

## Short bio

### **Jens Sejer Andersen, international director, Play the Game**

Jens Sejer Andersen is a journalist, international director and founder of Play the Game, an initiative aiming at raising the ethical standards of sport and promoting democracy, transparency and freedom of expression in world sport.

Through its 11 international conferences since 1997, its website, news production and research initiatives, Play the Game has become a unique platform for raising awareness on a number of challenges to modern sport, such as corruption in organizations, match-fixing, doping, unsustainable mega-events and the need for more active sports participation policies.

Andersen was a coordinator of the EU-supported "Action for Good Governance in International Sports Organisations" (2012-2013) which led to a new benchmarking tool for sports governance, the Sports Governance Observer. This tool was first used in 2015 for the most comprehensive analysis so far on the governance of the 35 international Olympic federations. The SGO tool has later been refined and applied on 11 of the same federations in 2018 and 2019.

Today, Andersen is coordinating the "[National Sports Governance Observer](#)", a continuation of an Erasmus+-financed project involving sports organisations and academics from ten nations wishing to improve sports governance in their home countries. Since the end of EU financing in 2018, Play the Game has opened the project up and so far engaged partners from over twenty new nations in the benchmarking, thanks to a special Danish parliamentary grant.

Within the Council of Europe, Jens Sejer Andersen has chaired the Consultative Committee for the Enlarged Partial Agreement on Sport (EPAS) 2016-2020. He is a member of the Permanent Consultative Committee of UNESCO and serving as a member of the Development Committee in the International Council for Sports Science and Physical Education.

Moreover, Jens Sejer Andersen is an active sports political commentator, and a frequent speaker at international conferences, having addressed among others several sports ministers' conferences in the realms of UNESCO and the Council of Europe. See also [www.playthegame.org](http://www.playthegame.org) and [www.sportsgovernanceobserver.org](http://www.sportsgovernanceobserver.org)