	Thailand	55	11	8	0,8
13	Qatar	52	10	8	27,9
14	South Africa	48	14	6	0,9
15	Kuwait	47	9	7	13,1

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16	Malaysia	46	9	7	1,5
17	Algeria	45	10	6	1,2
18	Cuba	42	9	6	3,8
19	Marocco	42	9	7	1,3
20	Guatemala	37	8	6	2,4



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Conclusions

- Denmark has a strong sports political position in relation to both absolute terms and in relation to population size in Europe. Conversely, on the international stage there is room for improvement with an overall 36th place. Especially when you consider that it requires international solutions to some of the sport's most serious challenges such as match-fixing, doping, sustainability of events, the world's inactive population and the global sports economy.
- Britain's international influence shows that it pays to focus strategically on international influence. Up to Britain' hosting of the London Olympics they focused on getting greater international influence by giving advice in relation to lobbying and ambitious education, with the aim of better to equipping sports leaders to go for international positions. It is precisely this strategic focus, as DIF applied in Denmark that gives Danish sports leaders access to advice and advocacy support. They now have option of getting an international sports education in cooperation with candidates from the other Scandinavian countries.
- It is nonetheless nations with a democratic tradition that has power in the international sport. The four first places are filled by countries with a general democratic culture. It is therefore too early to conclude that democratic countries have lost the influence and that Europe has retreated from the international sporting stage.

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That does not seem to be the case because only Russia and China are in top 10, which are countries with either a young democratic tradition or none.



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- With attention to international influence in relation to population size, it seems that Danish sports have something to learn from the following nations which are comparable to the Danish sports structure and culture: Belgium, Holland and New Zealand. Concerning international non-European influence, it seems DIF ought to seek experience from both Sweden and Norway.
- Based on this analysis, it can be difficult to conclude that there is an overhanging problem with democracy in international sport, when power primarily is focused on candidates who come from countries with a democratic culture. Thus, it is worth discussing whether the bad examples of corruption and enlightened despotism in sport, merely are examples concentrated to individual federations rather than being a general challenge. Similarly, it is worth discussing whether to defend the interests of federations' economically and politically, is more important for the international sports leaders than to ensure that democracy and decent working conditions, even so the leaders come from a democratic culture.
- Finally, this analysis also opens up for a discussion of whether it is special types of sports leaders who get international power. Is it some cases a leader's personality and way of working that has a greater impact on the election than whether the leader is advantageous for the federation or if he/she has a democratic background?

- The methodology of the study should be applied to the same federations within 3-4 years. A repetition of the study allows detection of the sports policy shift of power.



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