

Conference preview

SPORT LEADING THE WAY TOWARDS A GREENER FUTURE

Former Australian Olympic swimming champion Ian Thorpe kick-starts Thursday morning's conference at the Sportaccord convention in an interview with Gregg Moss.

The morning panel discussion – 'Sport's role as a leader in sustainable development' – will seek to determine how sport can path the way towards more responsible, greener products and events.

Moderator Ann Duffy, Corporate Sustainability Officer, VANOC, will preside over a panel comprising Andrew Altman, Chief Executive, Olympic Park Legacy; Thierry Borra, Coca-Cola Director for Olympic Games Management; HRH Princess Haya Bint Al Hussein, President of Dubai Organising Committee for the 2010 SportAccord Convention; Jacqueline Roast, President of Major Programmes CH2M HILL and Jonathon Smith, CEO of Golf Environment Organisation.

They will discuss how notions of community can ostensibly demonstrate a significant contribution to sustainable international developments, and why sport is such an integral part of this mechanism.

The panel will also explain the social, economic and political opportunities and challenges potential hosting cities can face.

After lunch, Michael Lenard, Senior Managing Director of Paladin Realty Members will moderate a panel that will consider the Autonomy of Sport.

Panellists, including H.H.Sheikh Amhad Al-Sabah, President of Olympic Council of Asia, IOC Member; Joeseph S.Blatter, FIFA President; Christophe de Kepper, Chief of Staff for International Olympic Committee and Nawal El Moutawakel, Chairwoman for Rio 2016 Coordination Comission, IOC, will highlight the pertinent issues emanating from an increasing political interest in sports institutions.

The global sporting milieu has developed rapidly from an amateur socio-cultural expression to a reliable economic dependency – so much so that governments around the world are considering wielding powerful influence over the management of future sporting events.

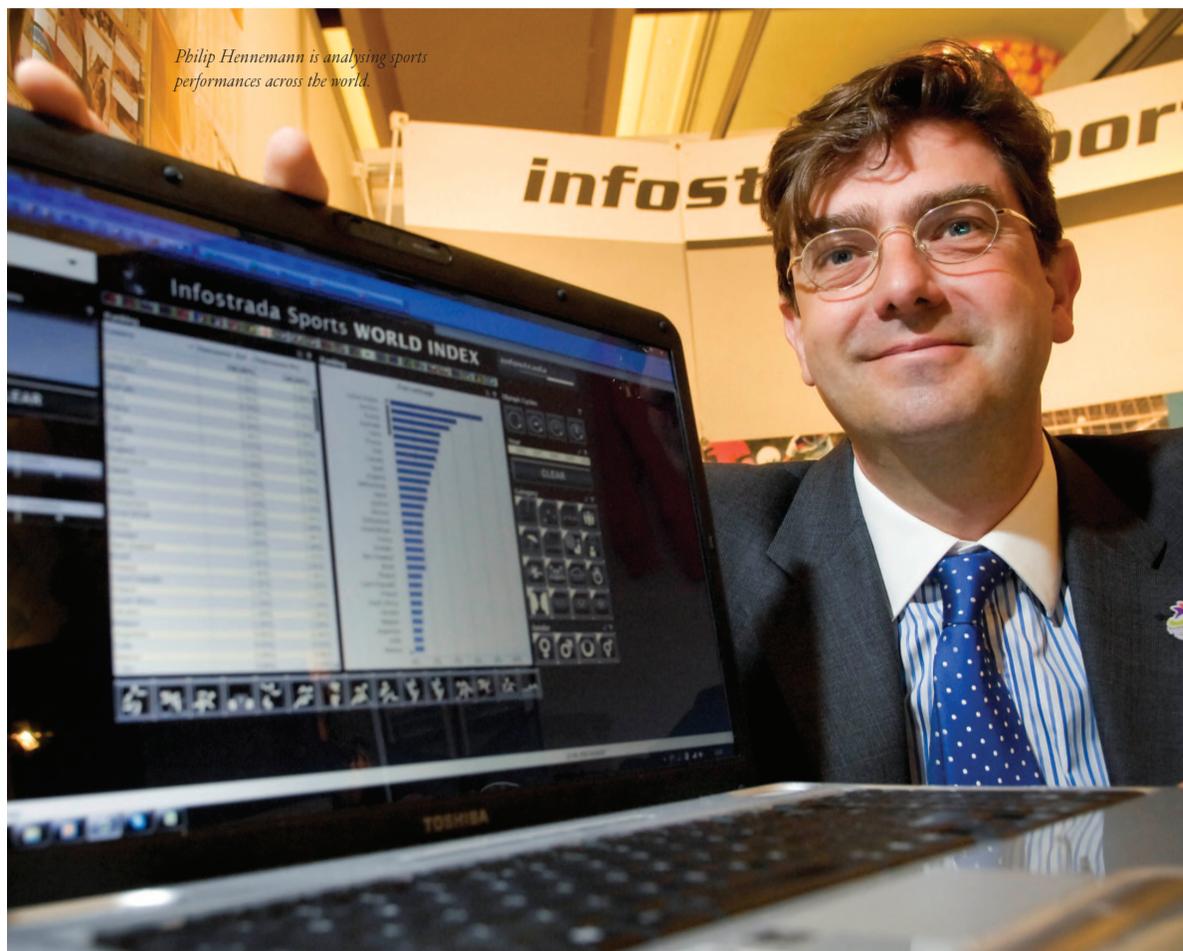
The afternoon discussion 'Global Agenda: The Autonomy of Sport' will address all the important need-to-know issues arising from the situation.

Following The Autonomy of Sport, H.H.Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, will give his views on Dubai's role in the world of sport with particular reference to his personal experiences at the summit of the international sports business.

The moderator for 'An Audience with Sheikh Mohammed' is Najla Al Awadhi, CEO of Dubai Media Incorporated.

The SportAccord conferences draw to a dénouement with a keynote address delivered by Kofi Atta Annan, Former United Nations (UN) Secretary-General (1997-2006).

Mr. Annan will propose key concepts as to how and why sport holds the potential to transcend notions of morality and health from a competitive arena to daily international, and municipal society. ■



Philip Hennemann is analysing sports performances across the world.

USA 'BEST IN SPORTING WORLD' SAYS NEW INDEX

It may spark a million arguments from Moscow to Melbourne but according to Infostrada Sports it's official – the USA is the best sporting nation on the planet according to a new index application launched this week by Infostrada Sports at the SportAccord Convention.

The Sport World Index is described as an "application for objective insight and analysis of sports performance across nations."

And with 75 sports, 20,000 events and 2,000 competitions analysed over the past five years, it is considered by Infostrada Sports founder and director Philip Hennemann as "the only one of its kind in the world".

"Next to measuring performances in specific sports it is also important to make comparisons against other athletes, sporting disciplines and countries, and to take into account other variables such as GDP, population, participants in the sport, the popularity of the sport, and money allocated to the sport," Hennemann told SportAccord Daily.

"There is an attitude that 'content is king' but I believe if you don't bring content together into a comprehensive application you are going to lose out. Working with QlikTech, we have produced a real state-of-the-art product. There is simply nothing like it."

Developed by QlikTech, a leader in business intelligence software, it is the first complete index allowing users to compare all sport performances across nations.

"All sport tracking is important because without it there is a risk that key results are missed. A comprehensive view of all of these factors make a great step forward in the analysis of sport," added Hennemann, who stressed that while the index on show is a five-year analysis the complete product covers 100 years.

Infostrada Sports collects, analyses and distributes information with facts and figures on matches, athletes, teams,

leagues, tournaments, stadiums, sponsors and much more stored in one of the world's largest sports databases.

The company holds its data on any platform, in any format, in any language and delivers to clients such as the IOC, FIFA, UCI, FIH, FISA, Eurosport, NOS, BBC, ZDF, SVT, Reuters and AFP.

The Business Intelligence solution QlikView combines all the relevant sport data in one easy to use online application. With the World Sport Index, Sport federations and National Olympic Committees can measure their current position in a particular sport based on population or GDP, for instance. Subsequently they can measure if their investments result in better performances. Next to that it delivers sub-rankings in categories such as summer and winter, ball and water, team sports etc.

The World Sport Index also enables decision makers in the industry to identify and track investments.

"We chose QlikView as it proved to be the best business intelligence tool available in the market. QlikView delivers great analytics and search possibilities with the simplicity and ease of use that makes it possible for anyone from the business executives to the athletes themselves to explore on their own. This can help them to gain fact-based insight to influence future decisions."

With some 60 Infostrada Sports staff dedicated to the ongoing monitoring and updating of the information, clients have access to information that is also tailored to their particular needs.

"This is version 1.0 but we have been working with several NOCs in a kind of work group to take on board ideas and develop the product further," added Hennemann. "The software is also available as an application for BlackBerry and iPhone. Interest in the product has been very good and we are excited as to how well it has been received." ■