

## **4. Sport as Cultural Diplomacy**

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*“Sport is a language everyone of us can speak”.*

**Ban Ki-moon, UN Secretary-General**

## 1. Introduction

Since its foundation in 1999, the vision of the ICD has been to foster mutual understanding between people with different cultural backgrounds. Through a permanent and constructive dialogue, the Institute promotes cultural diplomacy as a means to deal with social and political issues. More detailed definitions of this concept have already been discussed in the present Outlook report. The focus of this research is on sport as a tool for cultural diplomacy. The virtues of sport, including courage, justice, wisdom and self achievement, among others, have already been raised many times. For most of the people, a proper education through sport turns into a school of life. Physical education and sport make up an essential part of education and culture, enriching social relations and developing fair-play, according to the UNESCO International Charter of Physical Education and Sport (1978).

Nevertheless, sport can offer its best when it comes to international meetings and games: a universal language, shared by all the people around the world. It is therefore accessible to every race, religion, ethnicity, and nationality, within the so-called "Olympic truce". It may bring individuals and cultures together in peace. Besides, sport possesses a strong drawing power over fans worldwide, even affecting everyone's life through an intense mediatisation of events and competitions. This popularity and global attraction to sport enables people to transcend national, cultural, socio-economic and political boundaries (Sport for Development and Peace International Working Group 2008). With regard to the unifying force of sport, the European Sports Charter (ESC), enacted in 1992, insists on the fact that it can largely contribute to the aim of the Council of Europe, which is to achieve a greater unity between its members.

If cultural diplomacy concentrates on cultural exchanges and mutual understanding, sport is definitely part of it. As stated above, the common language provided by physical education and sport facilitates the dialogue between individuals and nations, sometimes even transcending the cultural and traditional differences. This is a great achievement, considering the highly competitive environment which has always prevailed in the field of sport. The exchange of ideas, either through global institutions or during major events, such as the Olympics or the FIFA World Cup, fosters mutual understanding. What is more, in the last decade, most of the Football European Championships have been co-hosted by two neighbouring countries; Belgium and the Netherlands in 2000, and Switzerland and Austria in 2008. Next year, this competition will be organised jointly by Ukraine and Poland. The fact that two countries merge together in the preparation of such a big event set up an additional arena for bilateral dialogue.

Sport as a tool for cultural diplomacy has already recorded many successes, both at the regional and international level. Actually, the link between sport and peace may be traced back to the Ancient Olympic Games, when belligerent states would agree a temporary 'Olympic Truce' for the duration of the Games. More examples of this phenomenon will be provided later. Nevertheless, one must notice that the promotion of sport as a means to promote peace worldwide is a relatively recent development. Indeed, the tradition of the Olympic Truce was only revived by the UN General Assembly in 1993, and the first Special Adviser on Sport for Development and Peace - former Swiss President Adolf Ogi - was appointed by UN Secretary-General Kofi Annan in 2001. More initiatives have been launched since then, like the European Commission's "European Year of Education through Sport" (EYES) in 2005 (Sport for Development and Peace International Working Group 2008).

## 2. Historical Background

Ever since the era of the ancient Greeks, sport has been seen as an instrument of diplomacy. They founded the Olympic competition originally to honour the greatest of the Greek gods, Zeus. The Games were held every four years and lasted for up to 3 months. In a tradition that began in the ninth century BCE, an Olympic Truce would be called for this period of time. The Greek city states would agree to a military cease-fire among all the spectators and athletes. Indeed, during these weeks even death penalties were forbidden. The competition was also an opportunity to deal with inter-city hostilities in a peaceful way. These months were also a time for political congress or even forming alliances. The prestige of the Games was widely recognised and renowned; athletes were able to gain honour, political power and social status through their performance.

The development of “modern sport”, in the late 19<sup>th</sup> and early 20<sup>th</sup> century, was essentially international from the outset. Following the establishment of the International Olympic Committee (IOC) and the organisation of the first modern Olympic Games in Athens (1896), other autonomous international associations were set up, such as the international football federation (FIFA). In these early decades of international sporting competition, sport was primarily regarded as a source of goodwill between nations from a governmental perspective. Prestige through sporting victories over other nations was not really sought for itself. Moreover, no country had a specific Minister for Sport before the appointment of former Musketeer Jean Borotra as French minister of sport in 1940 (Allison & Monnington 2002).

This approach underwent a clear shift during the interwar period. The government of Nazi Germany used the 1936 Berlin Olympics as an opportunity to showcase the power and values of Nazi Germany to a world audience. A further significant change in global approach to sporting success took place during the Cold War era, when the USSR worked tirelessly to pursue prestige in international sporting contests. In this way, sport became yet another arena of confrontation between East and West in the Cold War. Nevertheless, there was still some scope for cultural diplomacy to be practiced through sport, as it had come to be recognised that sport could be an effective and powerful tool that could help achieve more peaceful relations and foster mutual understanding between East and West. One particularly prominent example of this is the so-called “ping-pong diplomacy” in the early 1970s. At that time, U.S. ping-pong players were sent to Japan to play a competition there, and were then invited by the Chinese delegation to visit the People’s Republic. A year later, China’s table tennis team came to the United States for a series of matches in ten cities (DeVoss 2002). At the international level, UNESCO launched the International Charter of Physical Education and Sport in 1978, calling for the development of fair-play and the enriching of social relations. For its part, the European Commission set up the European Sports Charter shortly after the end of the Cold War (1992).

More recently, the United Nations Office on Sport for Development and Peace (UNOSDP) has been set up by then Secretary-General Kofi Annan in 2001. Its aim is to promote sport to achieve development and peace and to contribute to reach the Millennium Development Goals (MDGs). At a national scale, countries still pursue the same goals that were demonstrated in the Cold War context. The aim of most states who engage in international sport is to fulfill two principal objectives: to use sport to enhance their image, and to improve relations with other states. Moreover, some states have tried to use sport as a way to get acceptance within the international community. In the past, it has been an issue for East Germany, and it remains the case for divided countries such as China/Taiwan or Korea. In 2011, South Sudan marked statehood with a football match, expressing pride and organising celebrations despite the 3-1 defeat against a Kenyan club (Rice 2011). Sport can also be a vehicle by which states can be reprimanded by the international community. In 2008; in the wake of increasing political corruption and economic turmoil in Zimbabwe, the British government suspended all relations with Zimbabwe Cricket with immediate effect. This involved the cancelling of Zimbabwe’s planned 2009 tour of the UK.

### 3. Method of Research

The idea to utilise sport as an instrument of cultural diplomacy is not new to those working on the field of political and social sciences. However, no evidence of its effectiveness has been revealed yet (Henry 2005). This report was put together in order to illustrate that sport can be and is already used in many ways as a tool for cultural diplomacy. Two stages of information gathering were employed in this research.

Firstly, essential books and articles in the field, both academic and press material, were analysed, in order to establish a general understanding of the topic. A more detailed bibliography can be found at the end of this research project, but here are some fundamental works related to sport and cultural diplomacy:

- Karen, D & Washington RE (eds.) 2010, *The Sport and Society Reader*, Routledge, New York.
- MacClancy, J (ed.) 1996, *Sport, Identity and Ethnicity*, Berg, Oxford.
- Markovits, AS & Rensmann, L 2010, *Gaming the World: How Sports are Reshaping Global Politics and Culture*, Princeton University Press, Princeton.
- De Groot, G 2011, "Sport and Politics – Sometimes a Good Mix", *International Relations and Security Network*, ETH Zurich, 7th February.
- Henry, IP 2005, "Sport and multiculturalism: a European perspective", *Barcelona: Centre d'Estudis, Olímpics UAB*.
- Ndlovu, SM 2010, "Sports as cultural diplomacy: the 2010 FIFA World Cup in South Africa's foreign policy", *Soccer and Society*, vol. 11, issue 1-2, pp. 144-153.

Based on their respective findings, we were able to identify four main dimensions with regard to sports as cultural diplomacy, which will be discussed in detail later on. These four core elements are the following ones:

1. Sport as a tool for development;
2. Sport as a tool for soft power;
3. Sport as an instrument to promote closer dialogue and integration in multicultural societies;
4. Sport as a tool to promote peaceful relations at the international level.

The second stage involved visiting the official websites of relevant programs and initiatives, with the purpose of undertaking a more detailed analysis of particular projects. To make our selection relevant, those projects had to meet a specific criteria. First of all, Sport activities must be an essential part of the project, and if possible the latter should be centered on physical activity. Secondly, the issue of intercultural dialogue needs to be raised. Thirdly, the project must take place in conflicting, remote or disadvantaged areas.

## 4. Four Core Elements

### 4.1. Sport as a tool for development

*“Sport has a crucial role to play in the efforts of the United Nations to improve the lives of people around the world.”*

**Wilfried Lemke, Special Adviser to the Secretary-General on Sport for Development and Peace**

One of the main uses of sport in contemporary international relations is related to development issues. Indeed, sport can contribute to the achievement of UN Millennium Development Goals, by providing the opportunity for socially excluded groups, including refugees, orphans and street children, to get enrolled in school and to facilitate their social reintegration. The so-called “Olympic truce” can also permit humanitarian aid to proceed more easily in conflict zones (Sport for Development and Peace International Working Group 2008). According to *Sport sans frontières*, an NGO based in Paris; “Sport and games are essential activities for the growth and well-being of a child [...] Participation in sports and games can be indispensable to their development”. Their commitment is actually to fight inequality through sport (see <http://www.sportsansfrontieres.org/en/node/>). There are also many programs aiming to facilitate children and teenagers’ integration in their global social environment. For instance, the Colombia-based NGO Colombianitos carries out several projects, whose objectives are to alleviate the consequences of terrorism and violence and the effect it has on the lives of Colombian young people (see [www.colombianitos.org](http://www.colombianitos.org)).

## 4.2. Sport as a tool for Soft Power

*"We should carry forward the Olympic spirit of solidarity, friendship and peace, facilitate sincere exchanges among people from all countries, deepen mutual understanding, enhance friendship and rise above differences, and promote the building of a harmonious world featuring lasting peace and common prosperity"*

**Hu Jintao, Paramount Leader of the People's Republic of China**

Joseph Nye describes soft power as the ability to get what you want through attraction rather than coercion or payments. For instance a country is able to use sports to promote their cultural heritage, history and furthermore to show national prowess and economic success (see <http://www.hks.harvard.edu/news-events/publications/insight/international/joseph-nye>).

For example the 2008 Olympics in Beijing, China, was particularly notable for its spectacle; it was very much an extravagant celebration of Chinese culture and potential.(Xu 2006) Sport at the international level is always accompanied by big business; and therefore hosting the football World Cup, Olympic Games, or even lower-profile tournaments, is greatly beneficial for countries. It is for this reason that so many countries go through expensive bidding processes in order to be awarded major international competitions.

International sporting events can also be an effective medium for expressions of dissatisfaction between one country and another. Whilst imposing economic sanctions may require a UN resolution and may result in unemployment or famine for the poorest in the affected country, boycotting a sporting event does neither of these. Countries have boycotted the Olympics for political reasons, as the US did in the 1980 Games in Moscow in order to show their opposition of the Soviet invasion of Afghanistan. Sport also proved to be an effective oppositional tool against the apartheid regime in South Africa. Indeed, the latter was banned from international football until 1992 (Ndlovu 2010). In addition, more than 20 African nations boycotted the 1976 Montreal Games because New Zealand was participating and had allowed its rugby team some months earlier to play against a racially selected South African squad (Park 2001).

Moreover, successes of national teams or athletes are usually interpreted as the achievements of their country of origin. For instance, the recent victory of the Japanese football team against the USA in the Women's World Cup Final was seen as evidence of the nation's recovery after the devastating earthquake and tsunami which occurred in March 2011 (Koenig 2011). Finally, there is a more recent phenomenon linked to the use of soft power through sport. Indeed, some countries send their best athletes – most of them being superstars idolised worldwide – on diplomatic missions abroad to ensure their presence and a good image abroad. The United States have been very active in this field, the Department of State having established Sports Envoys programs. Secretary Clinton considers sport as an efficient diplomatic tool, and this project belongs to Mrs. Clinton's wider vision of "smart power" diplomacy, which aims at fostering greater mutual understanding (*The Guardian Reporter*, 9<sup>th</sup> September 2011).

### 4.3 Sport as an instrument to promote closer dialogue and integration in multicultural societies

*"Sport creates togetherness, togetherness leads to dialogue, dialogue leads to mutual understanding and mutual understanding leads to peace".*

**Wilfried Lemke, Special Adviser to the Secretary-General on Sport for Development and Peace**

There is a widespread belief that sport unifies, breaks down barriers between people, and Ramón Spaaij (Spaaij 2011, p. 1) even states that it has the power to make "society more equal, socially cohesive and peaceful". Bourdieu (Spaaij, p.101.) also pointed out that through sport one can be included, and can gain (self)recognition and self-esteem by performing and being recognised for the efforts they have done.

While participating in sport activities people can build up interethnic experiences and develop trust in others. Whether working together on the same side or in fierce competition against one another, sport can galvanise relationships between individuals. If one is open and shows respect to others participating in the same sport activity, they tend to accept you without even thinking about your skin colour, race, religion, or any other different characteristics you might have. Even if they have prejudices in the beginning, studies show that the image change while confronting or cooperating athletes with different ethnic background is mostly positive. Schulenkorf's research (Adair and Rowe, p.5.) shows that a sport event may well strengthen the feelings of togetherness, and break down barriers of division.

The place where this approach is needed the most is a multicultural society. Fortunately there are several examples of sport being used in this manner across the world. For example, the integration of second generation migrant athletes in team sports is proven to be an effective method of promoting racial harmony. Even the most easily agitated fans accept the athlete who leads their team to glory. The outstanding performances of players originally from Poland and Turkey have contributed substantially to the recent successes of the German national football team. These athletes can be the perfect idols for young immigrants. Furthermore, there are notable examples of certain civil society initiatives that have proved to be capable of changing unwanted situations through the medium of sport.

For instance voluntary sport organisations (e.g.: "International Sport and Culture Association", Never Again Association) can also take the lead in assisting their members in fulfilling their goals to bring people of different ethnic and cultural backgrounds closer to understanding each other. On 14 October, 2011 the relevant Polish ministries and organisations joined together with the 'NEVER AGAIN' Association to organise an event called 'Poland for All'. The football match was arranged with the involvement of some players of Warsaw's multicultural Ethnoleague and other Polish football stars. A further attraction was a championship with teams consisting of children (Brazilian, French and Russian, etc.) with various national and ethnic backgrounds living in Warsaw. Among the participants there were several important figures of politics; Minister Elzbieta Radziszewska, Deputy Minister of Foreign Affairs Jerzy Pomianowski and South African Ambassador in Warsaw Lehlohonolo Shadrack Ted Pekane. Other attendees included the newly elected members of the Polish Parliament – the former football player Cezary Kucharski and the Zambian-born economist Killion Munyama.

Without a doubt, the positive effects of sport are difficult to prove. Sport can be also seen as a double-edged sword. If the division between ethnicities or different cultures is demonstrated in a competition between two teams or individual players, the competitive pressure can create an undesired atmosphere of visualising the divisions, which only results in rejection. Hence the idea of encouraging more and more people participating in intercultural sport events to show them that sport is open to everyone, and is not a battlefield of races, cultures but a competition ground for teams or individuals has to be a good thing.



#### 4.4. Sport as a tool to promote peaceful relations at the international level

*“Whenever people can find an outlet for communication and – especially – play, you will always find peace and harmony”.*

**Joao Havelange, former President of FIFA (1974-1998)**

Regarding its mediating power, can sport make a difference on the world stage? The relation between sport and international relations, both as a political practice and a field of research, has already been extensively discussed. First of all, the question whether sport and diplomacy should mix or not will not be debated in this paper. However, some examples will be provided to help bringing out a better picture of the situation. Secondly, it will be shown that sport can be used as an efficient tool for cultural diplomacy, as it is the purpose of this research. Indeed, it seems hard to affirm that it naturally leads to high-level meetings between political leaders, and that it is not those leaders who take advantage from regional or worldwide events, in order to advance their own interests. Both situations exist: in the case of international competitions, set up by supranational organisations, Heads of State or Ministers have the opportunity to meet in a peaceful framework. However, states may also utilise sport to enhance their national prestige, highlight their rise on the international stage, and make use of their soft power to extend their regional and global influence. All in all, one thing must be recognised: sport can bring the people together by providing the opportunity for a peaceful dialogue to take place in a peaceful context.

Sport has followed the wave of globalisation and is now part of a popular culture, widespread all around the globe. According to Andrei Markovits and Lars Rensmann, it plays “a crucial role in shaping more inclusive collective identities” (Markovits & Rensmann 2010, p. 2). For instance, continental clubs competitions attract people and fans from different countries, leading them to admire “foreign” players, or others belonging to ethnic minorities. In this context, sports can be linked to the Robert Putnam’s concept of “bridging capital”, meaning the power to bring different groups together, beyond their cultural boundaries (Markovits & Rensmann 2010). What is more, sport is now the most significant part of the global entertainment industry, as the Olympics and the FIFA World Cup Tournament are the most-watched TV programmes in the world. Thus, sport matters maybe more than ever now, and this development must be taken into account by both states and international organisations.

Recently, the more impressive example of sports used as a tool for cultural diplomacy occurred in April 1971. At that time, in the context of the Cold War, the American ping-pong team toured China for one week, despite the fact that Washington did not recognise the People’s Republic. Following this stunning achievement, the US President Richard Nixon received an invitation from Mao. According to then-Chinese Premier Zhou Enlai, “Never before in history has a sport been used so effectively as a tool of international diplomacy” (De Groot 2011). Other examples of bilateral reconciliation processes through sporting events include India-Pakistan “cricket diplomacy”, Greece-Turkey “basketball diplomacy”, as well as efforts, at the civil society level, from the Israelis and Palestinians to build up a common Australian football squad. This so-called “Peres Team for Peace”, made up of 25 teammates from both Israel and Palestine, did compete at the 2011 Australian Football League International Cup. A real team ethic emerged from this initiative, and all the players decided to record their own song and use it as their national anthem. Furthermore, history will almost be repeated at the end of November 2011, when Qatar will host a ping-pong competition. Under the auspices of the International Table Tennis Federation (ITTF) and the Monaco-based Peace and Sport Foundation, the two Koreas, India and Pakistan, but also the US and Iran are expected to play as doubles squads in this tournament.

There are also other initiatives that need to be mentioned here. For instance, peaceful relations through sport have also been promoted at the multilateral level. Just to give an example,

Thailand, Brunei, the Philippines, Indonesia, Malaysia and Singapore have established the ASEAN Basketball League in 2009, regrouping one team from each country. On a global scale, Resolution 54/34 entitled “building a better world through sport and the Olympic Ideal” was adopted by the UN General Assembly in 1999 (Beacom 2000). Finally, with regard to peacebuilding processes within a divided society, national teams and stars, which have a strong impact worldwide, can make a difference. The qualification of the U-17 Rwandan squad for the World Cup was widely perceived to be a sign of progress and an indication of a united future (FIFA World Magazine, May 2011). In 2007, Ivory Coast managed to reach a temporary civil peace agreement shortly after superstar Didier Drogba and his national teammates had pleaded in front of television cameras for the Ivorian people to stop the war in their country.

Once again, if sport cannot resolve every single conflict in the world by itself, it can nevertheless provide people, politicians and representatives with a strong incentive to bring about a peaceful settlement or at least improve the situation. The examples mentioned above should raise optimistic prospects for the future and hopefully send a positive signal to the current and next generations of athletes, fans and leaders. The following table gives an insight of past and ongoing initiatives, regarding the use of sport as a tool to promote peaceful relationships:

<b><i>Level of the initiative</i></b>	<b><i>Examples</i></b>
National Reconciliation Process	U-17 Rwandan National Team
Bilateral Reconciliation Process	Ping-pong / Cricket Diplomacy
Multilateral Constructive Process	ASEAN Basketball League
International Initiatives	UN General Assembly Resolution 54/34
International Events as Forums for the Promotion of Peace	The Olympics, FIFA World Cup

## 5. Conclusion

This paper has proven how sport can be used as an efficient tool of cultural diplomacy. Through the promotion of physical activity and sporting events, individuals as well as nations have the opportunity to achieve greater mutual understanding and acceptance of common peaceful values, based on the respect of one another's culture.

Nevertheless, sport itself cannot solve all conflicting relationships on the globe. For instance, although a football World Cup qualifier game led to the first visit ever of a modern Turkish leader to Armenia in September 2008, it did not automatically convey full peace; and tensions remain between the two countries. Moreover, sporting events may provoke the eruption of strong patriotic feelings and a glorification of the homeland (Karen & Washington 2010). Indeed, international competitions can be a source of national pride, and performances at the Olympics are always recorded on a nation-based grid. They sometimes even generate violence, showing the darkest side of sport. At the 2007 Australian Open tennis tournament, clashes occurred between Serbian, Croatian and Greek fans. This example depicts how ethnic tensions might burst out during competitions.

Though those regrettable events should not be denied, one must admit that not only is sport not to blame for the ethnic tensions, this is far from the norm when two different ethnicities meet in sporting competition, and events of this sort remain a disturbing but peripheral phenomenon. In the case just mentioned above, the rest of the tournament proceeded smoothly, enabling people to meet in a peaceful context and players from Croatia, Serbia and Cyprus to give their best on the court, adopting a respectful attitude when they were confronting one another. At the same time, the problem is clearly identified as a serious one, and many national institutions, associations and organisations are fully committed to fighting this societal wound.

Most of the time, sport makes a difference and represents a useful tool in multicultural contexts. It favours the integration of young immigrant people, by giving them the chance to participate in local societies. For instance, nine players of the Swiss U-20 football team taking part at the 2005 World Cup in the Netherlands had foreign origins, despite the fact that the Swiss system is based on the principle of *ius sanguinis* (Karen & Washington 2010). Moreover, many projects in the field insist on the promotion of microconnectivity between divided societies; "sport events may provide the only occasions for children from different communities to interact directly" (Giulianotti 2011, p. 57). At the international level, peace initiatives through sport have recorded significant successes, or at least have sent positive signals for the future. In this respect, the recent increase in sport exchanges between the two Koreas presents a unique opportunity for both countries to place the peace issue at the top of their foreign policy agenda (Merkel 2008). Given these positive developments, one can conclude that sport and cultural diplomacy matter, maybe today more than ever.

## 6. Projects

### IRIS PROJECT -INTERNATIONAL ROMA INTEGRATION THROUGH SPORT

#### **Project Details**

**Country:** Italy, Bulgaria and Romania and Hungary

**Telephone:** 0039 335 640 77 96

**Email:** iris-project-europe@googlegroups.com

**Website:** [http://www.uisp.it/settimocirie-eu/?page\\_id=292](http://www.uisp.it/settimocirie-eu/?page_id=292)

#### **Project Description:**

Local Committee UISP Cirič Settimo Chivasso is the part of the UISP (Unione Italiana Sport Per tutti), which is an association of sport for all aiming to extend the right to practice sport to everyone and to fight against social inequalities and lack of equal opportunities.

The aim of the IRIS project is to counter anti-Roma stereotypes, and to fight traditional and new stereotypes whose persistence and diffusion form the roots of racist, discriminatory actions and violent incidents against Roma people. It is to be introduced in schools and sport clubs to bring together Roma and non Roma children, no matter of their origin, family background and sport skills.

The project targets Roma and non Roma children aged between 10 and 18 in areas that have a high concentration of Roma population. Also involved in this project in a number of different capacities are representatives of NGOs, Roma associations, parental associations; representatives of local administration, educational institutes, ministries, state agencies for the protection the rights of the children and representatives of the media. Indirectly, they also try to reach ordinary citizens, who will receive information about the project through the media, to raise their awareness of the issue of Roma integration and to make them understand that integrated Roma people are no different from them. The IRIS project provides a great opportunity to children to get to know each other better so that prejudices can be overcome.

#### **Aims of Project:**

The IRIS project is trying to build upon the results of the previous project (ARIES) and is aiming at developing a local model for schools at a national scale. They also try to raise public awareness of problem of the Roma integration. Discussion among partners took place in order to identify the most common discrimination attitudes (especially in Bulgaria and Romania).

#### **Relevance for Cultural Diplomacy:**

The fact that the culture of Roma people is different from that of any other culture is not disputed. In Europe there are only a few countries where there is no Roma minority, which means their integration is not an issue for only one country, but Europe as a whole. This issue has to be dealt with effort from all sides. The core of prejudices is usually the fear of the unknown, or the misunderstanding from both sides. In order to put an end to these cultural clashes the best idea is to establish projects like IRIS to enable Roma and non-Roma people to meet and get to know each other.

## FOOTBALL AGAINST RACISM IN EUROPE (FARE) – EASTERN EUROPEAN DEVELOPMENT PROJECT

### Project Details

**Country:** Europe (Poland, Ukraine, Hungary, Slovakia, Austria)

**Telephone:** +44 20 7193 0156

**Email:** fare@vidc.org

**Website:** <http://www.farenet.org/default.asp?intPageID=271>

### Organisation Description:

Football Against Racism in Europe is a network of organisations emerged from an initiative of supporter groups from all over Europe in February 1999 to fight all forms of discrimination (e.g.: xenophobia and racism) in football through football.

During the years, the goal to tackle hidden or institutionalised forms of racism, leading to the exclusion of ethnic minorities and migrants in different levels in the administration of football became one of theirs. Starting in 2006 they also undertook the task of fighting for homophobia in football.

Members of the network are coordinating their action, at local and national level, to bring together all those who are supporting the goal of FARE. At the moment there are active partners in more than 37 countries and the network is working in close cooperation with fans, players, migrant and ethnic minority organisations, players unions, and governing bodies, including UEFA and FIFA. FARE is co-ordinated by various partners in a central administration group.

### Project Description:

The FARE Eastern European Development Project aims to offer challenges to the rise in racism and anti-Semitism through a co-ordinated approach, based in Warsaw. The core countries for this programme are Poland and Ukraine. It also includes Hungary and Slovakia as neighbouring states. The overall project management is lead by the 'NEVER AGAIN' Association in Warsaw. Other partners in the project team are: People Against Racism (Slovakia), the Mahatma Gandhi Human Rights Organisation (Hungary), and Fairplay (Austria).

Last activities: In 2009 a large high-profile conference against racism in sports has been organised by FARE's Polish partner together with several key ministries and the Polish Olympic Committee.

With the support of UEFA, FARE and NEVER AGAIN Association, the East Europe Monitoring Centre has been set up to monitor racism and xenophobia in Eastern Europe in the lead-up to the EURO 2012. This project includes a small grants pool for local anti-racism organisations in Poland and Ukraine. On top of this initiative, a local monitoring and educational project in Lviv is also being discussed with a local partner.

### Aims of Project:

The project has been set up to support the preparation of Euro 2012 and anti-discriminatory activities through training programmes, lobbying activities and partnerships with governing bodies, Local Organising Committees, and host cities; to work alongside and capacity-build ethnic minority communities to challenge discrimination. They also aim to strengthen the profile of FARE and the Unite Against Racism programme; and to support a long-term anti-discrimination action in football in Eastern Europe.

### Relevance for Cultural Diplomacy:

As we discussed earlier, one of the most effective tools of cultural diplomacy are high profile sport events. They are particularly important when they are organised by two countries. The fight against racism, xenophobia and any other form of discrimination is not an easy task to undertake. This project brings together key representatives of the two countries and several sports organisations, which is a great opportunity to battle discrimination in a larger scale.

## BARCLAYS SPACES FOR SPORTS

### Project Details

**Country:** UK

**Telephone:** +44 (0)20 7116 4755

**Email:** Unlisted

**Website:** <http://group.barclays.com/Citizenship/Community-Investment/Community-programmes/Barclays-Spaces-for-Sports/About-the-programme>

### Project Description:

Barclays is a major global financial services provider engaged in retail banking, credit cards, corporate and investment banking and wealth management with an extensive international presence in Europe, the Americas, Africa and Asia that employs over 145,000 people. The company launched a programme called the Barclays Spaces for Sports in 2004 in the UK. They included more countries in the programme in 2008. Sports sites and projects have already been announced in the United States, in South Africa, Zambia, Spain and even in China.

For several projects Barclays is cooperating with different organisations, such as Football Foundation, Groundwork and the Real Madrid Foundation. Starting in 2011 Barclays is working together with the Real Madrid Foundation for 3 years to enable children to access sport facilities where they might learn the value of teamwork, leadership and respect for other cultures and receive additional education outside school. The project is located in Aranjuez – a village close to Madrid with a large immigrant population, where the problem of social exclusion is faced on a daily basis.

### Aims of Project:

This sports and educational initiative aims to facilitate social integration in the area. It uses football training and financial education workshops in order to develop a more active interaction between the youth of the disadvantaged social and cultural groups in Aranjuez. The City Council offers sport facilities free of charge.

### Relevance for Cultural Diplomacy:

The inclusion of immigrant population is a problem waiting to be solved in a lot of countries nowadays. Fortunately Barclays is not the only company with initiatives such as Space for Sports; there are numerous similar initiatives underway across Europe on a variety of scales. The positive outcomes that programmes such as this have created demonstrate that educating children through sport is not only a dream, but an effective method to enrich the community. Immigrants are a valuable part of the community they live in, but in order to reach the optimal cooperation, local communities have to take the lead in assisting their integration.

## SPORT INCLUSION NETWORK (SPIN)

### Project Details

**Country:** Austria

**Telephone:** +43 1 7133594 90

**Email:** wachter@vidc.org

**Website:** <http://www.sportinclusion.net/>

### Project Description:

The "Sport Inclusion Network (SPIN) - Involving migrants in mainstream sport institutions" project is funded by the European Commission (Sport Unit), Preparatory Action in the field of sport. The project was established in March 2011 with the objective of promoting the inclusion and involvement of migrants and other third country nationals into mainstream competition through the medium of sport. The SPIN project is a cooperation of the FairPlay-VIDC, the Italian sport for all association UISP, the Football Association of Ireland (FAI), the Portuguese FIFPro member association SJPF, the migrant-led MGHRO from Hungary, the multicultural Finnish sport initiative Liikkukaa and Camino from Germany. They aim to increase networking, to share best practices and to promote the inclusion of refugees and asylum seekers into regular competitions.

The project has several tools in use. These include the Good Practice Guide, Train the Trainers Workshops, Inclusion Workshops for Sport Clubs & Associations, Football Refugee Day, European Conference: Sport & Integration – Challenging social exclusion in and through sport, European Seminar: Involving young immigrants in winter sports, and a Project Website with the results, news, resources and documents of the project.

### Aims of Project:

The objective of the project is to strengthen the social inclusion of immigrants, to increase their involvement in main stream sport. It also aims for promoting dialogue between long-standing sport institutions, migrant sport organisations and national/local authorities, and for raising awareness about the problem of ethnic discrimination and racism in European sport and foster equal rights in sports.

### Relevance for Cultural Diplomacy:

The SPIN project attempts to bring together leading sport organisations in order to establish a forum that can identify and fight problems such as ethnic discrimination and racism. Athletes in mainstream sport receive more attention and are acknowledged easier, and this has been recognised by SPIN. SPIN uses these sports celebrities and other means possible in order to bring its cause regarding the increased involvement of immigrants in sporting activities into the spotlight.



## PLYMOUTH HOPE FC

### Project Details

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**Website:** <http://www.plymouthhopefc.org.uk/index.asp?page=72>

### Project Description:

Plymouth Hope FC is a not-for profit voluntary organisation founded in 2009, and managed by a group of volunteers. They themselves have different backgrounds, but share the love of football and believe in social equality.

The club has players from a large variety of ethnic and social backgrounds. They come from countries from across the world such as: Afghanistan, Guinea, Iran, Somalia, Zimbabwe, China, Sudan, Mexico, Uzbekistan and of course England. They all believe that in football, the background of a player simply doesn't matter, and that therefore everyone has the right to play for PHFC. The players with limited access to funds are provided most activities free of charge or at a low cost. According to the founder David Feindouno, when he arrived in Plymouth he hoped to become settled and play a key role in his new community. He believes that PHFC is and can become a stronger major player in overcoming the wider issues that face the community in Plymouth.

The PHFC organises a Football Festival on a yearly basis. In 2011 it was arranged as a part of the Refugee Week, which is a UK-wide programme of arts, cultural and educational events that celebrate the contribution of refugees to the UK, and encourages a better understanding between communities. The Football Festival is supported by the British Red Cross. One year ago it was funded by the Devon Community Foundation; run and organised by members of Plymouth Hope FC with support of Plymouth Guild, START, British Trust for Conservation Volunteers (BTCV), Devon and Cornwall Refugee Support and Plymouth Generations Together. The teams of the six-a-side tournament were made up of local clubs and community group teams (church groups, company teams, etc). The players came from a wide range of ethnic and social backgrounds – the team includes locals, refugees, asylum seekers and international students.

### Aims of Project:

The Plymouth Hope Football Club was set up to provide football opportunities to include the underrepresented ethnic groups and asylum seekers of Plymouth into the social life of the community. The Club promotes social cohesion, recreation and builds a sense of community spirit in Plymouth itself. Furthermore, this initiative encourages volunteering in Plymouth and also provides structured training sessions, lead by qualified FA coaches.

### Relevance for Cultural Diplomacy:

This project shows the value that immigrants and other non-native individuals can bring to the life of a community. PHFC is a good example of a multicultural club that can enrich the social life and the activities of their neighbourhood. It is intended to help the community accept the immigrants as they are, and the immigrants to integrate into the society they are living in.

## FOOTBALL 4 PEACE INTERNATIONAL – PROJECT IN ISRAEL

### Project Details

Country: Israel

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Website: <http://www.football4peace.eu/index.html>

### Project Description:

Football 4 Peace International (F4P) concentrates on reconciliation in different parts of the world, with a particular emphasis on the Israel / Palestine region and the Republic of Ireland and Northern Ireland. In this case, with the help of Sports coaches, community leaders and volunteers, F4P's initiative in Israel brings together Jewish and Arab children. Starting in 2001, the program now involves 24 mixed communities with over 1000 children. The project in Israel gives to those young people the opportunity to enjoy playing and learning football in a peaceful context. It also promotes intimate interaction, longer-term relations and a better cross-community understanding.

### Aims of Project:

This project aims to bring together different communities in the area, in order to ensure an equal and peaceful coexistence between them. Based on moral principles such as social justice and human rights, F4P focuses on 4 main goals. Firstly, they aim to provide opportunities for social contact across community boundaries. Secondly, the group strives to promote mutual understanding. Thirdly, they aim to engender in participants a desire for and commitment to peaceful existence. The last and perhaps most basic aim is to enhance soccer skills and technical knowledge of all participants.

### Relevance for Cultural Diplomacy:

By bringing together young people from across ethnic, national, geographical and religious divides into a neutral space, the initiative shows how play and sport – this ideologically neutral space – can be used as an efficient tool for cultural diplomacy. Indeed, this is a strong attempt to break down stereotypes and turn suspicion and acrimony into trust and friendship. The core values defended by F4P; namely neutrality, equity and inclusion, respect, responsibility and trust; could certainly have wider applications for the regions as a whole. Indeed, through this project, F4P seeks to foster social and political change in the areas it operates in under the belief that a mutually accepted and balanced peace can be achieved between Israelis and Palestinians.

## ASIAN-GERMAN SPORTS EXCHANGE PROGRAMME

### Project Details

Country: Sri Lanka

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Email: Unlisted

Website: <http://www.agsep.com/en/>

### Project Description:

Through sports events and social projects, the Asian German Sports Exchanges Programme (A.G.S.E.P.) aims at encouraging sport exchanges between Asian countries and European countries, mainly Germany. As a Government-associated Organisation (AGO), the A.G.S.E.P. holds a consultancy status to the Sri Lankan Ministry of Resettlement. The program started in 1989, when a friendly table tennis match was organised between Germany and Sri Lanka in Dortmund, with the support of the German Ministry of Sports. Since then, regular sport exchanges between the two countries have taken place. The program has recently been extended to other countries in South Asia, including Vietnam, Thailand and the Maldives.

### Aims of Project:

The project of A.G.S.E.P. is focused on improving intercultural exchanges and easing any ongoing ethnic conflicts or disputes. Its mission is mainly to use sport as a means to have a social impact on poor and divided societies. It aims to promote sport activities in poor and remote areas of Sri Lanka by supporting interaction and exchanges between national and international sports teams of the countries involved. It also undertakes feasibility studies and research, organises training courses, workshops and seminars. This project also goes to the extent of promoting social projects and other activities in Sri Lanka, in order to support the peace process with the assistance of the country's authorities. The more recent event took place in November 2011, when the Sri Lankan football squad came to Germany to play a series of games against local teams. In turn, the latter will have the opportunity to go to Sri Lanka and play the return matches there.

### Relevance for Cultural Diplomacy:

By connecting people, the A.G.S.E.P. uses sport as a tool for promoting cultural diplomacy. According to this organisation, physical activity such as this can help to overcome language barriers and sport events can serve as a platform for intercultural communication. Moreover, the strengthening of inter-community relationships has the power to ease tensions and may play a major role in the peace process in Sri Lanka. Indeed, this project is based on the strong belief that sport can unite people and thus get over the ethnical, cultural and religious conflicts between the Sinhalese, Tamil and Muslim communities.

## TWINNED PEACE SPORT SCHOOLS PROJECT

### Project Details

**Country:** Israel

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### Project Description:

The “Twinned Peace Sport Schools” project provides to young Palestinian and Israeli people an extra-curricular program including sport training, Peace Education instruction, auxiliary educational support and joint sporting and social activities. The essential values of peace and mutual understanding are transmitted to boys aged 6 to 13 and girls aged 9 to 13, through inter-community meetings and sport activities. Moreover, additional events are organised during the year, such as the Peres Center’s annual Mini World Cup Tournament, as well as sport summer camps and celebrations for the International Day of Peace.

### Aims of Project:

The aims of the project are to break down stereotypes by enhancing acceptance of cultural differences. Beyond this general goal, the Twinned Peace Sport Schools Project also focuses on a couple of additional objectives. For instance, the improvement of sport skills, coordination and agility, as well as excellence in competition, is promoted. What is more, the program aims at fostering confidence, leadership skills, sportmanship and responsibility. Finally, it encourages high scholastic performance and the improvement of academic abilities.

### Relevance for Cultural Diplomacy:

If the main goal of cultural diplomacy is to bring people together beyond cultural borders, the Twinned Peace Sport Schools Project can be seen as a strong attempt to make this ‘soft power’ diplomatic approach succeed in the Middle East. In this case sport is very much an essential tool of cultural diplomacy and is of particular use in the tense situation that prevails in the region. Indeed, sports provide a common platform for contact and interaction, and give the opportunity to the Israelis and the Palestinians to play sports according to the same rules. As young people from both sides of the divide idealise the same sport stars and speak the same language, that of sport, training and competition bring them together in a neutral and peaceful context.

# BUNKICKTGUT

## Project Details

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**Website:** <http://www.bunkicktgut.de/>

## Project Description:

Bunkicktgut was launched in 1997. Inspired by the ideas of the "Initiativgruppe e. V.", and with the help of the City of Munich Office of Housing and Migration, the project brings together young people from different cultural backgrounds around street football. It was first dedicated to war refugees and asylum seekers, in order to address their social needs. Now, there are more than 100 teams with over 2,000 children and teenagers involved in this project. Bunkicktgut has set up several competitions – or leagues – which take place annually or for a shorter period. For instance, the "Winter-Liga 2011-2012" started in September 2011 and will end in March 2012.

## Aims of Project:

The main goal of the Bunkicktgut project is to enable young people from different origins and cultural backgrounds to find a common place and to share a diverse social and cultural experience. Through street football, those people are given the opportunity to open their mind to diverse social and cultural lifestyles, while at the same time understand each other thanks to the universal language of sport – body language, technical talent and emotion. A corollary aim of the project is to replace criminality and violence by fostering intercultural exchanges and promoting a better integration of the minorities.

## Relevance for Cultural Diplomacy:

As this project aims at bringing people from different ethnic and national minorities together, it makes a successful use of sport as a tool of cultural diplomacy. In 2009, Bunkicktgut has gathered young people from more than 80 different countries of origin, including Afghanistan, Iraq, Togo, Vietnam, former Yugoslavia countries and Turkey among others. The next step is to promote and encourage the implementation of such an initiative in other locations, in other big cities in Germany and worldwide.

## SPORTS UNITED

### Project Details

**Country:** United States

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**Website:** <http://exchanges.state.gov/sports/index.html>

### Project Description:

Sports United is a program launched by the US Department of State's Bureau of Educational and Cultural Affairs (ECA). Believing in the power of sports to transcend differences and to bring people together, the US Department of State has put the emphasis on sports diplomacy in the last few years. The main objective of the program is to spread important values, such as leadership, teamwork, respect for the rules and respect for one another. More recently, Sports United has played an active role within the Commission's Working Group on Education, Culture, Sports and Media, a subcommission of the U.S.-Russia Bilateral Presidential Commission.

### Aims of Project:

Sports United is an essential tool for the American sports diplomacy, which aims at increasing dialogue and promoting a greater cultural understanding. Three different methods are used in carrying out this program. The first one is related to sports visitors. This involves enabling foreign athletes, managers and coaches to come to the U.S. to learn about technical sports training, sports management and conflict resolution. Secondly, selected U.S. athletes and coaches serve as envoys and ambassadors of sport in overseas programs, in order to conduct team building activities and to promote the respect for diversity. Finally, the ECA also supports local projects with a focus on sport, youth and health in particular. With regard to the US-Russian Bilateral Presidential Commission, the Sports Subgroup has committed to ensure regular sports exchanges for both Russian and American youth. Training camps, friendly competition and materials should be offered, and those activities may involve prominent athletes and coaches.

### Relevance for Cultural Diplomacy:

In a new era of the U.S.-Russia relationship, sports are considered as a concrete part of the efforts that have led to an increase in cooperation between the two countries. Cultural diplomacy plays an essential role in this process, as a subcommission on civil society and another one concentrating on Education, Culture, Sports and Media have been set up. In a more general sense, United Sports provides young people with the opportunity to learn about U.S. and foreign cultures through sport, thus fostering mutual understanding and respect.

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