Anti-doping policy:

A comparative study of implementation in Iceland and Denmark

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Abstract

This study investigates the differences and similarities in implementation of anti-doping policy in Denmark and Iceland. Various anti-doping themes has been chosen to dig deeper into the implementation on policies between the two countries which are related to: Economy, Education, Testing and Investigation, International Cooperation, Fitness and Public Health and Research and Development.

A comparison of the implementation is done where governance and power within anti-doping is analyzed in the countries. The aim is to outline the ways the two countries implement anti-doping policy, analyze how their NADOs are governed as well as how power and interconnections are divided between the stakeholders of anti-doping.

Document analysis and a semi structured interview was conducted in order to collect the data needed for the investigation and analysis process. A thematic analysis was developed to be able to gather the most vital and reliable data on the selected anti-doping themes. Additionally, theory on power, interconnections and good governance was implemented to reach towards the purpose of this study.

The analysis showed different outcomes in the two countries. Denmark implements the international anti-doping policy to a high degree where they adapt to it in relation to national strategies in sport. Iceland has difficulties in adapting to every anti-doping standard of the international policy and focuses on the ones of most importance to Icelandic sport and society.

The study concluded that both countries implement and comply to the international anti-doping policy by law and have independent NADOs that are responsible for anti-doping nationally. Despite complying to the international law, the implementation differs in the countries which is affected by national prioritization and resources. The main focus of Iceland is education and testing where Denmark is more developed within their NADO and prioritizes every standard to a certain degree. The NADOs are steered by the policies set by WADA and their governments who are running political and corporate governance. Furthermore, the study concluded that the interconnected relationship between the stakeholders of anti-doping is complex and there are often difficulties between the NADOs, the ministries and/or WADA which also involves the power relationship between the stakeholders.
Keywords: Anti-doping, Anti-doping policy, The Code, Governance, Good Governance, Power, Interconnections.
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1. Introduction

The first chapter will provide an introduction of my chosen research topic that illustrates the foundation of my thesis, where the background, research purpose & aim, and research questions will be introduced.

1.1 Background

Doping is a known term in the sports industry and is used to improve performance, appearance, and winning rate. It is strongly forbidden in competitive sports, yet we tend to see cases where both athletes, non-athletes, agencies and/or sport organisations use or support this illegal practice (Petróczi, Norman & Brueckner, 2017).

The World Anti-Doping Agency (WADA) is there to prevent the use of illegal substances in sports. The Code is the main document of anti-doping policies, rules and regulations that is followed by most national sports organisations and governments around the world. The accepted organisations of the Code are required to undertake acceptance, implementation, and enforcement of the Code in order to comply with it (WADA, 2021a).

Even though these organisations follow the international anti-doping policy and are required to comply with it, the implementation of each nation can differ. Several governments and agencies are increasing their efforts to catch the doping practices and the methods, where specific laws and regulations are implemented. The approach is not always the same where resources and lack of collaboration is often an issue amongst the stakeholders of anti-doping. NADOs do not have much decision-making power when it comes to anti-doping issues or governance within WADA which results in dissatisfaction and disengagement of the agencies and affects the collaboration between the stakeholders of anti-doping and the effectiveness of a global policy (Gatterer et al., 2020; Zubizarreta & Demeslay, 2021).

To have an effective anti-doping policy all stakeholders involved need to work together in achieving a common goal on anti-doping as well as having a good balance between repression and prevention of doping. Furthermore, there needs to be a universal agenda in the countries which was the intention of the international policy when it was developed by WADA, the governments, and the sports movement. The importance of respecting the national realities and adapt to the international policy is key in order to target the athletes
nationally as well as people of various societies. WADA’s international anti-doping policy mainly emphasises on elite sports and is developed around an elite sport environment. The concern also lays within society as it has influence on amateur sports as well and can have a societal problem in general and not just in elite sports (Kayser, 2018; De Hon, 2016; Zubizarreta & Demeslay, 2021).

This thesis will contribute to the investigation on implementation of anti-doping policy where differences and similarities between Denmark and Iceland will be of focus. Both countries are signatories of the Code of WADA and state by law that they comply with the international agreement on anti-doping. First a historical perspective on anti-doping will be described in chapter 5, to get an overall picture of anti-doping in sports and the importance it has had over the years, in the development of the Code of WADA. The sport cultures of both countries will then be explained in chapter 6, to understand the development of sports in the countries as well as the impact it has on the adaptation on the national policies. Chosen themes of anti-doping are then put against each other in chapter 7, to see if the policies and its implementation is as transparent between the signatories as WADA and their policy states. Furthermore, in chapter 7 the governance structure and the good governance principles will be compared between the two NADOs to be able to see the differences and similarities in how they operate. Chapter 7 also consist of the analysis of the power structure and the interconnections between the anti-doping stakeholders that are involved in the implementation of anti-doping policy globally, nationally, regionally, and locally. All this will be taken into consideration concerning the implementation of policies, the responsibility of the various stakeholders, their amount of power within anti-doping and the anti-doping work that is required in order to comply with the Code of WADA. In chapter 8 all the findings will be concluded and in chapter 9 the process of my thesis, previous research and future research will be discussed in relation to my findings.

1.2 Research Purpose & Aim

The purpose of my research is to analyse how anti-doping policy is implemented in Iceland and Denmark, compare the implementation of policies as well as the focus on anti-doping in the two countries. Furthermore, the governance of the anti-doping agencies
in the countries will be compared where interconnections and power will be analysed within the stakeholders of anti-doping.

The aim is to contribute to the discussion of anti-doping and outline the ways the countries are dealing with doping in both elite sports and in society. The key components of anti-doping will be looked at as well as the implications for complying with every standard of the Code of WADA.

1.3 Research Questions

To be able to narrow my topic down further different research questions have been developed to being able to focus on core concepts of anti-doping (Jones, 2015). The focus will be on having a central question with a couple of sub questions which are listed down below:

- How is anti-doping policy implemented in Iceland and Denmark and how are their NADOs governed?
  - How does the implementation and governance differ in the two countries?
  - How is the power structure and interconnections between the stakeholders on anti-doping?
2. Previous Research

According to Creswell & Creswell (2018) the purpose of the previous research can have many forms. The main idea of the previous research is to build the dialogue between my own research and previous literature which helps build the framework for the research. Since I am doing a comparison of implementation of anti-doping policies in two specific countries, a specific previous literature used is limited. Therefore, it is decided in this chapter to explain the previous research in general towards anti-doping policy but also in relation to implementation of these policies and how it fits into my own research.

2.1 Anti-doping policy

There has not been a lot of research on the implementation of anti-doping policy in previous research. Various in-depth studies have been made on anti-doping policies but mostly regarding the philosophical and ethical aspect of anti-doping policies (Bloodworth & McNamee, 2017; Petróczi et al., 2017; Sandvik, 2020; Kayser, 2018).

De Hon (2016) investigates the effectiveness of anti-doping policy in his PhD dissertation where he brings different agendas on the table. He digs deeper into the historical background and the scientific foundations of anti-doping policies, the consequences of these policies, the dilemmas, and complexities of anti-doping and what impact the effectiveness of those policies have. His methods are built on descriptive explanations of the situation in anti-doping based on various case studies, where the data was gathered during his work as a scientist in the anti-doping field for 18 years. His dissertation includes nine scientific articles which has a broad view on doping use, doping substances, and doping control. The way De Hon (2016) implements theory is by looking at the decision-making process of the athletes that does use doping and how the environment of the athlete has influence on the doping behaviours which is known as Theory of Planned Behaviour. His conclusion on effectiveness on anti-doping is that sport organisations and governmental institutions needs to work together to achieve a common goal on the fight against doping in sports and society. He argues that there needs to be a good balance between repression and prevention to have an impact on the doping issue. In the end it is the athletes that makes the choice to dope or not where influence and certain policy factors can have a say in their decision making.
The outcome of his studies brings on to the discussion on anti-doping where he comes up with number of directions and proposals for change to be able to have a more effective anti-doping policy. The problem with effectiveness in anti-doping policy is that it is very hard and difficult to measure as people are not always completely honest about using doping and there are so many aspects that has influence on doping and anti-doping. With that said his study still brings various of different aspect on anti-doping policy, which was useful to my study and especially the current anti-doping framework as well as the consequences of those polices (De Hon, 2016).

Another study that brings on to the discussion of anti-doping is the ethical aspects of doping and anti-doping by Kayser (2018). He goes more into the ethical aspect of doping and anti-doping and highlights some weaknesses and side effects of the current anti-doping policies. Through his research he tries to search for an alternative anti-doping policy. His perspective is also more into the argument to allow some types of doping, which he argues would have a positive shift in the field. His dissertation is based on previously published scientific articles who are presented in a thematic matter from various perspectives such as historical, sociological, physical, medical, philosophical, and legal perspectives. The theories implemented in the dissertation is game theory, legal theory and evolutionary theory which focuses on potential health risks, legal aspects, and further development of the anti-doping matters (Kayser, 2018).

Kayser (2018) concludes that anti-doping today needs more universality, his dissertation addresses four different arguments that defends the current anti-doping matters which is the fairness argument, the health argument, the role model argument and “the spirit of sport” argument. His view is that all these arguments have their advantages but also their flaws which can weaken the morality of anti-doping. His overarching conclusion is that there is no solution to the problem of doping in society and that the current anti-doping factors are ideological in nature. Seeing other researchers view on different gaps of anti-doping policies is interesting for my own study as it opened different areas of consideration of the current anti-doping policies and how they are implemented in my chosen countries compared to others. Even though I do not aim to conclude my research with an alternative policy these approaches gave me as a researcher a broader view of implementation of anti-doping policies (Kayser, 2018).

A more philosophical approach to anti-doping, is a study by Sandvik (2020) where his focus is to get a more philosophical understanding on the anti-doping policy and to
develop and examine the implications of such an understanding. The dissertation is built on four different papers where he goes more into ironism, fair play, morality, and confession by examining and developing different relations to the philosophical basis of anti-doping as well as addressing ethical issues of the current anti-doping policy. The philosophical methodology of redescriptions is used where Sandvik (2020) practice the neopragmatism of Richard Rorty, which also is known as the Rortyan redescription that is the deepening and widening of solidarity.

Sandvik (2020) argues that there is need of sociological redescriptions that can draw attention to the doping phenomena as a social phenomenon which is played out in various social networks and structures of elite sport. These redescriptions can change and improve the course for the sport communities view on doping, from a moralized description to a wider discussion on cultural and political change in sports organisations. Furthermore, he concludes that if further development and refinement is done conditionally there is a chance of a philosophical understanding of anti-doping as a solidarity. The problematization in the study is a lot on the distinctions between being clean and dirty or true or fake for instance. He has a strong focus on his own values and beliefs on anti-doping which can be biased towards his way of doing research. His social views were interesting for my own study which I considered in relation to both sport in society and the elite sports environment (Sandvik, 2020).

2.2 Implementation and comparison of anti-doping policy

Comparative policy analysis of anti-doping policies is very limited in academic literature which is something I will be working with in my own research. One useful study for my research and a similar to mine, was the comparative policy analysis made in relation to the international process of institutionalizing anti-doping. Norway, Sweden, and Denmark were taken into consideration and the implementation of WADA’s code was compared between the countries. The main investigation was to see why Denmark and Norway had an independent national anti-doping agency unlike Sweden at that time. The study gave a good picture on how things were in 2011 in Scandinavia and especially in Denmark which is a country that is a part of my own research. The methodology of the research was qualitative, comparative and was built on case studies in the different countries. A category of conditional variables was adapted to each country where there
were 18 different political categories that measured the different political matters within the countries. Their way of applying theory was by implementing new institutionalism which they referred to as globalisation that takes both the national level into consideration as well as the importance of the international level. Wagner & Hanstad (2011) argues that organisations often adapt to various institutional settings rather than acting in a rational way in order to gain legitimacy. They concluded that the efforts of the Scandinavian countries to institutionalise the anti-doping measures is influenced by the world sport culture. It is very decisive how the relationship between national and global sport cultures are, which also explains why anti-doping is manged differently in the three countries. The countries at the time were facing different challenges regarding anti-doping and the structure around it. Sweden was in the process of creating an independent anti-doping organisation while Denmark and Norway already had one. Denmark and Norway were adapting to the doping measures in the fitness industry and being able to differentiate between elite sport and sport in society, while Sweden seemed to have taken the lead on that aspect. The categories of conditional variables they used to compare the different countries, is something I took into consideration for my own study when I compared my two chosen countries (Wagnar & Hanstad, 2011).

A broader comparison and evaluation of 53 National Anti-Doping Organisations (NADOs) has also been done recently where the aim was to systematically record and evaluate how the national agencies approach was in relation to information and education on prevention of doping activities. The data was gathered through the NADOs websites and by surveys sent out to the agencies on the implementation and prevention of doping in relation to the code of WADA. 59% of the NADOs returned the surveys and 70% of them had information available on their website. The results showed that the implementation and prevention differ in each of the countries and is often due to the fact that there is lack of resources as well as difficulties in collaboration with sport organisations of the countries. The study also implemented some aspects of various models from behavioural, social and health psychology which consisted of Theory of Planned Behaviour, The Health Action Process Approach, and the Self-Determination Theory. Gatterer et al., (2020) concluded that all NADOs play a key role in providing the correct information and education to their athletes which they successfully have done through implementation of knowledge-focused programs. There is still room for improvements as a lot of the programs out there do not have all the tools needed for the
athletes that are dealing with difficult situations such as setbacks in their performance or internal or external pressure to dope (Gatterer et al., 2020).

This study was useful for my own research and especially for some of my themes such as information on prevention and education on doping. It also made me realize that the reason of diversity on implementation of the code of WADA is often because of lack of resources and internal collaboration issues. The typical examples from the NADOs can be taken into consideration for my own research but what would have been helpful is if the results were connected to a specific country and not hidden. This would be helpful to be able to gather specific information for my two chosen countries. Some of the anchor points and themes of this research was also of focus in my own study but more specifically regarding Denmark and Iceland (Gatterer et al., 2020).

Another implementation study on the WADA Code is a study by Tan, Bairner & Chen (2020), where they try to understand which strategies China has for managing compliance with the Code of WADA and the implications that comes with these kinds of strategies. This is done by implementing a theoretical framework based on compliance theory to be able to analyse the strategies and their implications. Furthermore, an analytical framework was developed by the researchers which was based on seven institutional factors which is monitoring, verification, horizontal linkages, nesting, capacity building, national concern, and institutional profile. These factors are identified by Haas and Bilder (2003) and are means that international regimes induce state actors and governmental bodies to comply through. The study was done by field research in Beijing where 22 sport employees were interviewed about the concern of implementation of the international policy. This type of study shows how a big and successful sporting nation implement the WADA code into their national policy and build further on their strategies to prevent doping in elite sports (Tan et al., 2020).

The study concludes that the compliance of the WADA Code as well as the response strategies can be categorised into seven factors. These factors help the researchers understand how WADA and other international organisations bring the national agency of China into compliance and how a state responds to these seven factors of compliance. In monitoring China has approved and amended the regulations and measures of anti-doping in accordance with the Code of WADA. In verification China has established two accredited laboratories, in Beijing and later in Shanghai. The horizontal linkages are Chinas collaboration with Norway and Kenya in training and guidance on anti-doping
matters. In relation to *nesting* China demands athletes, coaches, administrative centres, and sport event organisers to sign a commitment statement on anti-doping. Regarding *capacity building* China donates big amount of money in different funding support both nationally and internationally. In relation to *national concern* China has developed education material, provided education, and set up test sites for sport schools around the country. The *institutional profile* of China is that they participate in UNESCO events and are part of the International Convention against Doping in Sport. The results of the study should be critically addressed as the findings and strategy implementation of China has been developed and is considered strong, assumably because they will host the Winter Olympics in 2022 and want to set a good example to ensure that their hosting will not be compromised. A nation like China is also much more willing to inject high amounts of money and resources into anti-doping initiatives, to be able to stay away from any possible scandals that can influence their image in sports and in hosting mega sporting events. This study helped me in my research to see how implementation of the Code of WADA is in a successful sporting nation, even though I was working on comparing smaller nations implementation of anti-doping policies. The interview profiling and outlining was something I considered for my own research but more towards implementation of anti-doping policies with more focus on my own themes as well as in both elite sports and sport in society (Tan et al., 2020).

A broad comparative social science research was also done in relation to the evaluation of anti-doping policies in the beginning of 2021. The power relationships between WADA and the different NADOs was studied and compared to get a better understanding of the reality of the anti-doping work between the stakeholders and their effects on anti-doping. The study was a case study conducted in eight different countries around the world, where data was collected by field observation, interviews with staff members as well as official documents and reports. Theories on power and domination was implemented in the study where the objective of the researchers was to comment on the main theories and justify the choice of the emprise model and by the power relationship studied between WADA and the NADOs. The emprise model is about having control over four resources by controlling exchanges between actors, control main decisions, hold other accountable by developing assessment protocols and monitor their activity as well as granting recognition for their work (Zubizarreta & Demeslay, 2021).
The study concludes that the NADOs have very little decision-making power within WADA and that the decisions that are made are not always taken positively by the representatives of the NADOs. The dissatisfaction and disengagement of the NADOs shows strong collaboration issues which screams at a stronger collaboration with social scientists that can improve their system where both global priorities and national realities is respected. NADOs may in some cases bypass or overlook some of the anti-doping initiatives in order to be compliant in some other areas which is a threat to the quality of the anti-doping system. The study helped me as a researcher to have an overall picture of the power relationships between some of the NADOs and WADA where I decided to focus on two of the Nordic countries; Denmark and Iceland, which was not part of this particular study. The results of the study and my own study showed similarities between the power relationship between the NADOs and WADA. I also decided to dig deeper into the power relationships by implementing the three dimensions of power and look into all of the stakeholders involved (Zubizarreta & Demeslay, 2021).
3. Theoretical Background

In this chapter I will present and describe the theories and concepts that will be implemented in my analyse process to give better insight and understanding of my theories and concepts. The chosen theories will help me describe and develop broader explanations of the themes of my research on anti-doping policy (Jones, 2015).

3.1 Global-Local Nexus Theory

The Global-Local Nexus theory is developed by Misener & Wasser (2016:33) and was done to give another understanding of globalisation by viewing the interconnected relationships between the global, national, regional, and local level. This is done between states and societies that can impact on various decisions and activities in all parts of the globe. These decisions and activities affect individuals and communities at a local level, but they also have a serious impact on the regional, national, and global levels. The relationships between the global, local and those between them is known as the “Global-Local Nexus” which is the processes that does affect and is affected by every level. The relationship between the different levels is crucial for shaping the local processes in the
end and is therefore vital for the global processes of corporations, regulations, and policies for instance. Individuals that are part of the local level still got the power to resist on the influence of the global level, but they need to negotiate on their power as they can demonstrate resistance by not complying to the global processes or their influence. There are social structures to be aware of that can regulate the way of negotiation which makes the negotiation process overly complex between the levels of the Global-Local Nexus. The identities between the various levels also differs which affects the global processes. There are different identities, ideologies, and cultures between the levels of the Global-Local Nexus which can result in a diverse and unpredictable development feature as well as consequences on a global scale. The local development can be harmed by the global influence for instance as the focus is moved away from local development factors to target and promote global agendas and development features (Misener & Wasser, 2016).

The theory will be used in my thesis to get a better overview of how the governance, cooperation, and exercise of power between the anti-doping stakeholders are. I will combine the theory with the three dimensions of power to give an overall picture of the processes that affect and are affected by every level of the Global-Local Nexus.

### 3.2 Three Dimensions of Power

The definition of power has changed significantly during the years and is conceptualised by authors in different ways. Dahl (1957) defined power as the ability to get individual “A” to get individual “B” to do something that they would not normally want to do. This is where the relationship between people is exploited through different means (Dahl, 1957). Other researchers have questioned this definition and see it as a vague definition of the concept. Bachrach & Baratz (1962) added a second dimension as a response to Dahls (1957) concept, where they claimed his single dimension of power only focuses on the power of choice from different choices but fails to explain who choses from the actual list of choice. The second dimension of power is according to Bachrach & Baratz (1962) the ability to influence the agenda where power is choice and directly making decisions, as well as the ability to indirectly influence decisions. What they mean by that is that there can be a direct and indirect influence of power. Other researchers have criticised the second dimensions as well as they argue that the definition emphasises a Behavioural bias (Bergsgard, 2018; Lukes, 2005).
Lukes (1974) developed a third dimension of power which he claims is the ideological power. It is in addition to the decision-making power of Dahl (1957) and the non-decision-making power of Bachrach & Baratz (1962). The way Lukes (1974) identifies the three dimensions of power is by first emphasising the direct implementation of power to develop a given outcome in an established conflict (Dimension one). Secondly it is setting the agenda where potential cases of conflict are seen as non-relevant (Dimension two). The third and last dimension is a critique of the two other dimensions where he focuses on the ability to manipulate and shape different preferences through a broader view on power. Lukes (2005) argues that the third dimension of power is the most dangerous one as it has the ability to shut down protesters using propaganda or framing to influence people’s morality and necessities. Some individuals may have the power to prevent people from complaining in a way that people start to accept their role as they either see no alternative to it, may seem unchangeable or they may even see it as beneficial. Power is important to implement in relation to my research as the anti-doping organisations are given the power to regulate doping in sports by setting rules and being in control for the athletes and people of society, that consider doping as an option and are in risk of sanctions if they do not obey their power. As the amount of power differs it is interesting to see how the relationship of power is considering the government, organisations, athletes, and people of society as well as how it influences them (Lukes, 2005; Bergsgard, 2018).

3.3 Good Governance

Good governance in sports is known as a network of policy measures and regulations that is used to promote integrity of management in an organisation such as the democratic, ethical, efficient, and accountable activities (King, 2017). There have been efforts around Europe on trying to raise the governance standards in the sports industry, where the European Council (EC) has been working towards strengthening the organisation of sport around Europe. The approach has been towards implementing value by collecting and sharing practices and by developing recommendations to be able to increase the standards of good governance in sports. The four good governance principles of EC are democracy, transparency, accountability, and inclusiveness (EC, n.d.a; EC, n.d.b).
A Sports Governance Observer was also developed in 2012 and 2013 by Play the Game from the Danish Institute for Sports Studies, which was done in collaboration with experts from six universities around Europe. The observer focuses on four dimensions of governance which is transparency, democratic process, internal accountability, and societal responsibility. The observer was made as a benchmarking tool to help national and international sport leaders to improve their governance within their federations by making it more efficient and add to their public status (PTG, 2017).

To give a better picture of the good governance principles of the two anti-doping organisations, I will be comparing the four dimensions of good governance of the Sport Governance Observer in my study, where three of the dimensions also are part of the EC principles of good governance (Geeraert, 2018; EC, n.d.b). Each dimension of good governance will be explained further in my analyse process from the data collected and from information taken from their websites.
4. Methodology

This chapter will present and discuss my chosen methods, techniques and considerations relating the objectives of my research.

4.1 Research Design

The research design is the blueprint of my research which helped me in my data collection stage. Jones (2015) argues that there are two different approaches on how to collect your data, first you can go directly into the techniques you will use to collect the data with, or you can look at the methodology which will allow you to collect the data systematically while maximizing the quality at the same time. This kind of methodology is known as the principles, practices, and procedures in the way you decide to collect your data and how that knowledge will be found (Jones, 2015).

The chosen research design is a comparative one which is when focus is on similarities and differences between countries, cities, or organisations for instance (Pickvance, 2001). According to Hantrais (2009) comparative researchers are usually interested in either macro- or microlevel studies. The macrolevel focuses on groups of individuals, systems, structures, and various processes while the microlevel focuses on the activities of individuals or their behaviours, which then helps give an explanation and an understanding to certain outcomes and processes.

Researchers has overtime characterized different types of comparative research. According to Adiyia & Ashton (2017) there are four types of comparative research. Individualizing comparison explains the characteristics of each case that is being studied and is often in relation to a smaller number of cases. Universalizing comparison is about every phenomenon following similar rules where the comparison is used to explain theories of importance. Variation finding comparison seeks to establish different forms and variations of a phenomenon in relation to its character where examination is done systematically between instances and differences. Encompassing comparison is about placing different instances at various locations within the same system where it explains on its way the characteristics as a function to the relationships of the system as a whole (Adiyia & Ashton, 2017).
The comparative research design of my research is about identifying differences and similarities in the anti-doping polices in Denmark and Iceland as well as see how their national anti-doping agencies are governed. The focus will be on a macro level where the structure, processes, and implementation of anti-doping policy will be explained and not the doping activities or doping behaviours of the individuals like in a lot of micro level studies. With the four types of comparative research designs in mind, my research will consist of a universalizing comparison where the international rules of anti-doping will be compared by two different countries and in two different anti-doping organisations. The findings will then be compared with one another and be explained by theory of importance. Furthermore, a variation comparison was also appropriate for my study as I was seeking differences in implementation of anti-doping policy in Denmark and Iceland and was examining the different focus of instances and differences in themes of anti-doping (Pickvance, 2001; Hantrais, 2009; Adiyia & Ashton, 2017).

The approach is qualitative in form of document analysis, an interview and two surveys which were already done by Council of Europe (COE) on the implementation of the international anti-doping policy. This was done to understand the implementation of anti-doping policies and the governance in the two countries (Bowen, 2009; Packer, 2011).

My type of research is also descriptive as I describe and explain the different anti-doping policies implemented in the two countries. The focus was on what was happening in the countries relating to anti-doping policies and to which extent the international policy of WADA was implemented to the national policies. The results are reported and compared to one another to see the differences of implementation and integration of policies in sport and society as well as how different the anti-doping agencies operate (Jones, 2015).

4.2 Empirical Data

In empirical research the researcher tries to support the development of new ideas by collecting various data to support his findings empirically. This means that I as a researcher will draw conclusion from actual evidence rather than from speculations (Jones, 2015).

My research will both consist of primary and secondary data analysis. The only first-hand data collection is a semi structured interview with the CEO of Anti-Doping Iceland (ADI). The secondary data collection which is already out there is by document analysis and two
surveys which are developed and sent out by COE on the implementation of anti-doping in the two countries. The reason for only conducting one interview was because of lack of documents of the Icelandic anti-doping organisation. The interview guide was developed according to the data collected from the analysed documents of my document analysis and consisted of 21 main questions as well as six sub-questions relating different themes of anti-doping which consisted of culture, testing and investigation, education, cooperation, economy, and policy. The interview guide was developed out from the different factors Jones (2015) suggest having in mind when constructing an interview guide, which is about first having the purpose of the interview written down, develop an opening question to get a good conversation going, have an intro question in mind to slowly come into various themes of the purpose, develop and structure the guide with different themes and then have closuring questions ready to end the interview in a good and professional way. The questions were open ended, and a personal conversation was kept going with the CEO of ADI to make both parts as comfortable as possible (Jones, 2015).

4.3 Data Collection

In the beginning a narrative review of other reports and research on the doping and anti-doping area was examined to get a better picture of the issues within the field of anti-doping. This helped me create a better overview of the current anti-doping policies nationally and internationally and how they are implemented in sport and society. Furthermore, it gave me a broader view of the current anti-doping policy literature, how various researchers have studied similar areas and how others think anti-doping policy should be changed to different alternatives (Jones, 2015).

The main data collection technique is document analysis which is a systematic procedure where I reviewed and evaluated different documents to gain a better understanding of the data (Bowen, 2009). According to Yin (1994) this type of data collection is more of a selection of data as the data is already out there and has been collected by others, so it is about evaluating the content and the quality of it.

The chosen documents were the ones of most relevance to my study and those who were most up to date. The disadvantages of document analysis were also considered as all documents are not always available and consist of valuable data. The documents can also be biased as it is the organisations themselves that publish these documents which both
Yin (1994) & Bowen (2009) also states as a risk factor. The documents I decided to use are already publicly accessible and they are important to go through to be able to understand the implementation of anti-doping policy in both chosen countries. After speaking to the CEO of ADI I also got additional and more up to date documents sent to analyse further. The documents clearly showed me how these countries are implementing the international anti-doping policy and to which degree. It was here I was able to see lack of information and different gaps of policies which I had to consider for my data collection process (Jones, 2015).

The other data collection technique added was an interview to get a better picture on the implementation of anti-doping policies nationally. Iceland did not have as many documents published as Denmark had and there was not as much useful information in their documents. Therefore, I decided to implement a semi-structured interview to gain a better understanding of the implementation of anti-doping policies. According to Creswell & Creswell (2018) interviews can be done differently in form of personal interviews, by telephone, electronically through the internet or in focus groups.

My interview was done electronically by a video meeting on ZOOM, where I got in touch with the CEO of ADI, Birgir Sverrisson. The interview was done in Icelandic and was 72 minutes in length. The interview was recorded, the transcript written in Icelandic and then translated to English afterwards. The aim of the interview was to get a better understanding of the anti-doping matters in Iceland and how they implement some of the anti-doping standards of the international policy nationally. A personal conversation was kept going where I tried to speak to the CEO in his own words and relating to national matters of anti-doping which he had good knowledge about. This was done to make him feel more comfortable about answering my developed questions and deliver longer and useful answers regarding the topic (Packer, 2011).

The interview guide and selected documents can be found in appendix a and appendix b of this paper.

4.4 Data Analysis

My data analysis was appropriate to the purpose and aim of my research. As my data was qualitative and of multiple data sets, there was not one specific accepted method of analysing my data (Jones, 2015).
As described earlier my data analysis was a comparative analysis where I reviewed and compared anti-doping policy in Denmark and Iceland. The comparative analysis has focus on similarities and differences between the countries and anti-doping organisations and is about explaining as well as describing different factors. The differences in implementation in policies was put into context where I reviewed the policies, documents, surveys, and interviews from employees of the organisations to be able to gain more information on the implementation of anti-doping policy (Pickvance, 2001).

I also implemented thematic analysis to my analyse process as I wanted to build patterns and themes which were organised into different codes of information on the matter. Here a review was made of the collected data and selection of data were made, where I carefully constructed categories and codes that then were implemented in relation to themes of my chosen research topic (Bowen, 2009).

To be able to implement a suitable thematic analysis to my different data sets, the six phases of thematic analysis of Braun & Clarke (2006) was taken into consideration:

- **Familiarize myself with the data:** Transcribe the data and read and re-read the data by noting down different ideas.
- **Generate initial codes:** Code the interesting parts of the data in a systematic way and collect data to each code of relevance.
- **Search for themes:** Collect the coding into different themes and gather the necessary data to each theme.
- **Review themes:** Check if my chosen themes work with the codes and data sets. This can be illustrated by developing a thematic map.
- **Define and name themes:** Generate a clear definition and name for each of the themes. Look into what each theme actually says on the overall analysis.
- **Producing the report:** Selection of the themes of importance to your analysis which relates to the hypotheses of the report and produces the final report.

By doing document analysis it helped me identify relevant data as well as separate the relevant findings from the data that was not of relevance. To get a better systematic review of the documents I also implemented the “Sampling of Documents and Data Analysed” table of Bowen (2009). This helped me generate initial codes of each interesting part of data in the selected documents, which then helped me develop and chose themes to work with in relation to my research. The interview gave me a more personal perspective of the
implementation of policies, and I could question the different gaps in the chosen
documents of Iceland. When I transcribed the interview, I implemented the findings of
relevance into the thematic approach of analysis where I followed the step-guide by Braun

4.5 Scientific Considerations

To be able to have scientific quality as well as valid and reliable data in my research, I
went through current and previous literature and documents of the anti-doping
phenomena to be able to add to different gaps of implementation of anti-doping policy
and the issues that comes with it. I dogged deeper into the anti-doping policies both
nationally and internationally to get an understanding of the implementation of policy in
sport and society in Denmark and Iceland. Furthermore, I spoke to an employee of ADI
to get additional, more personal, and credible information about the reasons for lack of
implementation of certain policies, standards, and documentation. To increase credibility
and get a personal view on the documents of Anti-doping Denmark (ADD) I could have
added an interview with ADD also, but I was unable to do so because of uninterest from
the organisation themselves. This did not have a huge effect on the validity of the data as
ADD had much more reliable data in their documents I had access to, compared to ADI
(Silverman, 2017).

To ensure dependability and consistency I examined my data during different periods to
avoid missing anything of importance. Regarding the sampling of documents, I went
through all the data multiple times, first I read all the documents once, then I re-read them
and took notes, finally I added the notes into my different themes in the thematic sampling
process. Afterwards the data was processed into the right themes and codes where data
was picked out to relevance to my research. In relation to my interview, I examined the
transcript a couple of times during different periods to make sure that I did not miss
anything important and also to be able to compare the different analysis with each other.
I made sure and got approval to record the interview to be able to relisten to the interview
and transcribe it. This also made it easier for me to transcribe the interview to English as
the interview was done in both mine and the participants mother tongue, which is
Icelandic. A perfect translation in some of the sentences was problematic to some degree
which did not impact on what the participant said but again could have impact on the conversion of the findings (Jones, 2015).

Reflexivity was also implemented in my research where I reflected on the role, experiences, understandings, and meanings my themes resulted in. This helped me be aware of the influence my data had on my research. A small journal was created where I could jump back and forth in to see what findings were of interest, which also was done to be able to make changes along the way. This helped the effect of confirmability of my research (Creswell & Creswell, 2018).

The results and findings of my research could be transferred or added to other contexts or situations relating implementation on anti-doping policy. This should make the overall transferability of the research to be strong. Other anti-doping agencies around the world are working towards many of the same standards as my two chosen agencies are and the selected themes and problems of anti-doping are visible in other countries as well, which could result in them making use of some of the themes and findings of my study. It should be noted that other documents relating to the specific country and agency should then be added and more interviews with individuals of importance should be considered (Smith & Sparks, 2016).

4.6 Ethical Considerations

There are various of ethical considerations associated with doping and anti-doping which is needed to be taken into consideration. The doping issue is a social and a moral problem that I need to address before starting my research process (Jones, 2015). Since my focus is mainly on documents of anti-doping policy and I am not exploring the different ethical matters of doping from the perspective of the athletes or people of society, there is not as many ethical considerations I needed to have in mind. Furthermore, majority of my methodology was already out there in form of documents and reports which minimised the risk for unethical conduct. During the research process I adopted reflexivity to reflect on the values, beliefs and ideological positions of the different stakeholders involved both regarding myself but also regarding the organisations who published the documents and reports used in the thesis. This approach was necessary as it could influence on subjective biases when interpreting the data collected (Smith & Sparkes, 2016).
Regarding the interview of the CEO of ADI, it was voluntary, and he was informed on what the results were going to be used for. Confidentiality was also optional but since he was behind an organisation as the only fulltime employee and they publicly address their implementation of policy through different documents, it was not relevant for him as a participant. This also strengthen the thesis as I got the view of the Icelandic anti-doping agency in a more personal context. All the information collected was used for the purpose of the research and the participant had the right to withdraw whenever he wanted. The personal data of the participant as well as the transcript of the interview was also stored under secure circumstances on a password protected computer, where I was the only individual that had access to the information. Furthermore, the information and data will be deleted after the publishment of the final thesis (Creswell & Creswell, 2018).

4.7 Social Considerations

My research has impact on the social view on doping and anti-doping considering the international anti-doping policy and how it is implemented nationally in Iceland and Denmark. Social behaviour, social goals, culture, and influence differ in the two countries as well as to which extent the implementation of policies have considering elite sport and sport in society. The focus is set on how these policies are implemented in the two countries as well as on the social structure of the professional athletes versus the people of society. The importance of the sociological understanding was also considered in relation to the social approach on security, health, information, education and various other conditions for the athletes and people of society of the two countries. The anti-doping efforts in the two countries is compared where its intention is to protect the integrity of sports. The challenges are defined and formalized by rules and laws that is governed by the sport activities in competition and in sport in society. These rules and laws are set internationally, nationally, and locally by various stakeholders in anti-doping which do vary even though there is a global anti-doping policy and common standards the governments and NADO’s should work out from. The social relevance of the research is therefore to better understand the differences and similarities in the two chosen countries in relation to anti-doping matters in sport and society.
5. History of Anti-doping

To give a better understanding of the evolvement of anti-doping measures and to see how important some steps have been in the anti-doping policy we know of today, a brief history of anti-doping will be introduced in this chapter. This will also be done to give some background information on anti-doping policy before jumping into the comparison on implementation of anti-doping policies in Iceland and Denmark.

5.1 The beginning

The first steps on anti-doping began in 1961 where The International Olympic Committee (IOC) created a Medical Commission (MC) after the death of a Danish cyclist during a team race at the Rome Olympics in 1960. The cause of death was never officially published but several reports got out after the incident where it was believed that the team leader of the Danish team had been providing the athletes with doping substances consisting of both stimulants and vasodilators. The tragedy was watched by millions of people on the television which forced IOC to do something on the doping matter as the reputation of the Olympic sports was at stake. The creation of the MC was to provide a strategy to fight the drug use in the Olympic sports, but it took several years for the commission to define a clear strategy and assess the situation around doping in sports (Houlihan, 2002; Ljungqvist, 2017).

After the tragedy in Rome IOC and the International Cycling Union (UCI) decided to come together and plan testing at the upcoming Tokyo Games in 1964. The testing did not go through at the Tokyo games and rules for testing as well as a prohibited substance list did not get presented until 1967. The year after the plan of testing was then tested at the Mexico City games in 1968. Here the first Olympic doping case was found where a Swedish pentathlon athlete was tested positive for alcohol and got his bronze medal taken away from his team. During the same year IOC stated that they would not be conducting doping controls in sports but would organise the controls to be conducted at their games where they would alert the National Olympic Committees (NOCs) and International Federations (IFs) to do the same. The first comprehensive testing program for Olympic athletes was introduced in 1972 at the Munich Games where approximately 2000 samples were collected and analysed out of around 7000 participants (Dirix & Sturbois, 1998; Ljungqvist, 2017).
The prohibited substance list that was presented in 1967 was only considered for performance enhancing drugs taken before competitions and did not include anabolic steroids as at that time it was used by majority of athletes and the understanding of doping was not as we know it today. Instead, there was a big support on banning stimulants such as amphetamines as it got considered as narcotics and was illegal in various countries. The banning of anabolic steroids was done by the International Association of Athletics Federations (IAAF) in 1974 where IOC followed before the Olympics in Montreal in 1974. Back then there was no consultation process between the different IFs and NOCs on banning different substances, it was the MC of IOC that had the power of these processes (Ljungqvist, 2017).

5.2 Additional steps and collaboration
In the 1970’s there was a major doping use in sports and there was need of response from various stakeholders as athletes did not see it as a problem since a lot of these substances were not illegal to the public. There were also major developed doping programs which was ruled by different states in both western and eastern countries. East Germany was a good example of a country that experienced a political gain by these methods, where their sport results on an Olympic level helped them gain international leadership in politics as well as in sports. Furthermore, there was also a need of educational steps towards doping as both people of society and sports were not aware of the risks of doping. IAAF had a big impact after their campaign against anabolic steroids in 1974 which set the turning point for anti-doping violations as we know of today. In the late 70’s IAAF and MC of IOC introduced guidelines and specific requirements for the laboratories that did the analysis of tests, as it was typical that athletes defended them self with a positive test with the laboratory process as an excuse. A common excuse was that there was a mix-up in the sampling process or an incorrect analysis of their sample (Catalin et al., 2008; Ljungqvist, 2017).

In 1984 a policy document was developed by IOC and the COE where the goal was to harmonize anti-doping activities and rules both nationally and internationally in Europe. The convention was opened for signatures by states in 1989 and got into force in 1990. The convention is there to set standards and regulations on different financial, technical, legal, and educational matters (COE, n.d.a; COE, n.d.b). The world conference on anti-
doping was held in Canada in 1988 where both sports leaders and government officials met to discuss the development on anti-doping internationally. The International Olympic Charter against Doping in Sports was a result of the conference where it got adopted by IOC straight away at the Seoul Games in 1988 (Ljungqvist, 2017).

Out of competition testing (OOCT) started in the early 80’s where the Scandinavian countries were the first ones to implement it as they began to notice that use of anabolic steroids was mainly used during training periods up to competitions. It got the athletes the chance to train harder, recover quicker, to gain strength and build muscles faster up to important competitions. These types of tests raised ethical concerns among some of the organisations, athletes and staff members as the tests were seen as inappropriate as the visits would be done at the athlete’s home, workplace, or training ground. The discussion moved internationally, but IAAF decided to introduce the OOCT to their anti-doping rules in 1989. Other IFs were slower to react on these types of tests but a Sub-commission for OOCT was established in 1991 to encourage all NOCs and IFs to implement it to their own control programs. This Sub-commission was a failure as not many stakeholders implemented it to their control programs, and it was not until WADA was establish in 1999 when the OOCT really took off from other NOCs and IFs (Ljungqvist, 2017).

In 1991 a Medical Advisory Committee (MAC) was appointed unofficially to develop strict rules for therapeutic use of exemption. The proposal developed by MAC suggested that the athlete could in fact use doping substances if it were in connection with a medical treatment and evidence that no allowed other treatment could be used. Withdrawal of the medical treatment would risk a serious health risk for the athlete and that the treatment would not help the athlete further enhancement in performance in sports but for general health reasons. In 1992 the MC of IOC and MAC started to operate from the proposal the unofficial Committee had developed which allowed athletes to use substances if it was because of a medical issue. The therapeutic use of exemption did not get approved by IOC until in 2000 where it was added to the IOC Medical Code (Catalin et al., 2008; Ljungqvist, 2017).

Way of testing was mainly through urine tests which was an easy an effective way of testing as most doping substances travels through the kidneys. In 1992 IAAF implemented blood sampling to their way of testing as in the mid 80´s a US cyclist admitted using blood transfusion to improve his endurance during a race in the Los Angeles Olympics. There was a discussion in the community that it would be problematic
to do blood sampling globally both because of religion and cultural differences. The implementation of blood sampling and analysis was taken positively by the athletes in the beginning which then developed and got adopted further. It has showed to be vital for the current analytical form of testing in anti-doping today (Ljungqvist, 2017).

5.3 Establishment of WADA, the Code and anti-doping convention

After a doping scandal in Tour de France in 1998 IOC decided to hold a World Conference on Doping and brought both sports leaders and government officials to the table to discuss the fight against doping. The conference was held in Switzerland in February 1999 and resulted in the creation of the World Anti-Doping Agency (WADA) which is the independent international anti-doping agency. At the first World Conference on Doping in Sports a document got produced which was the Lausanne Declaration on Doping in Sport, it stated that doping in sport is a concern for everyone including the Olympic Movement, governments, organisations, sportsmen and sportswomen. WADA was built as a foundation under IOC with support and participation from both governments, organisations, public authorities, and other bodies who were fighting against doping. WADA was funded equally by the sport movement and the governments around the world (WADA, n.d.a).

The creation of WADA was done for different reasons. First of all, there was lack of harmonization of certain anti-doping rules. The rules out there were developed by various stakeholders and varied too much depending on the organisation, country, and sport. The diversity of rules made anti-doping polices unreliable as they were inconsistent, ineffective and uncoordinated. Use of anabolic steroids was also a big concern in sports and was having serious effects on society and public health. Furthermore, there was need of development of research in doping and the pharmaceutical industry, as both doping methods and substances developed by time. Promoting anti-doping activities was also needed to educate the public and the athletes on the consequences of using illegal substances as well as having these activities monitored (Carina et al., 2008; Young, 2017).

The first challenge for WADA was to create a universal rule document which everyone could work out from. Such drafts had been developed during the first years of WADA
and got the support at the WADA World Conference on Doping which was held in Copenhagen in 2003. It got decided that all Olympic federations that did not comply with the WADA code before the Athens Games 2004 would not be allowed at the games. This forced all federations to adopt to the Code before the event which was a pretty fast process considering the years of challenges in finding a suitable and credible solution for doping in sports (Ljungqvist, 2017).

The process of the first draft of the code started in 2001 where a team of experts from both WADA and external bodies worked together on a global solution on anti-doping. The work started with reviewing all the current anti-doping rules they could find. This was a large list from all of the stakeholders that had been involved such as the IOC, IFs, NADOs, governments and other bodies. Which made the development of the Code work, was the extent of consultation with all the stakeholders involved. Before the first draft even was considered the team of experts got feedback and did meetings with stakeholders and experts on both the framework and the key elements of rules that should be included in the Code. Over 130 different comments from different organisations were made which made the development process transparent and whole. During the consultation process of the third and last draft before the World Conference on Doping in Copenhagen, there were doubts about the legal challenges the Code could run into. Therefore, it got decided to get legal feedback from an external firm in Switzerland before presenting it to the world (Young, 2017).

The governments around the world also took action by developing an anti-doping convention under The United Nations Educational, Scientific and Cultural Organization (UNESCO) in 2005, which then became a reality in 2007 when 30 states accepted on the terms. Today 191 states take part in the convention which gives sport the governmental support needed to comply with the Code of WADA and the fight against doping. Since the Code of WADA is a non-governmental policy, the convention helps with the legal framework where the governments can address different areas (UNESCO, n.d.).

According to UNESCO (n.d.) the convention gives an effect to the governments by legislation, regulation, policies, or administration work. The parties of the convention are also encouraged to:

- Cooperate to protect the athletes and the ethics of sport.
- Fight against trafficking of substances and limit the availability.
- Support national testing and enable doping controls.
- Implement and support educational programmes on anti-doping.
- Promote research of anti-doping.
- Encouragement of producers and distributors of supplements to go by the “best practices” guidelines in the labelling, marketing and in the distribution that might contain banned substances.

After the World Conference on Doping in Copenhagen it got promised to review the Code after a couple of years to see how it was functioning in practice and form another updated one. The Code was not supposed to be a policy that stood still but where anti-doping ideas developed in form of rules, regulations, and policies. In 2006 another team of experts were called in to develop a new draft of the Code. The experts were again both within WADA and two external experts, one from Court of Arbitration for Sport (CAS) and one professor in law. The team reviewed the body of anti-doping decisions that had happened during the first years. The consultation process was similar to the first drafting process of the Code, where meetings were held with stakeholders such as the IOC, IFs, NADOs, governments, athletes and other bodies. Additionally, there were meetings with lawyers where the discussion of change was talked through with them. The final Code amendment was sent out to the stakeholders and discussed further on the Conference on Doping in Sport in Madrid in 2007 where it got accepted. It was not formally accepted by WADA and parties of the UNESCO convention until January 2009 (Young, 2017; WADA, n.d.b).

Another Code review was done in 2011 where the effectiveness of the Code was looked at. Again, experts from WADA and external experts sat down and reviewed anti-doping decisions from 2009. The first year the consultation process was made as known from earlier years. The first draft was then sent to WADA’s Executive Committee Meeting in 2012 where it afterwards got sent to all stakeholders for review and comments. Additional tweaks were done in 2013 and 2014 after comments from various stakeholders and in 2015 the final Code amendment was formally accepted. There was a total of 22,069 changes made in the 2015 amendments since the Code of 2009 which shows how important change is in collaboration with every stakeholder to be able to have an updated and credible Code in the fight against doping (Young, 2017).

The latest review of the Code was done in 2017 where there was a consultation process like in the following amendments. There were three phases of consultation which took two years to work out from. The new Code was accepted in 2019 at the World Conference
on Doping in Sport in Katowice in Poland. It was not formally accepted until the beginning of 2021. These amendments have been done in a collaborative and transparent way to keep having a strong policy to fight against doping and protect the rights of the athletes that are clean (WADA, n.d.b). Furthermore, it helped close different gaps, address inconsistencies and clarify any confusion on doping matters. Getting feedback from the stakeholders also had a split in how the adoption of the Code should be done. The athletes had during the years wished for a shorter and more simple Code as it often was hard to keep updated with everything as an athlete. While other stakeholders proposed the Code to be more detailed which could make the Code longer and more complex. The wish of the athletes came through where WADA produced an “athlete guide” of the Code which was a shorter version and focus was done on those areas of the Code that are of importance to the athlete. The Code will still be there for the purpose of every other stakeholder and is still the main anti-doping document (Young, 2017).

5.4 The Code as we know it today

The Code of WADA is still the fundamental and universal document of anti-doping today, which harmonizes anti-doping rules, regulations and policies within sports organisations, governments, and other bodies. There are over 700 sports organisations that have accepted the Code of WADA such as IOC, IFs, NOCs, Regional Anti-Doping Organisations (RADOs), International Paralympic Committee (IPC), Olympic committees and Paralympics Committees. To be able to fully comply to the Code these organisations need to undertake acceptance, implementation, and enforcement of the Code. This means that after signing to the agreement of the Code the stakeholder needs to agree to the principles, implement all the mandatory articles, policies and rules as well as enforce their rules and policies in accordance with the Code (WADA, n.d.b).

There are eight standards that aim to facilitate consistency among the doping organisations involved which will be described further (WADA, n.d.c).

The International standard for the Prohibited list is divided into 3 groups which is Prohibited at all times, Prohibited in Competition and Prohibited in Particular sports. The doping substances and methods are listed in different categories which are taken out of the Prohibited list of WADA (2021b):
- **Substances**: Non-approved (pharmacological drugs, drugs in clinical development etc.), Anabolic agents (Anabolic steroids etc.), Peptide hormones (EPO etc.), Beta-2 agonists (asthma medicine etc.), Hormone and metabolic modulators (Substances that holds back different hormones to be produced), Diuretics and masking agents (substances that covers up a positive doping test), Stimulants (amphetamines, cocaine etc.), Narcotics (opiods), Cannabinoids (Marijuana substances), Glucocorticoids (substances that help you respond to stress and interrupt inflammation) and Beta-blockers (substances that is used to lower your blood pressure)

- **Methods**: Manipulation of blood and blood components, Chemical and physical manipulation and Gene and cell doping.

The prohibited list is updated every year after a consultation process of WADA and their stakeholders (WADA, 2021b).

The International Standard for Testing and Investigations (ISTI) plans intelligent and effective testing and maintains the integrity of the collected samples, so the athletes get notified of their testing results. This is done by establishing mandatory standards of planning of the test distribution considering both the collected samples as well as information on the athletes and their location. Furthermore, the notification of the athletes, their preparation for collecting and conducting the samples, security measures of the samples, documentation of the samples, and transportation of the samples to the accredited laboratories of WADA is of focus. ISTI does also establish mandatory standards for efficient and effective gathering, assessment and use of intelligence on anti-doping as well as investigations on anti-doping rule violations (WADA, 2021c).

The International Standard for Laboratories (ISL) is there to harmonize the technical and operational parts of anti-doping amongst the organisations. Their purpose is to ensure that laboratories accredited by WADA and Athlete Biological Passport (ABP) laboratories have an effective management system and provide valid results. ISL sets the requirements for the organisations in relation to obtaining and maintaining samples, analytical testing as well as result management (WADA, 2021d).

The international Standard for Therapeutic Use Exemptions (ISTUE) is there to establish the conditions that needs to be met in order an athlete gets permission to use or be in possession of a doping substance. To be able to use doping substances for therapeutic
reasons it needs to be related to a treatment in a medical context where ISTUE gives the responsibility to the anti-doping organisations to decide and communicate their conclusion whether athletes may or may not take a certain substance or use a doping method for medical reasons. ISTUE is responsible of the application process, the recognition process, and the review process if there are any appeals (WADA; 2021e).

The International Standard for the Protection of Privacy and Personal Information (ISPPPI) is to make sure that the information athletes give on to their anti-doping organisation is applied appropriate, sufficient, and effective in relation to protection of their personal information, testing results, applications, decisions, and their ABP. A document for handling personal information has been developed by WADA to make it easier for the organisation to ensure that the privacy rights are respected (WADA, 2021f).

The International Standard for Code Compliance by Signatories (ISCCS) sets the framework and procedures to ensure that the Code is complied with by the signatories. There are certain legal, technical, and operational requirements when complying to the Code of WADA which is needed to be able to have an effective, harmonized and well-coordinated anti-doping program both internationally and nationally. WADA is responsible to monitor the enforcement of the compliance of the code and the organisations are responsible to report on their compliance to WADA. CAS is responsible for control on non-compliance of the Code and to enforce consequences if the Code is not complied with (WADA, 2021g).

The International Standard for Education (ISE) is there to guide and support the continuation of a clean sports environment. Education is one of the prevention strategies which is highlighted in the Code where it should prevent athletes and other individuals from using doping substances. A principle of ISE is that the athletes first impression of anti-doping should not be through doping control but through educational objectives. ISE state that there are three main objectives to support the educational purpose which is: (1) to support the signatories in the planning, implementation, monitoring and evaluation of education programs. (2) to define language usage in the education field and clarify the roles and responsibilities for the signatories involved for both planning, implementation, monitoring and evaluation of education programmes. (3) to maximize the usage of the signatories’ resources by require them to establish an education pool for athletes registered in testing pool and for athletes that has been sanctioned before. Encourage signatories to work with others and coordinate their activities properly as well as
encourage them to consider educating a larger part of the population through value-based education programs. Furthermore, the third objective encourages the signatories to engage and leverage resources and the expertise of other stakeholders such as governments, institutions, and researchers in the field (WADA, 2021h).

The International Standard for Results Management (ISRM) is there to set the responsibilities for the organisations by respecting result management. Results management includes analytical findings, atypical findings, failure of whereabouts of the athletes, ABP findings and other matters that includes failures of compliment. Additionally, it also sets obligations relevant to preliminary review, notification of anti-doping violations, temporary suspensions, declaration of anti-doping rule violations as well as proposal of consequences, the hearing process, decision of issue and appeal (WADA, 2021i).

5.5 Anti-doping in Iceland

Iceland first signed the Anti-Doping Convention of the EC in 1991 and in 2004 they signed the Additional Protocol to the convention. The government signed a deal with The National Olympic and Sports Association of Iceland (ISI) to take hand of the anti-doping policy of Iceland. The organisation served as both a confederation of sports and as the National Olympic Committee of Iceland (COE, 2008b). In 2007 the Icelandic government signed an additional agreement with UNESCO on anti-doping where the principles of WADA were of focus. The UNESCO agreement on drug control is the basis for the governments and the sports movement to work together on the doping issue where all parts have responsibility for the doping problems that occur in sports (SI, n.d.). In 2018 the Anti-Doping Organisation of Iceland (Lyfjaeftirlit Islands) took over the doping control of ISI and became a separate independent organisation. They work under the The Ministry of Education, Science and Culture of the Icelandic government. Their role is to protect clean athletes and make sure that sports are practiced on an equal level. The organisation works out from the Code developed by WADA and the anti-doping policies by Icelandic law. The goal set by The Ministry of Education, Science and Culture is to work on the basis of the established National Anti-doping Agency which should be responsible for control and tasks related to international agreements, while their sub-goal is to increase emphasis on education and prevention on doping as well as provide information on doping control (SI, n.d.; SI, 2019).
5.6 Anti-doping in Denmark

Denmark signed the Anti-doping Convention of the EC in 1989 where it got adopted to the Danish parliament convention in 1992. In 2002 they signed the Additional Protocol of the Convention of the EC, where ADD took over the anti-doping policy work which Team Denmark had been responsible for beforehand which is an organisation for the elite athletes of Denmark (COE, 2008a).

ADD is an independent institution which was founded in 2005 and is under the Ministry of Culture of the Danish government. They work for the integrity of sports in Denmark and their goal is to fight against doping in sports both competitively and in society. The activities of ADD is on doping control, results management and prosecution, education, research and development on doping, international cooperation on doping and in assistance for public authorities in activities that are related to doping (ADD, n.d.a). ADD is also responsible for match-fixing investigation in cooperation with other sports organisations and authorities. They work for credible competition, results, winners, and principles for both elite sports- and fitness practitioners as well as the spectators of the various sports in society. The organisation works out from the Code by WADA and by Danish law on doping and anti-doping (ADD, 2019a).
6. Sport Culture

*To be able to understand the evolvement of the sport cultures in the two countries a quick look at the country’s history, sports history, society, and sport policies is needed in this chapter to be able to fully understand the development of sports in the countries.*

6.1 Icelandic Sport Culture

Iceland is a small nation with approximately 370,000 citizens and is often referred to as a micro-state (HI, 2021; Sam, 2016). Iceland is known as one of the Nordic countries beside Denmark, Norway, Sweden and Finland. Historically speaking Iceland has been attached to both Norway and Denmark but became fully independent in 1944. The foundations of the nations in the Nordic countries are often built around similar elements where emphasises is on the welfare state and social democracy. Even though Iceland has similar foundations in relation to social democracy and the welfare state as well as a great connection to the fellow Nordic nations, they may value individualism more than other Nordic nations. This has to do with how isolated Iceland has been for centuries with challenging natural environment and climate. The Icelandic society was immobile for centuries where there was little room for change. Towns and villages first became visible in the 19th century where Iceland was known as one of the poorest countries in Europe. Iceland developed quickly to one of the wealthiest and developed nations in the 20th century where they had a market economy and a social welfare system. This fast developed change was due to Iceland’s fishing industry which became the leading industry of Iceland (Wieting, 2015; Halldorsson, 2017).

Sports in Iceland goes way back to the famous Icelandic sagas which is part of the Icelandic national identity. Strongmen competitions, wrestling, swimming, and different ball games are named in some of these stories where the “games” were about honour and rules of fairness. Back then sport was a social activity where spectators gathered around to support the people involved (Wieting, 2015). Icelandic culture, hard climate and natural disasters reduced sports involvement and social gatherings where participation rate in different games was reduced (Halldorsson, 2017).

Changes in Icelandic sports came when the society of Iceland became more industrialized and urbanized in the 18th century. The increased communication with other nations gave
the Icelandic people possible sports to play and adapt to. Since Iceland was ruled by Denmark and various of people travelled there for work or education, they brought back the sports they had been influenced by to Iceland. In the 20th century sports became more part of society where it got introduced to the school curriculum and there was a growth of different sports clubs that was there for the local communities. Sports had a huge impact to Iceland’s independence as sport clubs and sport associations were established as an independence campaign where it was built around nationalistic beliefs and where the driving force was for doing something for society. The Icelandic Youth Association (UMFI) was established around the movement for independence from the Danish kingdom and was founded in 1906. In 1912 the National Olympic and Sports Association (ISI) was founded which is the national federation of Icelandic sports (Valgeirsson, 1991; Halldorsson, 2017).

These two organisations are still the leading sports associations of Iceland today. ISI consist of 33 national sports associations and 25 sport districts that are responsible for sports in certain parts of Iceland. The association for the youths UMFI collaborates with both ISI and the different sports districts in Iceland where they have about 450 clubs within their association (ISI, 2019a; UMFI, n.d.). Taking a look at national statistics from ISI there were around 160,000 memberships registered in the various sports associations within ISI in 2019. Approximately half of those were children and adolescents under the age of 17 where the other half were 18 and above. The most practiced sport was football with around 30 thousand practitioners followed by golf with 21 thousand practitioners and gymnastics with 14 thousand practitioners. What is surprising is that one of Iceland’s most successful sports in history, handball has been dropping significantly in memberships during the years. It is in 6th place over the most practiced sports with 7700 practitioners (ISI, 2019b).

Icelandic sports clubs and associations has established themselves as socially important for society to promote public health, fitness, and socialization for both children and adolescents. The sports clubs are built around the Nordic sports model we know from other Nordic countries, where the clubs get funded by the state and municipalities (Bairner, 2010). The clubs are open for everyone where participants can be coached by well-educated coaches at an early age. Participation rate in 2014 showed that approximately 90% of all children in Iceland took part in organised sports at some point in their life’s (Halldorsson, 2017).
Icelanders are highly interested in sports and often participate in more than one sport at a time. Historically it was because of weather conditions and people not being able to practice one sport all year around. The season could split where football for instance was played around the summer period and handball in the winter months. Today the sport industry has adapted to that and inside facilities has been developed so most sports are able to be practiced all year around. Scheduling all training sessions in the different sports within the clubs with the facilities available, can often be tricky for the clubs especially in the capital area were clubs often share facilities with other clubs and schools. Another reason for Icelanders trying out so many sports is because it is a small society which is community based were the clubs do not exclude members that lack skills to become a player of a particular sport. The clubs often try to promote other sports within their current members were everyone of interest gets the chance to play. Clubs in Iceland also depend on volunteer work, so they try everything to maintain as many members as possible within their clubs (Halldorsson, 2014; Thorlindsson et al., 2015).

Sports in Iceland is characterized by amateurism where the clubs are driven by voluntary work and open to everyone of interest. The state and municipalities fund the sports movement in Iceland where the state finances the National Olympic and Sports Association (ISI), different sports funds and school projects where the Ministry of Education, Science, and Culture manages the budget each year. The municipalities are the ones supporting the local clubs both financially and by offering facilities for their participants and local community. According to Thorlindsson et al. (2015) the municipalities play a bigger role than the state when it comes to supporting the local clubs in Iceland. The clubs only have full time staff members who handle their administration work daily within the club and part-time coaches who provide coaching to the participants, otherwise the clubs are community driven by volunteers. The clubs are non-profit organisations and the fee for participation is to cover the salaries of the employees mentioned, which mainly is for coaching and management (Halldorsson, 2017).

Globalisation of professionalism in sports is also showing in Iceland where some players have started to become semi-professionals in sports such as football, basketball and handball as the leagues has been growing in the country and more capital is available in the clubs. The players get a smaller salary and/or accommodation for their service, most players still work outside of their sports to be able to live a normal life in Iceland. The success of the Icelandic national team in football have also opened up for grants from
Federation Internationale de Football Association (FIFA) and Union of European Football Associations (UEFA) which the National Football Association (KSI) gets and transfer on to their respective clubs. This also gives KSI the opportunity to cover all the costs for their national teams in tournaments and training camps both regarding the A-team and their youth teams (Halldorsson, 2017).

From a national aspect there has also been lack of support financially for the elite sports movement in major events. According to a report from ISI (2015) the Icelandic elite sports need five times the amount of the current sum the state provides to the Icelandic national sports to be able to compete with other nations. For instance, the Icelandic national handball team only got 7% of what the Danish handball team got in finances before the 2012 Olympics which both countries were part of. The gymnastic team had to pay for their own traveling as well as expenses at the European Championship Finals in 2016 which they ended up winning. Other teams and especially youth teams often have to cover all expenses themselves were they usually do some sort of fund raising where they sell products or services to be able to get enough funds to participate. The athletes also seek help from local companies and municipalities who in some cases supports the athlete or teams (ISI, 2015; Halldorsson, 2017).

6.2 Danish Sport Culture

Denmark is known to be one of the smaller nations in Europe with approximately 5.8 million citizens (DS, 2019). Like Iceland they are known as one of the Nordic countries and are built around its strong welfare state and social democracy.

Even before the first sports federation and organisation got established in Denmark, sport was already a big part of society. Traditional football was already part of society between the 12th and 13th century where players used canes and balls to play the game. In 1799 a gymnastic institute in Copenhagen opened which was publicly open for everyone of interest. In 1814 sport became part of the Danish school law where the game of football had an important role as it got recommended because of its safety and simple requirements of resources as well as the focus on discipline and companionship. Horse racing then got part of Danish sport culture in 1834 and sailing race in 1858 (DIF, n.d.a).

Organised sport or the voluntary sports as Danes call it is the central connection between the government, municipalities, market, and society. There have always been intense
boundaries between the countryside and the cities in Denmark which has influenced the evolvement on organisation in sport historically. The sports organisations have grown out of three movements which are the shooting/marksman-, gymnastic- and sports movement. Especially the gymnastic movement has been attached to the countryside’s while the sports movements was more attached to the cities. Before the second world war there were more people on the countryside than in the cities which then got shifted after the war as the populations increased in the cities (Trangbaek, 2011).

The first sports federation in Denmark was the shooting/marksman organisation established in 1861 which was developed to strengthen the defence capability from the Germans and got financial support from the Danish government. In the late 1860’s more sports federations came up where there was a lot of inspiration from English sports such as football, gymnastics, cricket, and rowing. With these modern sports entering society it became a part of the citizens everyday life. In 1887 the first football fields, tennis courts and cycling paths got created. In 1896 The Danish Sport Federation (DIF) got established where ten different sports were a part of the federation with around 2000 members (DIF, n.d.a). Today the federation is still the leading sport federation of the country and consist of 63 national sports associations with around 8.800 local clubs (DIF, n.d.b). In 1929 the Danish Gymnastics Federation got established as there had been conflicts between gymnastics and shooters/marksman’s which made them develop their own federation. Danske Gymnastik- og Idrætsforeninger (DGI) got established in 1992 with the purpose to strengthen the voluntary associations in Denmark and target sport with values such as community challenge and health. They are still today one of the leading national associations in Denmark. The association consist of 14 other national associations which are split up after districts and which part of Denmark they are in. They work closely with both DIF and the government to reach out to the sport policy goals of Denmark (DGI, n.d.)

Looking better at the national statistics of DIF there were around 2 million members registered in the various sports associations within DIF in 2019, 43% of those were under the age of 18. The most popular sports in Denmark were football with approximately 329 thousand members, gymnastics with approximately 200 thousand members, swimming with approximately 193 thousand members and golf with approximately 150 thousand members. Handball and badminton have around 100 thousand members each, while cycling has respectively 33 thousand members. These last three mentioned sports are
considered as sports that Danes tend to perform on at a high level internationally even though not being the most popular sports practiced in society (DIF, n.d.b).

According to the Danish ministry of Culture, Denmark is known to be one of the most sport active nations worldwide, where participation in sport and exercise is still increasing. The Danish sport model is to create value and happiness to the people of Denmark in relation to learning, socialization and health. The Danish sports policy is there for all people of society and is there to ensure that everyone gets the chance to participate in sport and exercise both in elite and non-elite sport environments. The main vision of the sports policy is that Denmark will be the world most sports active nation. Furthermore, they created six different sport political aim’s which are there to be able to reach their main vision (KM, 2016).

The six sport political aims are described down below and are taken from the Guidelines for sports policy by the Danish Ministry of Culture, KM (2016):

1. **Sport for everyone:**

   This aim is to ensure that every one of society has the opportunity and desire to practice sport and exercise as well good possibilities for the people of society to be able to do that. There has to be room for both organised-, unorganised- and commercial sport and regardless of what kind of sport is practised it is an important part of the Danish society.

2. **Sport as a resource for other welfare efforts:**

   Sport can have positive effects on other welfare efforts such as meeting new people from various backgrounds and environments. The physical activity can be a setting where people meet and where the sport and human interaction is what counts. Physical activity can also increase health and prevent physical and psychological illness, support motile development and support therapy and rehabilitation programs.

3. **Sport integrity and values:**

   This is about displaying and protecting the integrity and values of sport. The main values are about democracy, citizenship, the playing community, happiness, and fair play. The value is also cultural, and health related where the values are leading for both the sport movement and for society.

4. **Sport contribution to learning, well-being, establishment in and outside of school:**
Primary schools, youth educations and universities are there as a gathering place so children, adolescents and adults have an arena for sports participation where people can have an active leisure life. Sport is also vital for children and youths learning, well-being, and establishment so it is important to have good setting for people of society where arrangement and facilities will contribute to more exercise, well-being, learning and socialization. Primary schools and different youth educations also have a special reform called “skolereformen” where there is a special focus on sport in school where collaboration is done with different sports clubs and associations.

5. **The arena for sport in Denmark both in relation to nature and urban areas:**

Ensure that there is a physical environment of sport in both nature and urban areas in Denmark and make use of the areas and space there is available. This sort of planning is done to stimulate the citizens to be able to want to exercise and have an active lifestyle where there are possibilities for physical activity in developing and implementing inspiring training environments for the people of society.

6. **Branding, marketing, and international inspiration:**

The last aim is about strengthening and utilizing the branding and marketing on both an international, a national and a local level. The work should be done systematically with international inspiration which can develop Danish sports further. Sporting events is a source of big cultural experience, national pride, and sense of community. People are ready to move around for these activities and it can attract people nationally and internationally.
7. Analysis

This chapter of my thesis presents the analysis of my findings in the chosen documents and the interview, where my themes of anti-doping are presented, comparison of the two countries are made and the theoretical framework is implemented to the data collected.

7.1 Implementation of anti-doping in Iceland & Denmark

The Code of WADA consist of 27 articles where the eight international standards are included. Denmark and Iceland comply with the Code and translate it to their own national anti-doping policy. Both of the national agency’s state in their national anti-doping policy that they implement the rules of WADA and if in case of any discrepancy between the documents it is the international Code that is of priority. Furthermore, both agencies transfer the values of the Code to their national policy which is about the spirit of sport. Anti-doping programs are there to maintain the integrity of sport where rules, competitors, fairness, level field of play and value of clean sport is respected (WADA, 2021a; ADD, 2018; ADI, 2021).

From a governmental perspective both countries have signed to the international agreement on implementing the rules of WADA and participate in the UNESCO convention on doping. According to the Danish act on encouraging integrity in sports (2020) doping is seen as substances and methods which are included in WADA’s prohibited list for 2021. The Code of WADA is also a part of the law and is translated into Danish where the purpose, extent, guidelines, standards, and organisation is described further (Act on encouraging integrity in sports, 2020). Furthermore, doping substances are illegal to produce, introduce, implement, handle, hand out, distribute, or possess by Danish law on ban on certain doping substances. Violation of the law is punished by a notice, fines, or prison up to two years compared to the severity of the violation (Act on ban on certain doping substances, 1999). It is the Ministry of Culture that is in charge of specifying the rules on anti-doping to the respective sports organisations and federations of the country as well as providing them with statutory grants. ADD has the purpose of preventing doping in sports in Denmark by trying to enter into an agreement with owners of relevant companies as well as others that offers sports activities, including public institutions and sports practitioners that do not have a
connection to the sports organisations mentioned (Act on law about encouraging integrity in sports, 2015).

In Icelandic law the Code of WADA is not translated directly into their sports law or law on doping substances, but it states that the Secretary of State is in charge of anti-doping in sports which should be done in accordance with the international law of commitments (Act on sports, 1998). The Secretary of State appoints the relevant party to be in charge of anti-doping where a five-year deal is made (Act on changes of the sports law, 2012). Anti-doping Iceland was appointed in 2018 to run the anti-doping activities for Iceland as an independent organisation. Their agreement with the state includes terms which the Ministry of Education, Science and Culture sets for them that is in accordance with the goals of UNESCO and WADA as well as the government of Iceland (GOI, n.d).

The Icelandic doping law does not include a longer list of doping substances but is more a simplified list where the general substances is mentioned as illegal to sell, distribute, import, export, produce or be in possession of. Secretary of State is allowed to decide the regulations of doping substances that is not mentioned in the law, if the purpose is to gain physical performance. The goal with the law is to strengthen education and prevention of doping as well as get in the way of illegal marketing of doping. Violation of the law is punished by notice, fines, or prison up to two years (Act on ban on certain doping substances, 2018).

7.2 Themes of anti-doping

Even though both countries agree and comply with the Code of WADA and state that they implement it to their own policy, there still are differences in how they comply with it. To find out and explain how the two countries implementation differ, different themes have been chosen to see how differently the two countries work in the fight against doping.

7.2.1 Economy

ADD got established under the Ministry of Culture where they each year determine an amount to support the organisation in reaching their purpose. The total income of ADD in 2019 was 28.8 million DKK (approximately 3.9 million euros) which includes the operating grant of the Ministry of Culture which was 25.2 million DKK (approximately
3.4 million euros). The rest of the income comes from project support from the Ministry of Health and Ministry of Culture, service charges from event and tournament organisers as well as from agreements with gyms and the fitness centres. Most of the money was put into doping control (11.7 million DKK), education and prevention of doping (5.4 million DKK), communication and IT (4.4 million DKK), administration and management (4.1 million DKK), research and development (1.4 million DKK) and investigations and results management (1.2 million DKK). The remaining amounts was put into international collaboration, match fixing matters and expenses for the board of directors (ADD, 2019b). In 2018 the government funded approximately 95% of the anti-doping programs while 5% came from service fees. 32% of the amount was but into testing, 18% into analysis of samples, 2% into investigation, 10% into education, 2% into result management, 1% into Therapeutic Use Exemptions and 35% into remuneration and administration matters (COE, 2018a).

ADI got established by the national sport association ISI and the Ministry of Education, Science and Culture where each part contributed with 600,000 ISK (approximately 4,000 euros) as an initial capital, in total 1.2 million ISK (approximately 8,000 euros). The income of ADI is from national grants from the Ministry of Education, Science and Culture, service charges and contributions from other international and national funds (ADI, 2018). The Ministry of Education, Science and Culture makes a three-year deal with ADI every three years. Current agreement is valid from 2019-2021 where financial contribution is 76.5 million ISK for the period (approximately 500,000 euros) which is divided as evenly as possible throughout the years (ADI, 2019). According to the annual report of ADI (2019) the organisation will be having challenges in reaching all the new standards of WADA financially and from a personnel point of view as there will be increased demand and emphasis on the educational standards as well as new testing methods.

According to the questionnaire done by COE (2018b) in relation to implementation of anti-doping policies, Iceland divided their annual anti-doping budget into four core programs of anti-doping. 20% went to testing, 30% into sample analysis, 10% into education and 40% into other things such as remuneration and administration. Nothing was put into investigations, results management, or Therapeutic Use Exemptions according to the organisation themselves. According to Birgir Sverrisson (personal communication, April 26, 2021) it is very hard to be able to divide the expenses and
income in relation to the different anti-doping standards as ADI do not have a person working with that specifically. Today most of the expenses are around the testing which include the testing procedure, analysis of tests and the equipment. Otherwise, the costs are around the staff and him as the CEO where his main focus is the daily work of the organisation and the educational matters of the organisation.

7.2.2 Education

Articles 18.1 and 18.2 of the Code of WADA state that education programs of signatories should raise awareness, provide information, and develop decision-making capability to prevent violation of the anti-doping Code. The education programs should be present to promote the spirit of sport as well as having a positive influence on choices of athletes and other individuals. Furthermore, the International Standard for Education (ISE) states that there should be an education plan developed by the signatories where the prioritisation of both target groups and different activities should be justified by the reasons of the plan (WADA, 2021a). ISE was adopted in 2019 after various scandals involving Russian athletes. One of the principles of the standard is that the first encounter with the athletes should be through education and not doping control and that the coaches and other personal should also get the opportunity for right training on doping (ADD, 2019b; WADA, 2021h).

The education program in Denmark consists of an e-learning course called “Clean Winner”. The course consists of fact-based reading material, videos, and exercises where the participants learn about the fundamentals of anti-doping. The target group for the course is broad as it targets both athletes, coaches, officials, employees, and students. The course is open to everyone on ADD’s website. Furthermore, ADD has developed a guide for parents and guardians of young athletes called “Guide for parents of elite athletes” to educate them and make them more aware of their role and responsibilities as a parent. The guide firstly provides the parents on information on medicine, supplements and on the Therapeutic Use Exemption. Secondly it also highlights the different risk factors the parents need to have a close eye on relating substance use. The guide is also there as a prevention tool for the parents involved where they should be the role model for the child (ADD, 2019b).

ADD also took part in developing the educational guideline for the ISE which they worked closely on in 2019-2020. Two of ADD’s employees were appointed to a working
group of WADA where they were part of a developing team that contributed to the practice of the guide. One of the goals of the guide was to make it easier for WADA to have a high standard for education amongst their signatories as well as set a requirement for specific amount of education among the countries (ADD, 2019b). The guideline got published by WADA in September 2020 and came into force in January 2021, which provides countries the guidance on creating an education pool, education plan, design of learning activities and monitor as well as evaluate their education programs (WADA, 2021h).

The education program of ADI consists of their website where everyone can read on information about law on doping substances, the prohibited list, information on Therapeutic Use Exemption and information about general knowledge on doping in sports. There is a lot of focus on supplements and what kind of effects they can have on your body and health. According to their annual report of 2019 they also participate in lectures and do presentations in both sports organisations, schools, universities, federations, gyms, companies, during coaching courses and for other bodies that are interested in getting educated on doping in sports. Overall, there were 14 educational presentations done by ADI in 2019 where 280 individuals took part (ADI, 2019).

ADI does also use education materials from the Nordic countries, where they have an agreement with Anti-doping Norway for instance which gives them access to all of their education materials. Those materials are then translated if they want to use them or see it useful for the Icelandic society. The implementation and development of e-learning courses is not something that is working as good as seen in other countries which has to do with both cost, resources, and time as the CEO is responsible for all this himself (Birgir Sverrisson, personal communication, April 26, 2021).

ADI has also been having meetings with the Directorate of health on trying to collaborate on creating a solid foundation on anti-doping in society. The aim is to try reach out to the non-elite participants as well and especially in the gym environment. After the new guidelines of the ISE got published, ADI and ISI decided to come together and make sure that all sport organisation gets the education needed on doping matters every year. Furthermore, ADI is also working on a collaboration program and an education guide that is called “Clean performance” which is mainly for the gym and fitness industry. The guide is to create a platform where the trainers and staff of the gyms, who are in contact with their members can get access to an educational guide. The focus will be on educating
them on rules on doping, supplements, symptoms, methods, and consequences of using
illegal doping substances. First agreement of a collaboration was done with a mixed
martial arts (MMA) gym named Mjolnir. The goals are to have a clean fighting gym,
educate their staff and coaches on doping, minimize illegal substances within their gym
and to work closely with ADI. The guide is still in the development phase on their website
where interested gyms can reach out to them to take part in their program (ADI, 2019).

This year there has also been further talking with the municipalities to take part and
collaborate on reaching out to the gyms in their area, which always is a challenging
process as prioritization often shifts quickly within municipalities and the administration
of the government. The service fee for the gyms involved is and will be 70,000 ISK a
year which includes e-learning for the trainers and members of the gym. The members
can decide whether they want to participate in the course, while it is mandatory for the
trainers involved to participate (Birgir Sverrisson, personal communication, April 26,
2021).

7.2.3 Testing & Investigation

Article 5 of the Code of WADA state that tests should be done to obtain analytical
evidence to weather an athlete has violated the use, attempted use or presence of
prohibited substances or methods. The athletes are required to provide a sample despite
time or place and by any anti-doping organisation that has the authority to test athletes.
The testing requires the anti-doping organisations to conduct test distribution planning
and testing in accordance with the International Standard for Testing and Investigations.
The investigations and intelligence gathering should be done by the anti-doping
organisation where capability to do so should be present and collaboration with another
anti-doping organisation can be developed. The testing is coordinated through The Anti-
Doping Administration and Management System (ADAMS) to maximise the
effectiveness of testing and to avoid multiple and repetitive test of athletes. Furthermore,
Article 6 of the Code of WADA states the analysis of the samples should either be done
by WADA-accredited laboratories or other laboratories approved by WADA (WADA,
2021a; WADA, 2021c).

ADD tested 1689 athletes in competitive sports as a testing authority in 2019, where 1513
urine samples were collected, 660 were in competition and 853 out of competition. 176
blood samples were collected where 23 were in competition and 153 out of competition
The tests were conducted in 34 different sports where the most tested sports have been the same since 2017, which are cycling, triathlon, rowing, football, aquatics, powerlifting, handball, ice hockey and weightlifting. The testing since 2018 increased by 9.3% as ADD increased their efforts on doping control which they aim to do every year. As described in the economy theme, doping control is the anti-doping standard that ADD puts the most money into, which was around 11.7 million DKK in 2019 (ADD, 2019b).

After the new requirement of testing by WADA, ADD did 636 sport specific analyses of the collected samples in 2019 where the purpose is to ensure more intelligent testing where the athlete of a certain sport is tested for the most relevant doping substance in their specific sport discipline (WADA, 2021c; ADD, 2019b). Furthermore, ADD did 225 tests in commercial gyms and fitness centres that has a cooperation agreement with the organisation. There were 12 doping cases in competitive sports reported by ADD and two other cases reported by other international-doping agencies. Additionally, ten cases were reported in recreational sports clubs where strength training and weightlifting is practiced and 143 cases in commercial fitness centres was reported (ADD, 2019b). The testing is done by a Sample Collection Personnel (SCP) who consist of 27 Doping Control Officers (DCOs) and seven Blood Control Officers (BCOs). Since there is no doping control laboratory in Denmark the samples are sent to a WADA accredited laboratory in Oslo in Norway (COE, 2018a).

Investigation is one of the key elements of ADD in the fight against doping in sports where violation of the Code of WADA is investigated but not only regarding competitive sports but also when it comes to the fitness environment. ADD has the task to handle the doping cases and give them on to the relevant bodies in charge to handle the punishment of the individuals involved. Furthermore, they are responsible for match-fixing cases in sports. The way investigations are made is by having people in the environments themselves, where athletes, clubs, managers, staff, or support personnel report back to the organisation or submit reports. ADD also has two whistleblowing hotlines called “Stop Doping” and “Stop Match-Fixing” where anyone can call anonymously and report cases or suspicion of doping to the agency. In 2019 there were 99 reported cases submitted to ADD concerning doping and 47 reported cases submitted concerning match-fixing. ADD also works close with authorities if they get intel on any criminal activity on doping substances or match-fixing cases (ADD, 2019b).
ADI tested 112 athletes in 2019 where 49 where in competition and 63 out of competition. All samples where urine tests and no blood samples were taken (WADA, 2019). The tests were taken in 11 different sports were football, basketball, handball, athletics, and weightlifting were amongst the most tested sports. ADI also assist third part organisation in testing in relation to the WADA Code if assistance is needed in testing of athletes in training or competition environments. ADI has done test for The European Athletic Association (EAA), International Handball Federation (IHF) and the United States Anti-Doping Agency (USADA). Additionally, to the test of athletes ADI has also been in charge of getting tests out of the Icelandic prisons for testing of anabolic steroids and assisting in analysing the results (ADI, 2019).

ADI has never been testing in commercial gyms or recreational sports and they do not seem to be against the idea to test in those environments. If the gym owners and sports club wish to have a clean sports environment ADI is not against the idea but there needs to be a suspicion of doping and people should not feel disturbed by it. The responsibility lays on the municipalities and the people of society if they want something like this implemented (Birgir Sverrisson, personal communication, April 26, 2021).

According to the questionnaire by COE (2018b) Iceland has a Sample Collection Personnel (SCP) consisting of 12 Doping Control Officers (DCOs) and two Blood Control Officers (BCOs) that works in their testing programme. Their tests are not analysed in the country but sent to a WADA accredited laboratory in Huddinge which is located in Sweden (COE, 2018b).

Additional investigations by ADI are done through their whistle-blower webpage where you can report on any violation of the anti-doping rules such as use, possession or suspicion of doping or production, distribution, or sale of illegal substances for instance. The report can be sent by anyone, and anonymity can be chosen by the whistle-blower. Everything is done online which makes it easy for ADI to keep track of reports and for the whistle-blower to report on doping violations or suspicion of doping (ADI, n.d.)

According to Birgir Sverrisson (personal communication, April 26, 2021) the reports gets sent to the office where he takes it into consideration. Every report is taken seriously, and every case handled individually. The cases varies where information can be valid or invalid. There are approximately five cases per year usually through the whistle-blower site.
7.2.4 International Cooperation

In article 18.1 of the Code on education it states that all of the signatories should be responsible for their scope of responsibility as well as in cooperation with each other plan, implement, monitor, promote and evaluate the education programs which are set by requirements of the International Standard for Education. In article 18.2.3 of the Code, WADA are also required to work with every relevant stakeholder to support them on the implementation of the education programs where WADA act like an information bank where information, resources or education programs developed by themselves, or other signatories can be accessed. Furthermore, the signatories are required to cooperate with each other as well as the governments to coordinate the efforts of these programs. Additionally, in article 19.1 it is also stated by WADA that all signatories and WADA should in cooperation with each other and the governments encourage and promote research to the development and implementation of doping free sports (WADA, 2021a; WADA, 2021h).

ADD has a broad focus on international cooperation with other signatories that has influence on implementation and efforts of education programs, research and development and the general fight against doping in sports. ADD is a member of the National Anti-Doping Organisations (iNADO) which is an organisation for all the NADOs. The CEO of ADD has before been a Board Member of the organisation but was appointed chairman in 2019, this has helped ADD to get a better position in the international strategic work of anti-doping. The iNADOs discuss and address issues within anti-doping where they send their recommendations on to WADA and IOC for them to take further action. An example on a case is Russia’s doping scandal in 2016 where the members of iNADO came together and recommended that Russia would be excluded from all sports (ADD, 2019b).

ADD has also been in close collaboration with WADA on the newest edition of the Code which took effect this year. The view and values of Denmark on anti-doping was taken into consideration where the dialogue was on the regulations and in relation to the new international standards. The collaboration was both done with ADD, The Danish Ministry of Culture and DIF. Since the CEO of ADD also was the chairman of the iNADOs he had the chance to influence on the drafting process on various areas of the regulations. The contribution was considering both competitive sport, recreational sport, and the fitness industry. Furthermore, there is also a Nordic cooperation going on between the Nordic
countries where there is a meeting annually on anti-doping and the Nordic Athlete Passport Monitoring Unit (NAPMU), which is there to monitor the athletes Biological Passports (ABP). This cooperation is done to help with the management level for the Nordic countries but also to exchange information and experiences on training and educational systems such as the e-learning platforms (ADD, 2019b; WADA, 2021a).

ADD does also exchange knowledge and experience with other signatories where visits are done between the different NADOs. Visits from Japan, Sweden and Azerbaijan is some of the countries that has exchanged expertise with ADD. The Japanese were interested in the doping control programme that is in use in Denmark where a more advanced and targeted system is in place. The swedes were more interested in the structure of the anti-doping work, while Azerbaijan was interested in the overall scope of anti-doping efforts. Such visits where knowledge and experience are exchanged helps the fight against doping in sports, as the NADOs share experiences on their work on anti-doping, investigation on it and because of exchange on general information on doping in their respective countries. Additionally, ADD does also contribute to the Play the Game conference which is a global conference with focus on integrity in sports which is part of the Danish Institute for Sport Studies. The conference gathers leading experts from various fields such as anti-doping, match-fixing, human rights, athletes’ rights, and good governance to discuss both the current status of sports and the need of development. The contribution from ADD is in relation to financial support, coordination of the event, presentations at the conference, debates, and exchange of information (ADD, 2019b).

Not only is ADD focusing on cooperation around anti-doping but they also have focus on international cooperation on match-fixing matters. They work closely with COE where The Group of Copenhagen was created to be networking with other nations on match-fixing matters. 32 nations are part of the network where 3-4 meetings are held every year (ADD, 2019b).

ADI became members of the iNADOs in 2015, where they take part in the discussing process of doping matters between the member organisation and come with recommendations on anti-doping just like any other member organisation. They are also part of the Nordic cooperation mentioned earlier where they take part in the annual meeting each year. The main subjects of the meeting are on the Code as well as on the current situation in each country on anti-doping. Iceland was also one of the creators of the Nordic Athlete Passport Management Unit (NAPMU) which is the Nordic
collaboration of analysing samples of the athletes (ADI, 2019). There has also been interest from other nations where ADI takes inspiration from these countries work and especially on education. ADI is cooperating closely with Anti-Doping Norway which they have an agreement with and access to their educational materials if needed. The materials are then translated or adapted to the Icelandic culture if ADI think it is of use (Birgir Sverrisson, personal communication, April 26, 2021).

7.2.5 Fitness & Public Health
ADD is one of the leading and most advanced anti-doping agencies that works with prevention of doping in gyms and fitness centres. They visit, correspond, and cooperate with the gyms and fitness centres in Denmark. On top of that they focus on research based on the motives of using illegal doping substances in the fitness environment as well as health related risk factors and side effects on substance use. Their vision is to have a clean and healthy environment in the gyms and fitness centres around Denmark. The way they do that is by having employed consultants visible in the gyms, by maintaining a dialogue with staff and members of the gyms and carry out doping control to catch and punish doping in public. In 2019 there were a total of 1506 visits in public gyms and fitness centres across Denmark where 1191 were without a doping control. ADD has 435 cooperation agreements with different gyms and fitness centres around the country. There is a cooperation fee of 3500 DKR per year for the gyms involved which is part of funding the concept as well as operation grants and funds from the Danish Ministry of Health. There is a lot of international interest in the way Denmark is working in this area where other countries want to know more about the knowledge and experience of doping prevention in those kinds of environments. Therefore, ADD has established an international research conference “Fitness Doping and Public Health” in 2019 to get more people involved in the fight against doping in the fitness centres both in practice and through research. The conference is held annually where a lot of different stakeholders take part such as NADOs, research institutions, authorities, treatment facilities and municipalities (ADD, 2019b).

ADI established “Clean performance” which I also touched upon in the theme of education. The purpose is to get agreements with public gyms and fitness centres on having a clean fitness environment and educate the staff and members on illegal doping substances and the health risks of using such substances. ADI does not do any sort of
testing in these environments but are more focusing on education and prevention of doping in the areas, which also is mentioned as one of the key standards of Education by WADA and should be of focus before doping control. An e-learning platform is up and running but is still being developed further where the goal is that everyone can get educated on doping in sports and the health risks of using doping substances (ADI, 2019; WADA, 2021a). Furthermore, ADI is trying to collaborate with the municipalities for the future in order to reach out to the users of the gyms and their staff members by educating them more on doping and the consequences using such substances (Birgir Sverrisson, personal communication, April 26, 2021).

7.2.6 Research & Development

Article 19 of the Code of WADA state that all signatories as well as WADA should encourage and promote research that contributes to the development and implementation on areas on doping control and doping free sports. This could for instance be on both sociological, behavioural, ethical, medical, scientific, or physiological investigation as an example. The research should be on relevant topics within anti-doping and should consist of the principles of the Code and respect the integrity of the subjects of the research (WADA, 2021a).

ADD supports and promotes research projects annually and in 2019 they funded four external projects for a total of 1,387,677 DKK (approximately 186,535 euros). The topics of the projects varies but they are all in relevance to the areas on doping free sports. The projects were done in collaboration with University of Aarhus and University of Copenhagen and consisted of a PhD project on doping agents in Denmark, PhD project on detection of misuse of “rHuEPO”, PhD project on improving time and cost efficiency on doping analysis and a project on drug prevention in gyms by developing evidence-based intervention by interviewing various stakeholders (ADD, 2019b).

ADI does not have the funds to support any major research and development projects financially, but they have been doing collaboration with schools and universities in Iceland. At most there is injected a couple of hundreds of thousands ISK into such projects from the organisation. They participate in research considering young people and their experience with doping substances in high schools every two years. This provides them with statistics on doping use among young people in Iceland and the consequences it has on them mentally. ADI also plans on supporting qualitative research on users of anabolic
steroids and has applied for grants for such research by the Ministry of Education, Science and Culture of Iceland. Their application was denied last year which makes it very hard for ADI to support or get grants for any research and development projects nationally (Birgir Sverrisson, personal communication, April 26, 2021).

7.3 Comparison of implementation of anti-doping by Iceland & Denmark

The comparison of implementation of the two countries on anti-doping is done out from the information and data gathered from the different themes of anti-doping where it is put up against each other. The differences and similarities are shown to answer how these two countries actually operate and implement the international standards and laws of anti-doping.

7.3.1 Implementation of the governments

As explained earlier both Denmark and Iceland comply to the rules of WADA and to the international standards of anti-doping. They also transfer the values of the Code into their national policies where they want to maintain the integrity of sport. Even though the countries both comply to the Code there is differences in how they comply with it. Both countries have signed to the UNESCO agreement but there are still differences in how they translate that into their law of the government (WADA, 2021a; ADD, 2018, ADI, 2021). Denmark has the Code of WADA translated directly into their law where the purpose, extent, guidelines, and standards are described. The illegal doping substances are also taken from the prohibited list where they are all listed as they are in the Code of WADA (Act on encouraging integrity in sports, 2020; Act on law about encouraging integrity in sports, 2015; Act on ban on certain doping substances, 1999).

In Iceland they do not comply to the Code to a same degree as Denmark does, as they do not translate it directly to their sports law but state that anti-doping in sports should be done in accordance with the international law of commitments. Their list of illegal doping substances by law is not translated directly from the prohibited list like in the Danish law but is a more simplified list of general substances that are illegal to use (Act on ban on certain doping substances, 2018; GOI, n.d.).
Both countries do also notice, fine, and give prison sentence up to two years if there is a violation of the doping law (Act on ban on certain doping substances, 1999; Act on ban on certain doping substances, 2018). Denmark has their Ministry of Culture to specify the rules and appoint a responsible organisation to be in charge of prevention of doping in sports. Anti-Doping Denmark has been responsible for those matters since 2005 (Act on law about encouraging integrity in sports, 2015). Iceland has their Ministry of Education, Science and Culture to specify the rules and appoint a responsible organisation to be in charge of their anti-doping matters. Anti-Doping Iceland got responsible for anti-doping in 2018 as an independent organisation (GOI, n.d.).

7.3.2 Implementation of the agencies
The way the two anti-doping organisations work towards the international standards of anti-doping as well as the Code set by WADA, differs a lot compared to the finances, size and priorities set by both the government, the different ministry’s and the organisations. ADD has a lot of support from the government and the Ministry of Culture financially, were they each year get a decent amount in financial support. Their operating grant was 25.2 million DKK (3.4 million euros) in 2019 which was provided by the Ministry of Culture. ADD’s additional income was 3.6 million DKK (around 500.000 euros) in 2019 which came from project support provided by the Ministry of Culture as well as the Ministry of health, service charges from event and tournament organisers and from the gyms in the country (ADD, 2019b).

ADI does not get as good support financially by the government or the Ministry of Education, Science and Culture. The operating fee for the organisation is set every three years where they in the period of 2019-2021 got an operation grant of 76,5 million ISK (around 500.000 euros) which they get provided as evenly as possible every year (ADI, 2019). This means that the operation grants the agencies got from their Ministry’s was 20 times higher in Denmark than in Iceland in 2019. The additional income Denmark gets from project support and service charges is the same amount Iceland gets every three years as an operation grant from their Ministry of Education, Science and Culture, which is around 500.000 euros (ADD, 2019b; ADI, 2019).

The educational programs in the two countries are pretty similar compared to using their website as an educational tool. Denmark has a more developed e-learning system where
they have a guide that consist of both reading material, videos and exercises which is targeted for a broad group of people that includes athletes, coaches, employees, and students for instance. They also have a guide for the parents of younger athletes to help them be aware of their role as a parent of a young athlete (ADD, 2019b).

Iceland on the other hand has not as well-developed e-learning guides as Denmark but they do provide reading materials on their website and they have a lot of focus on educating both athletes, coaches, students, and people in general on different supplements and their effects on the body and health. Otherwise, they focus on targeting the athletes and people of society “the old fashion” way in personal interaction and by making presentations. This is done by visits in schools, universities, sports organisations, federations, gyms, and companies. The Icelandic agency are also working on an e-learning course for the commercial gyms where they want to educate both employees of the gyms and their members on doping substances and their side effects (ADI, 2019; Birgir Sverrisson, personal communication, April 26, 2021).

The education material in Denmark is developed by ADD’s employees where inspiration on different content can be taken from the member organisations of WADA (ADD, 2019b). The only one developing educational content in Iceland is the CEO of ADI where he gets support from the member organisations but especially the Norwegian Anti-Doping agency as they have an agreement with them on sharing materials with Iceland (Birgir Sverrisson, personal communication, April 26, 2021).

ADD tested 1689 athletes in competitive sports in 2019 in 34 different sports, while ADI tested 112 athletes the same year in 11 different sports. 1513 urine tests and 176 blood samples were collected in Denmark, while all of Iceland’s tests were urine samples (WADA, 2019; ADI, 2019; ADD, 2019b). There are different reasons for that Iceland’s test only consist of urine samples. First of all, it is because it is an easy and effective way of testing which also can detect the majority of illegal substances on the prohibited list. Secondly the blood tests are hard to transport out of the country as they can easily get damaged in transport. Additionally, endurance sports such as cycling, and marathon is not as popular in Iceland as in Denmark for instance which is sports that require such testing methods to a much higher degree (Birgir Sverrisson, personal communication, April 26, 2021).
Tests in commercial gyms and recreational sports is also done by ADD where over 225 tests were gathered in the two fields. Iceland do not test in commercial gyms or recreational sports and have their main focus on competitive sports in Iceland (ADD, 2019b; ADI, 2019). SCP of the agencies consists of 27 DCOs and seven BCOs in Denmark, while Iceland has 12 DCOs and two BCOs that works on their testing. Both of the agencies do not have laboratories in their countries, so the samples are shipped abroad to WADA accredited laboratories. ADD send their samples to Oslo in Norway while ADI send their ones to Huddinge in Sweden (COE, 2018a; COE, 2018b).

The way the two agencies investigate doping matters differs. Denmark has people in the environments where both athletes, managers, staff, or other personnel report back or fill in a report to the agency. ADD also have two whistle-blower hotlines where people can call in and report cases or suspicion of doping or match fixing. In 2019 there were 99 reports on doping and 47 reports on match fixing. ADD does also collaborate with authorities if they get information on illegal activity on two of their hotlines (ADD, 2019b). Iceland also listens to whistle-blowers, but they have developed a website where anyone can fill in a report on violation on the anti-doping rules, suspicion of doping or any other illegal doping matter (ADI, n.d.). According to Birgir Sverrisson (personal communication, April 26, 2021) there is maximum of five reports a year through the whistle-blower site.

Both ADD and ADI has focus on international cooperation with other signatories. Both agencies are members of iNADO where problems and issues are discussed with other NADOs, and recommendations are developed together in the fight against doping. The Nordic collaboration is also something both ADD, and ADI is part of where there is a meet up every year. Here the countries of the North exchange ideas and talk about how things are in their respective countries. Other collaboration differs from the agencies as they can chose themselves who they want to collaborate with or interact with on a global level. Iceland has an agreement with Norway where they can use educational material for instance while Denmark has worked closely with Sweden, Japan and Azerbaijan on expertise within their agencies (ADD, 2019b; ADI; 2019; Birgir Sverrisson, personal communication, April 26, 2021).

The prioritization of Denmark is also within society where they aim to target fitness and public health. ADD is the leading anti-doping agency that works with prevention of doping in gyms and fitness centres, which made them develop an international research
conference on fitness, doping and public health where interested bodies are welcomed every year. In 2019 they had over 1500 visits in gyms and fitness centres and the agency has 435 cooperation agreements with various gyms across Denmark (ADD, 2019b). Iceland is newer in the area of fitness and public health, where they are trying to establish more cooperation with gyms around the country. The wish is to cooperate with the municipalities to reach out to the different gyms as they also have a responsibility for people of society. ADI only has one cooperation agreement with a fighting gym and do not do any sort of testing of people in those sorts of environments. The goal of ADI is to establish an e-learning platform for the members and staff of the gyms to educate them better on doping substances. The agency is aiming to use the principle of ISE to encounter the athletes through education and not doping control and give the trainers the opportunity to get educated on doping (ADI, 2019; WADA, 2021a; Birgir Sverrisson, personal communication, April 26, 2021).

The way the two organisations support research and development projects differ a lot as Denmark supports external projects financially were, they in 2019 injected 1.387.677 DKK (around 186.535 euros) into four different projects. These projects were about time and cost efficiency on doping analysis, detection of misuse of doping, drug prevention in gyms and on doping agents (ADD, 2019b). Iceland do not have the funds to support projects to such a degree as their budget is not as big as in Denmark. ADI collaborates with schools and universities on different projects where the amounts are minimal. One research project they support and participate in is a project on young people’s doping behaviours and the effects it has on their mental health. This project is done every two years in high schools across Iceland (ADI, 2019; Birgir Sverrisson, personal communication, April 26, 2021).

7.4 Governance structure within the organisations
ADD is directed by a board of directors which consists of six members in total. Four of them are appointed by the Ministry of Culture who also appoints the chairman of the board. One member has knowledge in elite sports and is appointed by DIF and Team Denmark. The last member has knowledge in non-elite sport or recreational sports and is appointed by DIF, DGI and the Danish Sports Association for companies. The members appointed by DIF, Team Denmark, DGI and the Danish Sports Association cannot be part
of the boards of these organisations or be employees of them. The members need to represent competences within both leadership, elite sports, non-elite sport or recreational sports, medical science, politics, law, and economics to be able to be appointed to the board of ADD. The board members are appointed in the board for a period of four years at a time, however for two out of the four members the appointment only consist of two years at a time, where one of them is the member with expertise in elite sports that was appointed by DIF and Team Denmark. A reappointment can only take place once for the members of the board and it is the Ministry of Culture that sets all the rules regarding doping matters for ADD as well as other sports organisations and federations (Act on law about encouraging integrity in sports, 2015; ADD, 2019b). Board meetings by ADD are usually held four to five times per year where summaries are accessible on their website (ADD, n.d.b).

The organisation consists of 18 full time staff members and an PhD student as well as 50 additional staff members that work parttime such as doping control officers and consultants in fitness centres. Additionally, there are four doctors working for their handling of Therapeutic Use Exemptions and one doctor on their anti-doping hotline that gives medical advice (ADD, 2019b).

To get a better overview of the structure within the organisation the roles and names of the staff members are illustrated down below and developed from information as well as their current organisational structure from ADD‘s website (ADD, n.d.c):
ADD has good structure within their organisation to take care of all doping and anti-doping related tasks. They divide their staff into four different departments where the general staff members answer to the Chief operating officer and the CEO, who are responsible for administration, management, quality, communication, and IT. The fitness and public health department also answers to the Chief operating officer and the CEO where they are responsible for the practices of the fitness consultants. Like the other departments, the sport department also answers back to the Chief operating officer and the CEO and are in charge of both scientific, educational and control matters as well as being responsible for the doping control officers. The investigation and case handling department does also answer back to the CEO and the Chief operating officer and are in charge of legal and intelligence work within the organisation and handles the investigation and result management process (ADD, n.d.c).

ADI is directed by a board of directors consisting of four individuals that are chosen every three years by the Ministry of Education, Science and Culture. The board of directors are in charge of pointing out two delegates in the board as well as an individual that is on standby as an alternative board member. The board splits the tasks between themselves, and decisions are followed by the will of the majority of votes of the board. The board must come together at least eight times a year and the main subjects during a meeting is
to be noted down and signed by every person that is present at the meeting. The board of
directors direct three committees within the organisation which are the Anti-doping
committee, TUE committee and Accusation committee (ADI, 2018).

The Anti-doping committee is appointed by ADI and need to be accepted by ISI and the
Ministry of Education, Science and Culture. Three individuals are appointed to be in
charge of Anti-doping Iceland’s planning and implementation of doping control as well
as education matters. The people of the Anti-doping committee are rotated every three
years where the requirements for the individuals involved is to have an education in
medicine or a similar background (ADI, 2018, 13. gr.).

The TUE committee also consist of three members appointed by the board of ADI where
the individuals involved must have a background in medicine or a similar background
just like in the anti-doping committee. The role of the TUE committee is to go through
TUE applications where athletes can apply to use illegal substance in relation to the
prohibited list of WADA, if the usage is done because of a health condition. The TUE
committee takes decisions whether the athletes get exemption considering the rules of
WADA. Every three years a rotation is done in the committee where new individuals gets
appointed (ADI, 2018, 14. gr.).

The Accusation Committee consist of three individuals who gets appointed to the
committee every two years. The requirements to be in the committee is to have at least
one individual with an education in medicine or similar and one individual with a master’s
degree in law. The role of the Accusation committee is to decide when there should be an
accusation done when a violation of the law of ISI has been made. The committee can
decide whether a case is taken into court of ISI and may also decide on exemptions from
prosecution to the court of ISI, as well as publish decisions on competition ban for both
athletes and clubs (ADI, 2018, 12. gr.).

ADI does have a limited number of full-time staff members as they are mainly directed
by the board members and their three committees. The board appoints a CEO that is in
charge of the management of the organisation, he or she has to give every information on
to the board members about the operation of the organisation. The CEO has the right to
participate in board meetings and to speak on behalf of the organisation even though he
is not part of the board. However, the CEO does not have the right to vote but is there to
run the organisation on a daily basis according to the funding given by the Ministry of
Education, Science and Culture annually. The board manages all of the affairs of the organisation and acts on its behalf. Their role is to ensure that everything is in shape in order to run an independent anti-doping organisation (ADI, 2018). The CEO is the only full-time staff member of ADI. The organisation also has part-time staff such as doctors and control officers of the organisation which were around 14 in 2018, where they usually work night shifts and during the weekends (COE, 2018b; Birgir Sverrisson, personal communication, April 26, 2021).

7.5 Governance & Power within the organisations

According to Hums & Maclean (2017) Sport Governance is the exercise of power and authority in sports organisations which includes the policy making, specifying of mission, legitimacy, memberships, and the regulatory power within a both local, national, and international extent of an organisation. ADD and ADI are non-profit organisations established by their governments and sports movements, where their survival depends on operational grants, funds, and additional service fees. ADD and ADI are steered by the policies set by WADA and their governments who are running political and corporate governance. They as independent anti-doping organisations seek compliance with the rules, regulations, guidance, and codes of practices set by WADA and their respective governments, which they then seek from their members and other stakeholders involved in sports. The compliance can differ in relation to different variables. It can be choice of the organisation or the board to focus on different parts of the Code or it can be a matter of lack of resources that has affect in implementation of the Code and the different guidelines set by WADA (King, 2017).

ADI has lack of the necessary resources both financially and from an administration point of view to be able to comply fully with the international agreement on the fight against doping. Their focus is mainly on the requirements on testing and education on athletes, where they also run a “free-rider” strategy where benefits of partner organisations is used to both save cost but also to agree to the cooperation element of the Code. The only full-time staff member is the CEO where he is the administration of the organisation on a daily basis, which makes it challenging to implement every aspect of the Code. The only full-time staff member is the CEO where he is the administration of the organisation on a daily basis, which makes it challenging to implement every aspect of the Code. The only full-time staff member is the CEO where he is the administration of the organisation on a daily basis, which makes it challenging to implement every aspect of the Code. ADD has a way larger budget when it comes to anti-doping matters and their focus is also set by the government to a much larger scale to fight against doping in sports and society. Their administration consists of over 14 people where each employee has a role. ADD’s
structure within the organisation is built on hierarchy where responsibility is divided for each department and employee, while ADI is more built on different networks within their board and committees that transfer information, inducements, and sanctions between each other and through the CEO that controls the planning and information towards his parttime employees (King, 2017; ADD, 2019b; ADI, 2019; ADD, n.d.b; Birgir Sverrisson, personal communication, April 26, 2021).

7.5.1 Global-Local Nexus Theory & The three dimensions of power
To give a better overview of how the governance, cooperation and exercise of power are between all the organisations involved the Global-Local Nexus theory will be implemented. The theory is based on the interconnected relationships between the global, national, regional, and local level. The relationships between the global, local and those between them is known as the “Global-Local Nexus” which is the processes that does affect and is affected by every level. The relationship between the different levels is crucial for shaping the local processes in the end and is therefore vital for the global processes of corporations and regulations (Misener & Wasser, 2016).

Source: Misener & Wasser (2016:33)
There are certain expectations set by WADA on a global level where signatories that comply with their Code need to undertake acceptance, implementation, and enforcement of the Code. This makes it mandatory for the stakeholders involved to implement all the mandatory principles, policies, and rules to their own policy (WADA, n.d.b). UNESCO is also part of this process globally where they make it easier for the governments involved to undertake legal framework as the Code of WADA is a non-governmental policy (UNESCO, n.d.).

The governments then regulate and translate the policy into their national law and anti-doping policies, where they in Denmark appoints the Ministry of Culture, and in Iceland the Ministry of Education, Science and Culture to lead these matters for the country on a national level. The Ministry of Culture of Denmark and the Ministry of Education, Science and Culture of Iceland are responsible for appointing a board of directors to run anti-doping matters of their countries, where an independent anti-doping organisation is voted to oversee these practices. The voting process of the board is done in collaboration with the sports movement where DIF, DGI and the Danish Sports Association for Companies are involved in Denmark and The National Olympic and Sports Association of Iceland is involved in Iceland (ADI, 2018; Act on changes of the sports law, 2012; Act on law about encouraging integrity in sports, 2015).

ADD and ADI are responsible for keeping a clean sport environment for the athletes locally and nationally where they answer back to the board of directors. The duties of the boards are to act reasonably with the mind to place the interests of the organisation first and to comply with the laws, rules, and regulations that the organisation works out from (King, 2017). Cooperation is also done with both regions and municipalities of the countries where they try to influence people of society. ADD works closely with the six regions of Denmark, the different municipalities, sport federations and sports organisations in the fight against doping. Same goes for Iceland but they do not have any regional development in their country, they consist of municipalities which they try to collaborate with to reach out to people within society (ADD, 2019a; ADD, 2019b; ADI, 2019; Birgir Sverrisson, personal communication, April 26, 2021).

Even though there is a lot of links and interconnections between different levels and factors the local level still has the power to resist to the global influence on the local processes and in relation to development within the respective countries. It is hard to implement a global policy to national and cultural problems, so adaptation is needed in
being able to work out from the different anti-doping principles, rules, and regulations. The ability to act on your own power is hard in this type of context as there is regulations and rules that cannot be broken, so there has to be a negotiation of power between the various levels. This type of negotiation is often pretty complex as it is usually individuals or corporations further up in the hierarchy that controls such policies or decisions. If ADD or ADI disagrees on something within the Code or their national policy and work against it, they are demonstrating resistance so there is much need of cooperation between all levels to make such policy work (Misener & Wasser, 2016). To effect on changes or decisions both countries are members of iNADO where such problems are discussed and proposals for change are made and sent on to WADA. WADA then can take the proposal into consideration but there is no guaranty that they will, which can leave the organisations involved helpless or unheard in some situations (ADI, 2019; ADD, 2019b; ADD, 2020).

According to Birgir Sverrisson (personal communication, April 26, 2021) there is often difficulties in the interconnections between ADI and the different Ministries in Iceland that are responsible for the anti-doping and health matters of the country. The agency is in good contact with them on targeting common problems of society, where interest is usually there in the beginning. But when it comes to delivering finances towards various projects it is a different matter. ADI has tried on seveal occasions to apply for funds on both research and development projects and on targeting people of society in public sports, which has been denied or been unanswered. ADI feels like they always have to push to be able to receive additional funds from the Ministries and they feel like they may be unheard or not of priority from the different bodies in some situations. The link up nationally is often more complex then cooperating internationally with other agencies and organisations as WADA provides a good way of collaborating through technology and infrastructure (Birgir Sverrisson, personal communication, April 26, 2021).

According to Lukes (2005) the one-dimensional view on power is on behaviours which makes decisions on various issues over a certain conflict of different interests. This is seen as policy preferences that are revealed by political participation. WADA has the decision-making power in the sense of prevailing their power to their signatories and by observing their implementation and results through both technology and meetings. They have the power to punish the organisations and athletes involved if they do not comply
with their rules. WADA has the right to hand over cases on to CAS if doping cases are under the jurisdiction of the signatories of the Code (WADA, 2021a).

When WADA got created, they were the ones who developed the rules and regulations in relation to doping and anti-doping internationally in the conflict on doping in sports. By the creation of WADA, governments and various bodies of the sports movement were invited to influence on their power by giving advice and feedback on how things were in their countries, agencies and federations before WADA came into light (Ljungqvist, 2017; Young, 2017). The governments around the world participated in establishing an international law on doping and set the different agendas to the potential cases of doping within their country. They appoint a Ministry in congress to be in charge of anti-doping matters nationally. The decision-making power is therefore transferred on to the governments who are responsible to implement it nationally in their specific countries. The government then appoints a board as well as an independent anti-doping organisation to handle these matters on a national level where the national organisation is to be in close collaboration with WADA on an international level. ADI and ADD does in the end work for both WADA, their governments, and the sports movement where they have decision-making power in the sense of the national and international doping rules. The athletes and the different sport organisations of the countries need to follow their rules, or they risk of getting punished. The violation can both be transferred to national sport courts or CAS depending on the violations (Lukes, 2005; ADI, 2018; Act on law about encouraging integrity in sports, 2015).

Lukes (2005) sees the two-dimensional power as a qualified critique of the behavioural focus of the one-dimensional view on power, where it gives consideration for how decisions are prevented from being taken on potential issues over a visible conflict of a different interest. Every political organisation has a bias towards some sorts of conflicts as well as the suppression of others. Certain issues are organised into the politics of the organisation while other things are left out (Lukes, 2005).

The governments set the agenda for anti-doping matters on a national scale where they have the power to regulate to the international laws on anti-doping into their own national law and implement additional regulations if needed and/or wanted. By setting the agenda on a national level they do adapt to the international conflict and may see some of it as non-relevant on a national scale. They do not have the power to change international laws on anti-doping but still have the power to control anti-doping issues nationally.
Additionally, they also have a national sport court that takes cases into consideration if violations are made. The Danish government for instance transfers the policy of WADA into Danish law both regarding the Code but also in relation to doping substances. Additionally, the Danish Ministry of Culture sets a strategy for anti-doping matters nationally which is connected to the six sport political aims of Denmark. The Icelandic government on the other hand comply with the Code by law but do not translate the Code of WADA or the prohibited substances directly to the Icelandic law but simplifies it more to their own advantage. The Ministry of Education, Science and Culture sets a strategy for anti-doping matters nationally which ADI are supposed to work out from in addition to the global strategy of anti-doping (Trangbaek, 2011; Act on law about encouraging integrity in sports, 2015; Act on changes of the sports law, 2012; SI, 2019; Lukes, 2005).

The focus of the Danish government is much higher considering doping in sports where a lot of resources is put into it annually. Iceland do not have as many resources available on doping in sports and the prioritization of the government is not as high as in Denmark. This also has effect on power within anti-doping nationally as ADI may prioritize on things, they may see of importance in the fight against doping nationally and use the funds in the places they think are right for their organisation and society (ADD, 2019b; ADI, 2019; Lukes, 2005; Birgir Sverrisson, personal communication, April 26, 2021).

According to Birgir Sverrisson (personal communication, April 26, 2021) the main focus of the organisation is doping control, analysis of samples and education. This is key issues he as a CEO thinks are important to the organisation in the fight against doping in sports. The survey of COE (2018b) also showed that some things are left out in relation to funding different anti-doping standards such as TUE, investigations, research and development and results management. This does not mean that they completely leave those standards out of their organisation, but they do not put any of their annual budget into these matters which may indicate that they do not see it as important as doping control and education, compared to the budget available. The non-decision-making power can therefore also be present in the national anti-doping organisation where they prevail values, beliefs, and rules of the game to their own benefits and interests. The bias is not only related to series of individual chosen acts but also by socially structured and culturally patterned behaviours of both groups in society and the institutions that are in charge (Lukes, 2005).
Lukes (2005) sees the third-dimensional power as a critique of the focus of behaviours of the two other dimensional views on power. He argues that the decision-making power and the non-decision-making power is too individualistic and gives consideration of many ways of potential issues that are kept out of politics. Whether it is from official practices and social forces or through decision making of individuals. The third-dimensional power focuses on decision-making and control over political agenda which can be done in other ways than by decisions. It can be on observable and hidden issues or potential issues, as well as having the ability to shut down protesters using propaganda or framing to influence people’s morality and necessities for instance. Some individuals may think they have the power to prevent others from complaining that they start to accept their role, may not see any other alternative to it or even see it as natural and unchangeable (Lukes, 2005).

The governments and the sports movement globally work from the same values which is to keep a clean sports environment and support good health amongst society (WADA, 2021a). Even though that is the case cultural differences can be in place where adaptation is needed in being able to target the athletes and society in the right way. There is a lot of links between different stakeholders and on power in anti-doping (Misener & Wasser, 2016).

The governments comply with the Code and need to answer back to WADA if any issues of compliance are made. The anti-doping agencies answers back to the ministries of the government and WADA, by implementing the national and international rules of anti-doping. The athletes answer back to the anti-doping organisations of their country where they need to obey to the rules set by them or they risk of getting sanctioned. Somewhere along the way there might be disagreements where the individuals of society as well as the people of the institutions, may accept or see no alternative to the rules set by the various bodies involved. Individuals have different believes and tend to adapt to certain issues and environments where power may shape these people’s beliefs and desire in such way that they do not question any of the policies. The national anti-doping organisations and the people working with anti-doping on a daily basis can manipulate and shape different preferences through a broader view on power. Their work is actually in the field of doping control and education for instance where they have the power to prevent people from questioning or complaining about their methods on a national level (Act on changes
of the sports law, 2012; Act on law about encouraging integrity in sports, 2015; ADI, 2018; ADI, 2021; ADD, 2018; Lukes, 2005).

An example of this can be seen in public gyms and fitness centres where ADD for instance are very present and do a lot of testing of people of society. These procedures are supported by the government as most doping substances found in public gyms are illegal and are used to increase performance and appearance. Furthermore, these substances can cause serious health problems both regarding short- and long-term issues. Some of these people may be against the methods because they may see that they have the control of their own body or just do not want to be bothered overall. They are not competing on an elite level so they may not see it as problematic. In the end these people start to accept it and see it as unchangeable which may make them practice sports in a controlled environment (ADD, 2019b; Lukes, 2005).

Birgir Sverrisson (personal communication, April 26, 2021) also touched upon this problem from ADI’s perspective where he argued that doping substances are illegal and can cause health issues amongst society which in the end effects on the health care system. ADI are not doing any testing in public gyms or fitness centres, but they are not against the idea if it is a wish of the gyms and municipalities. The testing should be done out of suspicion on substance use and not done just for the sake of it, which can be of disturbance for the clean regular gym user. The importance is to stick to the ISE on educating people first and foremost on doping substances and the side effects both for the gym members but also for the employees of the gyms (WADA, 2021h; Birgir Sverrisson, personal communication, April 26, 2021).

In November 2020 athlete representatives from 14 countries and 14 of the leading NADOS came together to call on further reforms of WADA. According to Michael Ask the director of ADD, the reforms in WADA are going to slow and the major stakeholders have often given WADA meaningful proposals for change without being heard. The stakeholders got together to speak collectively towards more independence, transparency, and accountability within WADA. They also addressed the need of strengthen the human rights and to eliminate any conflicts in the anti-doping system. The athletes are the ones getting tested and the NADOS are the ones that carry out most of these tests and the work behind them, yet they do not have any influence or are represented in the governance of WADA or the review of it. This example shows that WADA in the end has the decision-making power and has been having the final control over the political agenda of anti-
doping. The stakeholders involved have clearly had enough and do not accept their role as it stands and want to have more influence in the governance of WADA as they feel like they are doing the majority of the anti-doping work. The beliefs of the athletes and NADOs is to have a strong and effective anti-doping mission globally where the athletes and major stakeholders should be a part of the essential work as well as the global governance of anti-doping (Lukes, 2005; ADD, 2020).

7.6 Good Governance within the organisations

To give a better picture of the good governance principles of the two NADOs, I will be comparing the four dimensions of good governance of the Sport Governance Observer, which also contains three of the dimensions of the good governance principles of EC (Geeraert, 2018; EC, n.d.b). Each dimension will be gone through from the perspective of the two NADO’s of Iceland and Denmark from the data available in their documents, website and from the interview.

7.6.1 Internal accountability

The most simplified explanation of accountability is described as, who is held accountable, for what, how, to whom and to which extent (King, 2017). Houlihan (2013) also stats that accountability is about efficiency in relation to the objectives of the organisations such as culture of trust, honesty, and professionalism. According to Geeraert (2018) internal accountability decreases the chances of imbalance or abuse of power and helps raise the level of learning.

ADD has a clear structure and procedures of their different boards of the organisation. Their day-to-day work within the organisation is handled by their employees where they are accountable for working towards the fight against doping and implementing the rules, guidelines, and policies of WADA. The Ministry of Culture clearly account for what their different boards are responsible for and how the election process is (ADD, n.d.c; Act on law about encouraging integrity in sports, 2015). ADI does also have a clear structure on the procedures of their boards where the Ministry of Education, Science and Culture set clear structure and procedures on how their boards should look like and how the election process is handled. The CEO of ADI is solely responsible for the work of the organisation on a daily basis, where he answers back to the board and the different committees. There
are three committees that helps ADI in working towards a doping free sport where they are accountable for doping controls, violations, and TUE (ADI, 2018; Birgir Sverrisson, personal communication, April 26, 2021). ADD has a CEO and a vice president that are responsible for the various departments of their organisation where the employees are together responsible for the tasks in the fight against doping in sports. Their work and roles are divided within the different departments and do not include any work of a committee like in Iceland (ADD, n.d.c).

Both of the organisations also protect their whistle-blowers who help them in the fight against doping in sports, where they protect them and hide their identity and do not use any information that can harm them or their position in sports (ADD, 2019b; ADI, 2019; Birgir Sverrisson, personal communication, April 26, 2021).

7.6.2 Transparency

According to Geeraert (2018) transparency increases trust and motivates the employees and officials to perform in a better way. Transparency is about having information publicly available to inform members and other stakeholders about decision making within the organisation. It is also known as an important principle to public relations as a precondition to gain trust, for collaboration, dialogue, and insight in how things are within an organisation, which also can be a safeguard against corruption (King, 2017).

ADD is very transparent in their way of governing as they publish all documents on their webpage such as statutes, national doping rules, international doping rules, regulations, information on board members, organisational chart, financial reports, strategic plans, agendas of meetings and summaries of their meetings. Additionally, they publish annual reports that are highly informative in how the organisation has been working throughout the year (ADD, 2018; ADD, 2019a; ADD, 2019b; ADD, n.d.b; ADD, n.d.c). ADI on the other hand do only publish the national doping rules and the international doping rules on their website as well as information about their board members. They do not publicly have agendas or summaries of their meetings available on the website. Their dialogue and insight on how things are within the organisation is done in their annual reports every year where they try to provide their stakeholders with credible information on how things are running in the organisation. To prevent corruption within the organisation the board also has a signature system where every board member has to sign after each decision has been made at a board meeting (ADI, 2018; ADI, 2019).
7.6.3 Democracy

Democracy gives the members of the organisations open and persistent access in having influence on the political and strategic direction of the organisation as well as influence on leadership. The members get the equal right to vote for political leadership functions as well as debate and have influence on the decision making of the organisation (King, 2017). According to Geeraert (2018) democracy allows the policies to be more efficient as the stakeholders contribute with knowledge to the decision-making processes. This makes the stakeholders more likely to accept the various policies and make them feel a sense of ownership to the different policies. An open debate helps to effective solutions and a fair and competitive election process makes the members perform to a better degree and solve problems in a creative way (Geeraert, 2018).

Both ADD and ADI have clear procedures on how their election process works within their organisation and how members are voted into their different boards and committees. It is both the Ministry of Culture and the sports movement that have influence on the leadership within the organisation as they are responsible for the voting process of the board. The structure of ADD is more complicated in the sense of different boards and departments that are responsible for various anti-doping matters. ADI does also have clear procedures set by the government and the Ministry of Education, Science and Culture on the voting process as well as The National Olympic and Sports Association of Iceland from the sports movement. Not only do they have an influence on the boards of the organisation but also in relation to the three committees that helps the organisation to work towards a doping free sport (ADD, 2019b; ADD, n.d.b; ADI, 2018; Act on law about encouraging integrity in sports, 2015).

There are also limitations on how long a board member can be involved in the board of both organisations and requirements for educational levels of the members of the boards and different committees, to ensure that they are represented with the right people with the right knowledge. Both organisations also have regular board meetings annually, where ADI has it more regularly or almost double as they have more meetings a year, as their committees are more involved in how things are running within the organisation (ADI, 2018; Act on law about encouraging integrity in sports, 2015).
7.6.4 Social responsibility

Social responsibility influences the legitimacy positively as it enhances the trust presented by external people outside of the organisation. Having a positive relationship between internal and external stakeholders also has an influence on more effective policies of the organisations (Geeraert, 2018).

Both organisations are working with anti-doping policy on a daily basis where they are trying to educate both athletes, trainers, parents and society in general on the risk of doping and how it can affect health. ADD is more visible on the social responsibility dimension where their way of governing is to implement the international and national policies on anti-doping as well as support their member associations and their athletes. They are promoting health, clean sports, and a fair sport where they also work on match-fixing matters. ADD has two e-learning courses where they target their education for people of society, and they also have various materials on their website on doping and anti-doping. ADI is not as strong on the social responsibility dimension, but they do use their website for education purposes and do visits in schools, universities, sports organisations, companies, etc to educate people on doping and anti-doping in sports. They promote health and clean sports where they try to collaborate with the municipalities in Iceland to target people of society in gyms and fitness centres. ADD works with the regions of Denmark and their municipalities in targeting people of society and are already present in a lot of gyms and public sports centres around the country (ADD, 2019a; ADD, 2019b; ADI, 2019; Birgir Sverrisson, personal communication, April 26, 2021).
8. Conclusions

This chapter concludes my research and presents the main findings of my analysis process. The research questions will be answered where focus is on differentiation and similarities of implementation and governance of Denmark and Iceland. Furthermore, the results of the power relationships and the interconnection between the anti-doping stakeholders will be presented.

8.1 Implementation and Governance

Anti-doping policy is implemented in accordance with the international anti-doping policy by law in both Iceland and Denmark. The governments of both countries have signed to the international agreement on implementing the rules of WADA and participate in the UNESCO convention on doping. Furthermore, the values of both national agencies are transferred from the Code of WADA (ADD, 2018; ADI, 2021). Even though that is the case the implementation of the international anti-doping policy differs in the two countries. The Danish government translate the Code of WADA directly into national law while Iceland is more lose about it and do not translate it directly into law, but state that the Secretary of State is in charge of anti-doping in sports and their work should be done in accordance with international law of commitments. The list of doping substances in Denmark is also translated directly from the Code of WADA while the Icelandic list is more simplified where general substances are stated as illegal to sell, distribute, import, export, produce or being in possession of (Act on encouraging integrity in sports, 2020; Act on ban on certain doping substances, 1999; Act on law about encouraging integrity in sports, 2015; Act on sports, 1998; Act on changes of the sports law, 2012; Act on ban on certain doping substances, 2018).

Both Iceland and Denmark have an independent anti-doping agency that are in charge of the anti-doping matters of the country. ADD is under the Ministry of Culture of Denmark while ADI is under both the national sport association ISI and the Ministry of Education, Science and Culture (ADD, 2019b; ADI, 2018). ADD and ADI are both non-profit organisations that are established by their governments and sports movement. They are both steered by the policies set by WADA and their respective governments that are running political and corporate governance. They then seek compliance with the rules, regulations, guidance, and codes of practices set by WADA and their governments, which
they then seek from their members and other stakeholders involved in sports (King, 2017). Even though both countries agree and comply with the Code and the international standards of WADA, there are still differences in how they comply with it and what standards the countries decide to focus on. This has both to do with finances, size and priorities set by the governments and the ministries that are in charge of anti-doping matters nationally.

The good governance principles are to be found in both NADOs where ADD has a strong focus on all four principles while ADI is lacking a bit on transparency. Both agencies are working with social responsibility on a daily basis where they try to educate athletes, trainers, parents and society on the risk of doping use and the effects of it. Health, clean sport environment and fair play is promoted by ADD and ADI in collaboration with ministries, municipalities, sport organisations and other NADOs. Furthermore, both organisations have strong internal accountability and democracy where they have clear structures and procedures of the organisation as well as how their election process is. ADD is very transparent in their way of governing where all sorts of documents are published on their website and accessible for everyone. ADI are not as transparent with such documents but do publish annual reports to provide their stakeholders with credible information on how things are running within their agency (Geeraert, 2018).

Resources differs significantly between the national agencies which affects their way of implementation and governance. ADD got approximately 3.4 million euros as an operating grant from their Ministry of Culture in 2019 while ADI got approximately 500.000 euros for a three-year period (2019-2021). This has a huge say in the way the two countries operate and in their way of dealing with doping in sports. The governance structure within both organisations consists of a board that is appointed by the sports movement as well as their ministries. The differentiation in governance structure is both the structure within the organisation as well as the number of employees. ADD is built on hierarchy where the responsibility is divided between various departments and employees, while ADI is built on different networks within their board and their committees that transfer information, inducements and sanctions between each other and their solely full-time employee (ADD, 2019b; ADI, 2018; ADD, n.d.b; ADD, n.d.c; King, 2017).

With a larger budget and a better structure within ADD’s organisation it gives them a better chance in complying with every international standard of the CODE of WADA and
the capability to focus more on the good governance principles. The focus of the Danish government also has a say in ADD’s prioritization of not only doping in sports but also on doping in society. With lack of the necessary resources both regarding finances and from an administrational point of view, ADI is not able to fully comply with the Code of WADA to the same extent as Denmark. This makes them have to focus on the standards they think is most important for Icelandic sport and society. ADI’s focus is mainly on requirements on testing and education on their athletes. They run a “free-rider” strategy where benefits of partner organisations are used, both because of the cooperation element of the Code but also to be able to save cost (ADI, 2018; Birgir Sverrisson, personal communication, April 26, 2021). ADD focuses on every standard and have departments within their organisation that takes care of every doping related task. They are also one of the leading agencies that works with fitness and public health in society where they put a lot of effort in testing as well as educating people of society on doping substances and their side-effects (ADD, 2019b; ADD, n.d.b).

8.2 Interconnection- and Power relationships

The interconnected relationships between the global, national, regional and the local level is complex as there are many stakeholders involved in the development of anti-doping and there is individuals or corporations further up in the hierarchy that controls the decisions and policies. Expectations are set by WADA on a global level where the signatories that comply with the Code need to undertake acceptance, implementation, and enforcement of their Code. UNESCO also takes part of this process on a global level where they help with the legal framework for the governments involved. The governments of Denmark and Iceland then regulate and translate the policy on a national level into their national law and their anti-doping policy as mentioned earlier. The ministries and the independent anti-doping agencies are then responsible for keeping a clean sport environment for the athletes nationally and locally (Misener & Wasser, 2016). Findings in the study showed that there often are difficulties in the interconnections between the NADOs, the ministries and/or WADA. ADI is in good contact with targeting common problems of society but getting funding and collaboration with ministries in Iceland is hard and often denied or unanswered. The interconnection internationally is often easier through WADA as they provide a good way of collaborating through their
infrastructure (Birgir Sverrisson, personal communication, April 26, 2021). Even though WADA want to collaborate and listen to the NADOs on anti-doping issues the proposals from the NADOs are often unanswered. According to the director of ADD the reforms in WADA are going to slow and the various proposals made from representatives from the leading NADOs is unanswered on many occasions. The NADOs want a strong and effective anti-doping mission globally where both athletes and major stakeholders should be a part of the work and the global governance of anti-doping (ADD, 2020).

WADA has the decision-making power in the sense of prevailing their power to the signatories involved and by observing their implementation through both technology and meetings. They got the power to punish the organisations and athletes involved if they do not comply with their rules. The power then gets transferred on to the governments that have the responsibility to implement it nationally. ADI and ADD are appointed to handle these matters in their respective countries where they have the power to test and transfer doping cases to both national and international sport courts (Lukes, 2005; Act on encouraging integrity in sports, 2020; Act on changes of the sports law, 2012).

The two-dimensional power is on the bias towards the doping conflict nationally where there is an adaption to the international agenda on anti-doping. The governments have the power to regulate to the international laws on anti-doping into their own national law and implement regulations to it on a national scale. The Danish Ministry of Culture sets a strategy for anti-doping matters nationally in addition to the international strategy where it is connected to the six sport political aims of Denmark. The Icelandic government does comply with the Code by law but do not translate it directly to Icelandic law but simplifies it more to their own benefit. The Icelandic Ministry of Education, Science and Culture sets a strategy for anti-doping nationally which ADI works from in addition to the global strategy. The national agencies are supposed to work from both the international and national strategy which ADD has the resources to do while ADI has problems with adapting to every standard of the Code which forces them to regulate and focus on the things they think are of most importance (Lukes, 2005; KM, 2016; ADI, 2018, ADI, 2021, ADD, 2018).

The third-dimensional power is on the decision-making and control over the political agenda set by WADA, which is influenced through other ways than by decisions. The NADOs and the people working with anti-doping matters can manipulate and shape different preferences through a broader view on power where they prevent people from
questioning or complaining about their rules or methods. The athletes and other stakeholders in sport may not see any other alternative to the rules set by the different bodies and start to accept them, this can be seen in public gyms in Denmark and in amateur sport in Iceland (Lukes, 2005; ADD, 2018; ADI, 2018).
9. Discussion

This chapter discusses the research findings in relation to the process of the thesis, previous research, and future research. Furthermore, implications of theory are also discussed in relation to the future research.

9.1 Process of the thesis

The process of this thesis began in late 2020 when a plan was set for my final thesis developed as a project plan. The plan evolved over time where the research aims, and questions got narrowed down further with more focus on specific countries on implementation on anti-doping policy. The idea was first to include all the Scandinavian countries as they are close to each other both geographically and culturally. This changed as it got decided to only focus on two countries after discussing this with several professors from Malmö University as well as my supervisor for the thesis. Furthermore, it became clear early that going through all the essential documents would require a lot of work and time which would be impossible to do with the timeframe for the thesis in mind.

The research topic got decided early as I have always been interested in anti-doping research both regarding behavioural and ethical matters. The lack of research on implementation on anti-doping policy also made me more interested in that specific area which made me want to investigate it further, both regarding implementation, power, and governance within anti-doping. The reason for choosing Iceland and Denmark as countries to investigate, was first of all because of lack of previous research in these two particular countries. Another reason was because Iceland was once under the Danish kingdom where they became fully independent in 1944. Denmark therefore had great influence on the Icelandic sport culture and its early development. My connection to both countries also made the choice easier as I am a native speaker of both languages which also gave me an advantage considering my data collection and data analysis processes.

When I started my data collection process, I quickly found out that it was way easier to access documents from all stakeholders in Denmark compared to Iceland. This made me have to reach out to the Icelandic agency to get additional documents from them as well as plan an interview with them, to get as valid data as Denmark provided me with in their
documents. Furthermore, the interview gave me a more personal view from the point of ADI and their CEO. This was something I missed from the point of ADD which would have given a more personal view on their prioritization on implementation on anti-doping and relating to the information gathered in the documents. It also took more time than I expected to go through all the necessary documents of both agencies to be able to find the most reliable data considering my themes of my research. I decided to prioritize with the most reliable data first and foremost but also the newest and most up to date data which was mainly from 2018-2021. The collection and analysis of data also took more time than expected due to the language barriers of the countries. There was a lot of translation involved in the thesis both regarding documents, interviews and transcripts which challenged me and the time schedule in some situations.

9.2 My findings compared to previous research

The result of my thesis has similarities in findings with other authors in previous research. In line with my hypothesis, De Hon (2016) also argues that sport organisations and governmental institutions needs to work together to achieve a common goal on the anti-doping issue in sport and society. His argument is more towards having a greater balance between repression and prevention to have such an impact. My findings are more into strengthen the interconnections between all parties as well as the power structure between the bodies involved.

In a similar comparative policy analysis Wagner & Hanstad (2011) argued that the NADOs often adapt to the institutional settings rather than acting in a rational way where their anti-doping measures are influenced by the world sport culture. This result is kind of a contradict to my results when it comes to adaptation and their institutional setting. My comparison shows that both NADOs adapt to the international guidelines of WADA but also considering prioritization from a national aspect. They do in fact adapt their implementation towards their national sport culture rather than the international sport culture. Both countries try to adapt to the international standards to be able to comply with the Code of course, but they do also adapt in certain areas to the national aspect of anti-doping in order to target the people of society in the right way. Denmark has much more focus on health and fitness of society where Iceland is more into doping in sports.
where focus is on testing and education for instance. ADI tries to act in a rational way considering the doping agenda but also in relation to the resources available.

The comparison and evaluation study by Gatterer et al., (2020) argued that implementation and prevention differ in NADOs around the world and is often due to lack of resources and collaboration issues within sport organisations. This finding was also something that was concluded in my research to a certain degree. Regarding the resources Iceland was lacking to a high degree on a national level and were depended on collaboration with partner organisations to be able to comply with all the anti-doping standards of the Code. Denmark had way more resources available which the Danish government provides them with. They set requirements for the NADO to work towards both international and national anti-doping strategies. The collaboration issues are something Denmark sees between the international and national level where they often feel unheard, especially when proposals are made to WADA on anti-doping issues. The results of the collaboration issue in ADI were more on a national level between ADI and the different ministries, where there often was a good dialogue in the beginning but when it came to funding or viewing certain projects, they felt unheard or unanswered. The common finding of both studies is that the reason of diversity on implementation of the Code is because of the lack of resources and internal collaboration issues between different stakeholders.

The comparative social science research on evaluation of anti-doping policies by Zubizarreta & Demeslay (2021) showed the power relationships between WADA and the various NADOs, while my study focused on two specific countries that were not part of this particular study. The results in both studies indicate that the NADOs have very little decision-making power within WADA and that the decisions made are not always taken positively by the NADOs. There is dissatisfaction and disengagement in the NADOs where there is need of a balance between global priorities and national realities. Similarities are between the findings of this study and my own as my findings also showed that sometime some of the global anti-doping standards are overlooked in order to raise the quality of other standards, as there may be lack of resources available to target all of the standards of the Code. In relation to the Danish NADO they also work towards their own national benefit and their national strategy in the fight against doping in both sport and society. This can be a threat to the global anti-doping system and the quality of it. The differences between the two studies are that mine has more focus on the three
dimensions of power and the interconnection between the different levels of anti-doping, while this particular study focuses on power and domination by using the emprise model that is about having control over different resources.

9.3 Future research

In relation to my results and future research there are various opportunities in the research area and in other countries. As my results in most cases showed the outcomes of the anti-doping agencies in relation to implementation and prioritization of the anti-doping standards, it would be good to be able to dig deeper into the prioritization of the ministries of the two countries as it did not fully show in my study. The interview resulted in some speculations on why or how the Icelandic ministry prioritise anti-doping matters of the country as they do, where the policies also showed how they did that to an extent. By speaking to people of both ministries on their priorities of anti-doping policy and their challenges in relation to economy and funding, it would give a broader view on the national aspect of anti-doping policy. This would mostly be satisfying to see from the perspective of the Icelandic ministry as they do not translate the international anti-doping policy directly into law but simplifies it more into their own advantage. Furthermore, ADI’s focus is mostly on testing and education, and it would be important to know how the ministry of Iceland implement the other standards of the international anti-doping agreement. The result of my study also indicates difficulties in interconnections between the international, national, and local level. Since that is the case, it would be vital to investigate it from the perspective of the governments and ministries to get their view on the interconnections and cooperation between all parties.

There was also an implication regarding the power theory in my study, where the challenge was to make good use of the third dimension of power in relation to the data available, as it focuses on other things than decisions such as observable or hidden issues. To be able to make fully use of the theory it would be necessary to know what influences people’s morality and necessities in relation to the anti-doping policy. This could both be done with the employees, trainers, athletes, and people of society for instance, to be able to know what shapes their beliefs and desires that they may or may not question regarding the anti-doping policies. Observation, interviews and/or questionaries would be suiting in
strengthen this type of research in the future where the focus is more on the personal experience of these challenges.

As mentioned in my research process it was not possible to include a personal interview with a staff member of ADD which would have given more personal aspects to the study. This is something that would help similar research in the future to get a more personal view on the implementation of anti-doping policy from the Danish side of things. Furthermore, because of the corona situation the anti-doping work stood still for a while and not a lot of new information was given regarding anti-doping matters in both countries. A similar research in both countries with newer and more reliable documents would help to see how the work has been after the corona situation and if there are any changes on similarities and differences of the two countries. It would also be interesting to see if there are other nations fighting with the same problems and challenges like Iceland are doing when it comes to resources and funding in general. Having a transparent and global anti-doping policy implemented worldwide may not be so easy to implement in all nations, especially in countries where there is lack of resources in other political agendas than doping in sports.

Considering the good governance principles there were limitations in relation to finding enough data on all of the principles in the documents and the agencies websites. There were no requirements or guidelines on how the anti-doping organisations should measure their level of good governance from the anti-doping stakeholders on a national level. Play the game have been in charge of developing a code of good governance as well as a tool to be able to evaluate the agencies performance on a national level which took place from 2019-2021. Their report came out when the final stage of this thesis was being written. To take the National Anti-doping Governance Observer into account and its six dimensions, it would help to analyse the good governance principles better in relation to anti-doping. Future research could include further investigations in both agencies were questionnaires and in-depth interviews would be developed in order to get answers to how they implement all of the good governance principles were the new findings and measurements from the National Anti-doping Governance Observer would be taken into account (Geeraert, 2021).
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Appendices

Appendix a: Interview guide

**Purpose of interview:**
The purpose of the interview is to get an understanding of the anti-doping implementation in Iceland to be able to compare their implementation with Denmark, who has more information available in various documents as well as their website. The questions are developed in relation to different gaps found in published documents of the organisation, but also to get a better and more personal perspective on implementation of anti-doping and the issues that comes with it.

**Opening question:**

1. When did ADI fully take over the anti-doping area nationally?
   a. Does ISI still have influence in anti-doping in Iceland or is ADI fully responsible after you got independent?

**Intro question:**

2. How is ADI working with anti-doping in Iceland?
   a. How does the strategy of your organisation look like for the future on anti-doping in Iceland?

**Key questions based on topics:**

**Culture:**

3. How is the doping culture amongst professional athletes?
   a. Are there any specific sports that are more known to be involved with doping in Iceland?

4. How is the doping culture amongst society in general?
   a. Is it problematic in non-elite sports or in certain environments? if so in what kind of sports and/or environments?

**Research and development:**

5. Does ADI support any R&D projects regarding anti-doping?
   a. Do you collaborate with universities?

6. Is ADI putting money into R&D or is it mainly done voluntarily by external partners?
Testing and investigation:
7. How is the evolvement of testing in the last couple of years in Iceland?
8. Were there any tests done in the non-elite environment or in gyms and fitness centres?
   a. If no, is there any plans on implementing that to the testing?
9. How many reports do you usually get through the whistle-blower website?
10. Are there any other ways you do investigations of doping other than the whistle-blower website and by testing?

Education:
11. Do you implement the education guide from WADA or developed your own guidelines to specific issues within your country?
12. Do you plan to collaborate with more gyms in relation to your “Clean Performance” campaign?
13. Is there a cooperation fee by participating in the “Clean Performance” campaign?

International Cooperation:
14. Has ADI helped or exchanged any information regarding anti-doping with other countries and/or NADOs outside the iNADO and Nordic cooperation meetings?

Economy:
15. Does ADI have concrete numbers on the expense and on how income is divided by the different anti-doping standards (Testing, Education, R&D, TUE, etc)?

Policy:
16. Do you think ADI manages to implement all of the suggested standards of the Code of WADA?
17. Are there any issues you think needs to be taken into consideration when implementing policies from WADA nationally?
18. Do you have enough resources to be able to implement all the policies of WADA?
19. Do you think the funding and understanding of the government reach the agreement of implementation of the international anti-doping policy?

Closure:
20. Do you think there are any specific areas you need to work better on as an organisation?
21. Thank you for participating, anything you would like to add?

Source: The interview guide was built in relation to Jones (2015) different factors to have in mind when constructing an interview guide (p.181).

Appendix b: Sampling of Documents and Data Analysed Table

<table>
<thead>
<tr>
<th>Documents selected</th>
<th>Data analysed</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Standard for the Prohibited list of the Code (2021b).</td>
<td>Substances and methods that are prohibited in elite sports.</td>
</tr>
<tr>
<td>International Standard for Protection of Privacy and Personal information of the Code (2021f).</td>
<td>Rules, requirements and effectiveness of personal information, testing results, applications and decisions relating personal issues within doping and anti-doping.</td>
</tr>
<tr>
<td>International Standard for Results Management of the Code (2021i).</td>
<td>The obligations of the signatories relevant to preliminary review, notification of anti-doping violations, temporary suspensions, declaration of anti-doping rule violations, proposals of consequences, hearing process and decision of issue or appeal.</td>
</tr>
<tr>
<td>Anti-doping policy of Denmark (ADD, 2018).</td>
<td>National anti-doping polices of Denmark, implementation of the international policy and prioritization of Standards in relation to culture, sports, and society.</td>
</tr>
<tr>
<td>Source</td>
<td>Summary</td>
</tr>
<tr>
<td>-----------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Anti-doping policy of Iceland (ADI, 2021).</td>
<td>National anti-doping policies of Iceland, implementation of the international policy and prioritization of Standards in relation to culture, sports, and society.</td>
</tr>
<tr>
<td>Evaluation report by Denmark (COE, 2008a).</td>
<td>Commitments and anti-doping work of the last available report from the Anti-doping convention in relation to Danish sport and society.</td>
</tr>
<tr>
<td>Evaluation report by Iceland (COE, 2008b).</td>
<td>Commitments and anti-doping work of the last available report from the Anti-doping convention in relation to Icelandic sport and society.</td>
</tr>
<tr>
<td>Anti-doping testing figures (WADA, 2019).</td>
<td>Doping statistics of cases and testing of athletes compared to previous years relating Denmark and Iceland.</td>
</tr>
<tr>
<td>Strategy document ADD (ADD, 2019a).</td>
<td>Latest strategies of ADD in relation to the International Standards as well as their national prioritization of strategic development.</td>
</tr>
<tr>
<td>Charter of ADI (ADI, 2018).</td>
<td>Governance structure within ADI as well as rules and democratic processes within the organisation.</td>
</tr>
<tr>
<td>Source: Bowen (2009)</td>
<td></td>
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<tr>
<td>Questionnaire report of implementation Denmark (COE, 2018a).</td>
<td>Results from the questionnaire on compliance on implementation of the international anti-doping policy. Data specifically related to my anti-doping themes in relation to Denmark.</td>
</tr>
<tr>
<td>Questionnaire report of implementation Iceland (COE, 2018b).</td>
<td>Results from the questionnaire on compliance on implementation of the international anti-doping policy. Data specifically related to my anti-doping themes in relation to Iceland.</td>
</tr>
<tr>
<td>Cost report regarding elite sports in Iceland (ISI, 2015).</td>
<td>Cost, grants, environments, needs, and goals relating elite sports in Iceland.</td>
</tr>
<tr>
<td>Annual reports ISI (ISI, 2017; ISI, 2019a).</td>
<td>Anti-doping standards nationally in relation to education, testing, collaboration with gyms and structure within ADI.</td>
</tr>
<tr>
<td>Statistics of 2019 ISI (ISI, 2019b).</td>
<td>Number of participants in sports in Iceland in relation to age, gender, area, sports, and sport organisations.</td>
</tr>
</tbody>
</table>