



MANDATE **NATIONAL STRATEGY FOR ESPORTS**



Photo: Colour-box / Jenya Paulowski

MANDATE ESPORTS PANEL BACKGROUND

On 27 April 2019, the Danish government made public its national strategy for esports.

This strategy is a part of the government's support for DIF's and DGI's "Move for Life" vision. With this strategy, the government wants to support the spread of esports – both as an activity in healthy environments and communities and as a force for growth and more workplaces in the economy.

Esports are an area of rapid growth. Esports are young, and there are no common rules that regulate esports. In their essence, they are innovative and mutable; and, because they are driven by private initiatives, market forces, and constant technological development, esports are also difficult to support in traditional associational structures.

On the basis of dialogue with a wide circle of stakeholders in esports, a number of opportunities and challenges have been identified in the area:

- Despite growing success both commercially and among ordinary Danes, esports in Denmark is characterized by a fragmented stakeholder field in which stakeholders do not pull in the same direction for a common development of esports,
- A better integrated talent development structure is needed as well as a sustainable food chain of new talented esports players from the grassroots level to the elite.
- Esports attract primarily boys and young men. It is a challenge for the spread of esports that so few girls participate.
- At this point, esports do not have one common recognized set of rules against doping, match-fixing and other forms of cheating, as we know it from traditional sports.
- Entrepreneurs need knowledge about how the new trends and opportunities within the esports industry can be exploited to create new, successful businesses.

- There is increasing competition between countries to attract major esports events, including through public support.

The same challenges we face with respect to a sustainable structure for esports in Denmark also apply internationally.

The Danish Ministry of Culture in cooperation with the Danish Ministry of Industry, Business and Financial Affairs is appointing an esports panel through which the many diverse stakeholders in the area may offer proposals for solutions to the challenges faced by esports. Denmark has often been able to create a good, confident cooperation among many different parties who have been able to create tenable solutions with broad support. That is what is required in this context.

THE PURPOSE OF THE PANEL

The purpose of the panel is to identify and recommend specific potential initiatives to support the development of esports in Denmark.

THE PANEL'S CHARGE

At a minimum, the panel is to address the following areas and formulate recommendations for:

- a future sustainable structure for the entire food chain of esports players from the grassroots to talent development to elite players at a professional level, including events. The purpose includes securing greater cooperation among the stakeholders,
- Strengthening talent development in Danish esports,
- a joint vision with respect to the integrity of esports, including proposals for efforts to counteract cheating, skin betting, toxicity, etc. The purpose is to set national standards that we can work to spread to an international level,
- how community and exercise, organized in voluntary associations, can become a larger part of players' everyday lives,
- how esports can attract more girls,
- how good commercial development opportunities for growth can be created for esports in Denmark, and
- other focus areas (laws, rules, etc.) that can support the development of esports.

The recommendations may vary in nature and be directed toward specific recommendations for how the state may support the framework for esports, but they may also be recommendations to the stakeholders themselves about how they can work together better, for example, on the integrity issue or other things that may assist a joint development in the area.

FINANCES

Any state initiatives toward which the panel may point are to be kept within the existing framework of the respective ministries.

THE PANEL'S ORGANIZATION

A broadly diverse panel is to be appointed with representatives of all significant stakeholders in the area and independent resource persons.

The panel shall hold 3-4 meetings during autumn/winter 2019-2020 with a focus on the various themes including contributions and presentations from relevant stakeholders.

The panel may appoint subgroups to deal with subtopics such as the integrity of esports, talent development, and the development of esports in the context of voluntary associations, etc. The subgroups shall go into depth on the selected issues and propose recommendations to the panel.

The panel's task is to discuss and prioritize contributions from the subgroups and prepare a final report with recommendations.

The panel is composed of representatives from the following:

- Danish Ministry of Culture (chair)
- Danish Ministry of Industry, Business and Financial Affairs
- Dust2.dk
- DGI
- The National Olympic Committee & Sports Confederation of Denmark
- The Danish Company Sports Association
- Esport Danmark
- Esport.dk
- Sørby Esport
- RFRSH/Astralis
- North
- Tricked Esport
- MTG
- Anti Doping Danmark
- Sport Event Denmark
- Team Danmark
- The Danish Chamber of Commerce
- The Confederation of Danish Industry
- Danske Spil
- Danish Producers' Association
- Xplayn
- Burson, Cohn & Wolf
- Campus Vejle Sportscollege

The Danish Ministry of Culture and the Danish Ministry of Industry, Business and Financial Affairs shall perform secretarial functions for the panel and prepare an overall summary of the panel's recommendations.

PROCESS

The Danish Minister for Culture in cooperation with the Danish Ministry of Industry, Business and Financial Affairs will appoint the panel in May 2019. The panel will present its recommendations in the spring of 2020.



Photo: Sørbj eSport