

Video 4.1 **Q:** Why is it important to do this project? **A:** I think first and foremost to raise awareness about good governance, to support the implementation of good governance, and to show sports federations across Europe why it is important to implement good governance because I think that good governance is not a name in itself, it is a means to an end, it's a way of making your organization more robust, more effective, more efficient, and more capable of dealing with the many challenges that face sports governance in Europe today. **Q:** Why is it important to go from the international level which has earlier been researched and now going to a national level what is the perspective of doing that? **A:** I think it's important because I do not see too many good governance codes at the national level. I see federations are struggling, struggling with decreasing participation, struggling with increasingly demanding stakeholders, so it's more a question of building capacity to make sure that these federations are able to deal with the challenges that face sports companies today. **Q:** Can you very briefly describe what will be the concrete outcome of the project in terms of a tool which can be used on a national level? **A:** Well intangible outcomes are the creation of sustainable networks. You really want to create networks at the national level that involve academics but also people from in the field and that connect to Play the Game as a hub. In terms of tangible outcomes, we will have a report that will include one evaluation tool that federations across Europe but maybe even across the world can use to evaluate their governance. Secondly, it will be the first time that we as external, independent academics survey the governance of a broad group of federations. That has never been done.