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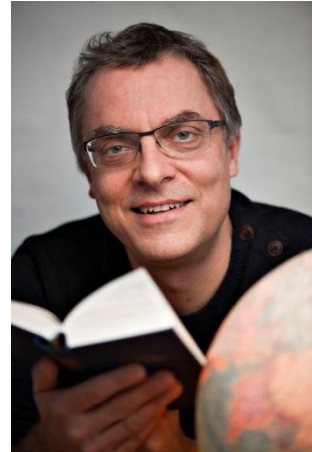
Jens Sejer Andersen

b. 1960, married, three children

International Director of Play the Game and the Danish Institute for Sports Studies.

Work email: jens@playthegame.org

Private email: jenssejerandersen@hotmail.com



Education and employment

- 1986** Graduated from the Danish School of Journalism, Aarhus.
- 1986** Radio reporter at regional branch of Danish Broadcasting System/DR Næstved.
- 1987-1990** Freelance journalist at "Freelance 45" in Aarhus. Professional trips to Argentina, Chile, Uruguay, Mexico and Cuba. Writing about Latin American affairs for the daily "Information" and a broad range of magazines and newspapers in Scandinavia. Radio reporting for Danish Broadcasting Corporation. PR work for Gerlev Idrætshøjskole, a sports college in the "folkehøjskole" tradition.
- Numerous articles on people's sports culture home and abroad.
- 1990-92** Editor-in-Chief of Danish Gymnastics and Youth Associations (DDGU) until its merging with Danish Shooting, Gymnastics and Sports Associations, then:
- 1992-2003** Editor-in-Chief of Danish Gymnastics and Sports Associations (DGI), one of Denmark's largest organisations counting 5,000 local clubs with 1.4 million individual members.
- Responsible for the weekly "Ungdom & Idræt" (= Youth & Sports) on leadership, sports politics and culture, 36 annual editions/17.000 copies.
- Launching and editing "Instruktørmagasinet Krumspring" magazine for volunteer trainers and instructors in Danish sports associations, 9 annual editions, 43.000 copies, in its time (1993-2003) the most popular sports magazine in Denmark
- From 1996 founding the initiative that was to become Play the Game (see below)
- 2004-2010** Director of the independent institution Play the Game
- 2011-** International Director of Play the Game and the Danish Institute for Sports Studies after the merger of the two institutions by January 2011

Assignments, nominations etc.

- 1997-2004** Co-ordinator of Sports Intelligence Unit, an international network of media professionals and sports researchers. The activities of the SIU stopped when Play the Game became an independent institution in 2004.
- 2004-2010** Founding member of the board of the Danish Institute for Sports Studies, appointed by the Minister of Culture.

- 2006-2009** Member of the National Danish Council for Children, appointed by the Danish Minister of Family Affairs
- 2006-2017** Editorial Board Advisor for the International Council of Sports Science and Physical Education (ICSSPE)
- 2012-16** Observer at the Expert Group on Good Governance in Sport, established by the EU Council of Ministers
- 2015-2016** Observer at the Expert Group on Matchfixing, established by the EU Council of Ministers
- 2013-** Member of the Consultative Committee to the Enlarged Partial Agreement on Sport under the Council of Europe
- 2014-** Member of the Committee for the Jørn Møller's Play Award (Jørn Møllers Legepris), honouring outstanding contributions to the promotion of play
- 2014** Member of the drafting committee for a revised UNESCO Charter on Sport and Physical Education, nominated by the Danish Ministry of Culture
- 2015-** Member of the Permanent Consultative Council of UNESCO's Intergovernmental Committee for Physical Education and Sport (CIGEPS)
- 2016-17** Member of advisory commission analysing the structure of the Danish FA (Dansk Boldspil-Union)
- 2016-** Chair of the Consultative Committee to the Enlarged Partial Agreement on Sport under the Council of Europe

Conferences and educational activities

- 1987-2000** Lecturing at various Danish universities, folkehøjskoler, local associations, seminars etc.
- 1990-1995** Organiser of three mid-career training courses for Danish sports journalists
- 1997** Promoting and organising "Sport, Media and Civil Society" - the first international press arrangement ever on sport as a popular cultural movement and on the journalist's professional dilemmas created by globalisation, hosting 109 media professionals and sports researchers from 34 countries
- 2000- 2011** Organiser of six further world communication conference "Play the Game" aiming at raising the ethical standards of sports and promoting democracy, transparency and freedom of expression in world sport:
 - 2000, 2002 and 2005: DGI-byen, Copenhagen, Denmark
 - 2007: Reykjavik, Iceland, in co-operation with national youth organisation UMFI
 - 2009: Coventry, the United Kingdom, in co-operation with Coventry University
 - 2011: Cologne, Germany, in co-operation with the German Sport University Cologne
 - 2013: Aarhus, Denmark
 - 2015: Aarhus, Denmark
 - 2017: Eindhoven, the Netherlands

The latest conferences were attended by over 450 media professionals, academic researchers, sports leaders and public authorities.

Content of the ten conferences is documented in video, audio, text and pictures at www.playthegame.org

Play the Game has co-hosted the following events in co-operation with Nordic Journalist Centre, media training institute UPDATE, Danish School of Journalism and Danish Institute for Sports Studies:

- One-day seminar “The Great Nordic Gambling War”, Copenhagen, October 2006
- Week seminar for nordic journalists: “International idræt: I magtens hjerte” – Lausanne, Switzerland, December 2006´
- Media training course “Sweat for Millions” (15 ECPT), 2007
- 10-weeks specialised course for graduating students at the Danish School for Media and Journalism
- “The Olympics in China: The Price of the Medal”, international seminar at the University of Aarhus, June 2008

- 2008** On the occasion of the Beijing Summer Olympics 2008, Play the Game organized the inter-continental dialogue project “Play the Game for Open Journalism” in co-operation with the International Federation of Journalism.
- 2012** Coordinator of Play the Game/Idan’s EU-project ”Action for Good Governance in International Sports Organisations” in cooperation with European Journalism Centre and universities of Loughborough, Leuven, Utrecht, Cologne, Lausanne og Ljubljana.
The partners have decided to continue the project after the expiration of the EU grant in April 2013.
- 2012** Organiser of keynote plenary sessions for the 20th conference of the European Association for Sports Management, Aalborg, Denmark
- 2012** Organiser of “Mega-events and Democracy: Risks and Opportunities”/A Play the Game day in Brazil, 24 October, SESC Vila Mariana, São Paulo

Speaking engagements

Over two decades a regular presenter, panellist and chairperson at sports political meetings, seminars and conferences etc. in Denmark organised by, among others:

Amnesty International, Anti-Doping Denmark, Danish Gymnastics and Sports Associations, Danish Institute for Sports Studies, Danish Olympic Academy, Danish School for Media and Journalism, DBU – Danish Football Association, Folkemødet Bornholm 2017, Gerlev Sports Academy, Lion’s Club, National Olympic Committee and Sports Confederation of Denmark, Ollerup International Academy (INTAC), Rotary, Statsadvokaten for Økonomisk og International Kriminalitet, Team Denmark, Viborg Sports Academy, University of Aarhus, UPDATE.

International speaking engagements (* = invited speaker)

* Co-organiser and speaker at Sports Millenium Seminar in Mauritius, organised by the Mauritian Sports Journalists Association, December 1999

* Seminar "Stop Doping" in Cagliari, Sardinia, hosted by the Italian Olympic Committee (CONI), the Italian Ministry of Education and the Italian Soccer Federation's Youth Sector, September 2000

* Anti-doping seminar for 400 Italian school teachers in Marina di Massa, organised by the Italian Ministry of Education, March 2001

* IFJ (International Federation of Journalists) Sports and Global Media Conference in Athens, Greece, May 2004

ICSSPE Pre-Olympic Congress, Thessaloniki, Greece, August 2004

- * International Forum for Sport and Development, Bad Boll, Germany, February 2005
- * Nordic Sports Summit, Oslo, Norway, September 2005
- * Seminar celebrating the 70th anniversary of professor Hans B. Skaset, Norwegian School of Sports Sciences, Oslo, Norway, November 2005
- * United Nations 2nd Magglingen Conference on Sport for Development and Peace, Switzerland, December 2005
- * “Play fair with sport”, seminar organised by the Council of Europe and UEFA, Strasbourg, September 2006
- * 1st European Sport for All Congress, Portoroz, organised by ISCA, Slovenia, October 2006
- * 12th International Anti-Corruption Conference, Guatemala, November 2006
- * ICSSPE Seminar on “Career Development” for students at the University of Pretoria, South Africa, March 2007

University of Birkbeck, London, UK, April 2007

ISPHPES and ISSA conference, Copenhagen, August 2007

- * Seminar “Unter Druck: Qualitätssicherung im Sportjournalismus” organized by Sportnetzwerk at the University of Dortmund, Germany, February 2008

ICSEMIS Pre-Olympic Scientific Conference, Guangzhou, China, July 2008

- * Media launch of French edition of Declan Hill’s “The Fix”, Paris, France, September 2008

EASM conference 2008, Heidelberg, Germany, September 2008

- * Seminar “The Social Impact of Sport Governance & Management” Università Bocconi, Milano, Italy, November 2008
- * Seminar “Deporte, Política y Sociedad”, University of Maracay, Venezuela, November 2009
- * International sports journalism seminar organised by Fundación Nuevo Periodismo Iberoamericano (FNPI), Medellín, Colombia, November 2009
- * University of Ljubljana, Slovenia, February 2010
- * UCSIA international workshop 'Sports, A Matter of Peace?' - University Antwerp, October 2010
- * Seminar organised by the European Journalism Centre and the EU Sports Unit on the occasion of the EU Sports Forum, Budapest, February 2011
- * International seminar “Deporte y Sociedad” organized by Salvemos Al Futbol, Buenos Aires, Argentina, June 2011
- * Seminar “Antidopaje y el desarrollo de valores a través del deporte” organised by the Ministry of Tourism and Sport and the regional office of WADA, Montevideo, Uruguay, June 2011
- * 6th congress of Abraji, Brazilian Association of Investigative Journalists, São Paulo, Brazil, July 2011
- * Expert witness at parliamentary hearing on corruption in sport in Der Bundestag, Berlin, Germany, September 2011
- * 3rd international conference on young African football players, organized by Foot Solidaire, Lausanne, Switzerland, January 2012
- * “What can FIFA learn from the reform process at the IOC?”, public lecture at Birkbeck, University of London, UK, 22 February 2012

Chairing sessions on the gambling market and on senior sport at EU conference SportVision 2012, arr. by ISCA, Anti-Doping Danmark, Danish sports confederations and the Ministry of Culture, Copenhagen, 19-20 March 2012

* "Ti minutter: Ti indgange til ti temaer du gerne må fortie i 2012" at seminar on the media coverage of the London 2012 Olympics, organized by the Section of Sport, Aarhus University, Denmark, 16 May 2012

Chairing and speaking at session on Action for Good Governance in International Sports Organisations, Sport&EU conference, IDHEAP, Lausanne, Switzerland, 21 June 2012

* "Reforming sport – A point of no return?" at Master Student Seminar at the 20th EASM conference, Aalborg, Denmark, 17 September 2012

* Keynote speech "Seven sins of omission in sport: Challenges to academic and journalistic research" at the 20th conference of the European Association for Sports Management, Aalborg, Denmark, 19 September 2013

Chairing and hosting Play the Game symposium: "AGGIS – Towards a Global Governance Index for sports" at the 20th EASM conference, Aalborg, Denmark, 21 September 2012

* "Reforming sport: A point of no return?", Askov Højskole, Denmark, 28 September 2012

Speaking, chairing and hosting at "Mega-events and Democracy: Risks and Opportunities"/A Play the Game day in Brazil, SESC Vila Mariana, São Paulo, 24 October 2012

* Chairing round table on "Designed to Move"-campaign at Move2012, arr. by ISCA and SESC São Paulo, 26. October 2012

* "Reforming sport: A point of no return?" at the 15th International Anti-Corruption Conference, organized by Transparency International and the Brazilian government, Brasilia, 9 November 2012

* "The democratic movement culture and seven sins of omission in sport" at the 15th International Anti-Corruption Conference, organized by Transparency International and the Brazilian government, Brasilia, 10 November 2012* Expert witness at public hearing at the European Parliament on "Financial fair play and the fight against corruption in sport", Bruxelles, Belgium, 18 December 2012

* Network meeting for compliance officers in major Danish-based companies, Ballerup, Denmark, 17 January 2013

* Master of Ceremonies at 2-day "Unify & Go"-seminar under the "Designed to Move"-campaign, arranged by Nike, Portland, Oregon, USA, 20-21 February 2013

Speaking, chairing and co-hosting seminar "The Challenge for Europe in the Governance in Sport", Bruxelles, Belgium, 8 April 2013

* Various lectures at Beijing Sport University and Capital University of Physical Education and Sport, 13-17 May 2013

* Project examiner at the Executive Master in European Sport Governance (MESGO) programme, Frankfurt, 24 September 2013

* Skype lecture for students at Loughborough University, UK, 17 February 2014

* Three lectures at the 5th Sports Medical Science Courses at the Bangladesh Institute for Sports Sciences, Dhaka, 21-24 March 2014

* Keynote "Good governance in sport: A real event" during Birkbeck Business Week, University of London, 26 June 2014

* Keynote "Good Governance in Sport Requires Government Engagement" at the 13th Council of Europe Conference of Ministers Responsible for Sport, Magglingen, Switzerland, 18 September 2014

* Public and student lectures "Global Challenges and Good Governance: Can Sport Deliver?" at Washington State University, annual NASSS conference, Portland, University of Colorado (Boulder), University of Michigan and Barry University, Miami, 4-18 November 2014

- * Keynote “Organised crime in sport: The threats from within” at ISPAC conference "Criminal Threats and International Answers in the Global Sports Industry", Milano, Italy, 12-13 December 2014
- * Keynotes: “Mega-events and human rights: An indelible dilemma?” and “FIFA and Good Governance: Who Can Fix That Match?” – both at the University of Warsaw, Poland, 18 May 2015
- * Panelist at the FITS Forum, arr. International Center for Sports Security (ICSS), Geneva, Switzerland, 3-4 September 2015
- * Keynote “Global Sports Governance: Reform or Revolution?” 2nda conferencia de la Asociación Latinoamericana de Ciencias del Deporte, Educacion Fisica y Danza (ALCIDED), Juiz de Fora, Brazil, 16 September 2015
- * Keynote: “Global Sport: Reform or revolution”, Academic Workshop by University of Lillehammer and Norwegian School of Sport Sciences, Lillehammer, Norway, 15 February 2016
- * Keynote: “Sports Governance Observer: World Sport in Urgent Need of Reform”, 7th International Sport Business Symposium, Lillehammer, Norway, 16 February 2016
- * Panelist at plenary debate on “Good governance in sport”, with Tibor Navracsics, Commissioner for Education, Culture, Youth and Sport, Edith Schippers, Dutch Minister of Health, Welfare and Sport, Patrick Hickey, EOC President, and Michael Van Praag, President of the Royal Dutch Football Association, at EU Sport Forum 9-10 March, Den Haag, the Netherlands.
- * Expert statement at meeting in EPAS task force on sports corruption, Paris, France, 8 April 2016
- * Keynote: “The Power of the Word in a Culture of Silence”, PINC 17, Zeist, the Netherlands, 10 May 2016
- * Expert statement at PACE hearing on Sports Governance, Council of Europe, Strasbourg, France, 22 June 2016
- * Keynote at EASM 2016 (European Association for Sports Management), Warsaw University, Poland, 9 September 2016.
- * Panelist, debate on sports governance at World Forum for Ethics and Leadership in Sport, Zürich, Switzerland, 16 September 2016
- * Panel chair, discussion on James M. Dorsey’s PhD “The Turbulent World of Mideast Soccer”, University of Southern Denmark, Odense, 22 September 2016
- * Lecture “Global Sport: Reform or revolution?” for international journalist students at Danish School for Media and Journalism, Aarhus, 26 September 2016
- * Keynote “Global Sport: Reform or revolution?” for News Media Coalition, AFP, Paris, France, 30 September 2016
- * Keynotes “El deporte mundial: Reforma o revolución?” and workshops on “Arreglo de partidos: Sombra del deporte y de la sociedad” at 1) Conferencia Internacional del Deporte, Universidad del Valle, Cali, 2) Reunión de Investigadores. Escuela Nacional del Deporte, Cali, y 3) Universidad de Ciencias Aplicadas, Bogotá – 20-24 October 2016
- * Keynote “Investigative sports journalism: Through the glass ceiling?” at annual meeting for EBU Radiosport, Prague, Czech Republic, 9 November 2016
- * Keynote “A career in sport: A threat to your reputation?” at ICSSPE seminar “Paths to Success”, Berlin, Germany, 25 November 2016
- * Lectures on sports governance, match-fixing and sports policy making for students at AMOS Business School, London, UK, 25 January 2017
- * Keynote “Good Governance in the Fight against Doping: What is the Perception from the “Outside”?” at WADA’s annual symposium, Lausanne, Switzerland, 14 March 2017

Chairing “Hands on, hands off? The role of politicians in reforming sports governance”, public hearing organised jointly by the Parliamentary Assembly of the Council of Europe and Play the Game, Aarhus, Denmark, 3 April 2017

* Panellist in debate on “Sport and the Good News Story”, SportAccord Convention, Aarhus, 5 April 2017

* Chairing high level panel on “High-level panel discussion: Why do we need to be concerned about diversity in sport?”, 10th Anniversary Conference of EPAS, Limassol, Cyprus, 11 May 2017

* Panellist in Expert Forum on sports integrity at UNESCO’s ministerial conference MINEPS VI, Kazan, Russia, 13 May 2017

* Keynote “The unsung heroes that bring us out of the dark” at UNESCO’s ministerial conference MINEPS VI, Kazan, Russia, 15 May 2017

* Webinar on doping governance for iNADO members, 31 August 2017

* Panellist in thematic debate in plenary - "Governance of the International Convention against Doping in Sport" at UNESCO’s 6th Conference of Parties, Paris, France, 26 September 2017

* Speech via Skype to Commonwealth Advisory Body on Sport (CABOS) Annual Meeting, 12 October 2017

Books and publications

"Det ny Uruguay - de hjemvendte flygtninge og det ny demokrati" (The new Uruguay - repatriation and the new democracy"), MS/Hovedland 1987.

"Job i Idræt" (Job in Sports), Forlaget Studie & Erhverv 1989.

"Society's Watchdog - or Showbiz' Pet?", anthology of manuscripts from international press seminar, co-editor with Jørn Møller, DGI 1998.

Contributor to The National Danish Encyclopaedia with several articles 1995-2002.

Various newspaper columns on sports politics.

Chapters in anthologies etc.

"Fra egenværdi til megen værdi" in anthology "Demokrati og kropslighed", forlaget Bavnepanke, Denmark, 1999

"Mediernes mulighed – fra passiv doping til aktivt demokrati" in anthology "Idrættens enhed eller mangfoldighed", Klim, Denmark, 2002

"Berntines Vækkeur" in "Fred er ei det beste", publication honouring prof. Hans B. Skaset, Oslo 2005

"Play the Game" in "Korruption im Sport", anthology on sports corruption, Forum Verlag Leipzig 2006

Consultant on "Straffe!", Danish edition of Andrew Jennings' "Foul!", Forlaget Ajour 2006

"Sport: Schalchtfeld für Wertekämpfer" in "Du brauchst Bewegung", Stuttgart, Germany, 2008

"Farlige ord på fri fod" in Idrætshistorisk Årbog 2008

"Play the Game" in "Sport bejz Korupcji", Ministerstwo Spraw Wewnetrznych i Administracji, Poland 2009

"El deporte: un campo de batalla en la lucha por valores" and "Palabras Peligrosas en Libertad" in "Reflexiones, Artículos y Comentarios Acerca Del Deporte", Ediciones IRDA, Maracay, Venezuela, 2010

"Personlige ord om Jørn Møller" in "Med leg skal land bygges", Bavnepanke 2010

“Sport and Good Governance; Are They Compatible Values?” in “Sports, Governance, Development and Corporate Responsibility”, Routledge 2012

” Matchfixning – en global utmaning” (Matchfixing – a global challenge) in whitebook on sports ethics produced for the Swedish Government by the Swedish Center for Sports Research (CIF)

“Finanziell und sozial nachhaltige Spiele” in “[Dossier Brasilien](#)”, Bundeszentrale for Politische Bildung, Ministry of Interiors, Germany, June 2014

Awards

The Gerlev Award 2004 for personal efforts to promote freedom of expression in sports.

Received the Gerlev Award again in 2008 on behalf of Play the Game for its fight for democracy, transparency and freedom of expression in world sport.

2011 Sports Journalist of the Year, awarded by Danish Association of Sports Journalists.

Lyrics

Lyrics and songs for various occasions, such as gala nights during DGI festivals (Landsstævner) in 1994 and 1998, sports gala celebrating Copenhagen as Cultural Capital of Europe 1996, inauguration of The Movement House in Gerlev 1988, inauguration of the sports centre DGI-byen 1997, inauguration of the Water Culture House 1999, celebration of the 75th anniversary of the reunion of Denmark and Southern Jutland 1995, 50th anniversary for Academy of physical education in Viborg, 25th anniversary for Brenderup Folkehøjskole, inauguration of tumbling center at Sundeved Efterskole etc.

Represented in the two most circulated Danish songbooks, “Højskolesangbogen” and “DGI-sangbogen” as well as other songbooks and compilations.

Foreign language skills

Fluent in English and Spanish. Capable in French and German. Reading Portuguese and some Italian. As a native Danish speaker full understanding of Norwegian and Swedish.