INSTITUTIONAL ATHLETE ACTIVISM:
THE THEORY OF CHANGE

**SUBSTANTIVE CHANGE**
- Embed human rights
- Legitimate transnational law
- System of (decent) work

**CULTURAL CHANGE**
- Transparent
- Authority is shared
- Proactive

**INSTITUTION BUILDING**
- Access to remedy
- Centre for Sport and Human Rights
- Legitimate representation for affected groups, including player/athlete associations

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