

# ***GRASSROOTS SPORT DIPLOMACY***

## ***OVERVIEW, MAPPING AND DEFINITIONS***



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# ***INTRODUCTION***

While the relationship between diplomacy and sport may, at first glance, seem obvious and even familiar, it is a subject that has long been under-studied (Murray & Pigman, 2014). Several reasons could explain this situation. First, the separation of fields of research left these two themes in their respective categories without seeking to combine them. Second, one should understand the lack of interest or seriousness that sport provoked as a topic of study until the boycotts of several Olympics (Cha, 2009). Third, the difficult and evolving definition of the relationship between diplomacy and sport remains an obstacle to our collective understanding of it.

However, since the end of the twentieth century, and especially since the early 2000s, several universities and researchers have come to fuel the reflection on the subject, making sport diplomacy a real topic of interest and study. It is still interesting to note that the reactions to it remain “schizophrenic”. Indeed, depending on the momentum, the circumstances or the institutions, sport will continue to be both important and serious whilst being trivial and insignificant (Jackson, 2013).

This report will have two objectives: first at all, it aims to contribute to the literature, in light of the growing interest of new actors, such as the European Union, particularly following the publication of two reports by two High Level Groups on sport diplomacy on the one hand and on grassroots sports on the other. Secondly, it will try to define what could concretely be termed “grassroots sport diplomacy”, even though it is important to consider this report as a first step in a long reflection, and that this definition will therefore evolve through stakeholder consultations and pilot actions. In other words, at the end of this project, the partners will be able to present a definition of what “grassroots sport diplomacy” is and what it is not.

# I. DEFINITIONS OF RELATED TYPES OF DIPLOMACY

While the European Union intends to make diplomacy, and in particular sport diplomacy, a strong axis of its policy, both foreign and internal, it is worth considering reflections and even combining or linking concepts of diplomacy (public and non-governmental, hard and soft, bilateral and multilateral), sport diplomacy and grassroots sport.

## 1. Public diplomacy

There is no single agreed upon definition of public diplomacy. Public diplomacy mainly refers to Government-sponsored programmes intended to inform or influence public opinion in other countries. Its chief instruments are publications, motion pictures, cultural exchanges, radio and TV (one-way communication). Embassies and diplomats play a major role in this context. Cull tries to define it as “the mechanisms short of war used by an international actor (state, international organisation, non-governmental organisation, multi-national cooperation or other player on the world stage) to manage the international environment” (Cull, 2009). For Stuart Murray, public diplomacy is related to its adaptability. The scope of public diplomacy is limitless and the cast of players diverse. This diplomacy is significant: it has created fertile conditions for hybrid forms of diplomacy to emerge (Murray, 2012).

The common traits of public diplomacy that can be highlighted are as such:

- A key mechanism through which nations foster mutual trust and productive relationships;
- Even if its roots are very much state-centric, it has evolved to the stage where a multitude of actors and networks are involved;
- Aiming at promoting the national interest and advancing the nation foreign policy goals;
- Shifting more and more towards the leverage of soft power resources, as defined by Joseph Nye (i. e. “the ability to get what you want through attraction rather than coercion or payments”).

## 2. Cultural diplomacy

Cultural diplomacy establishes a two-way communication with other countries. The primary focus is not merely political but also cultural (education, art). Actors can pursue their own agenda independently of the government. Cultural diplomacy is generally more high culture and education focused (less popular culture, publications, radio or TV). It can be sponsored by the government but also by private institutions or NGOs. Embassies play a major role, but not the only role.

Dr Emil Constantinescu synthesises it by defining cultural diplomacy as “a course of actions, which are based on and utilise the exchange of ideas, values, traditions and other aspects of culture or identity, whether to strengthen relationships, enhance socio-cultural cooperation, promote national interests and beyond; Cultural diplomacy can be practiced by either the public sector, private sector or civil society<sup>1</sup>”.

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<sup>1</sup> [Institute for Cultural Diplomacy](#)

### 3. Sport diplomacy

As illustrated by the Olympic truce in the Ancient Greece, the practice of boycotts against various countries whose policies are denounced, or the instrumentalisation of sports competitions by governments, sport has always been and will always be linked to politics (Allison, 1993). Concomitantly with the exponential development of sport in our societies, we are witnessing the expression and emergence of a new link between politics and sport, through the recent development of the concept of “sport diplomacy”.

The “sport diplomacy” expression is quite famous and is widespread because of different examples linking sport and public diplomacy. In a non-exhaustive way, we can list the “ping-pong diplomacy” between China and the United States, “cricket diplomacy” between India and Pakistan, “hockey diplomacy” between Canada and the USSR or even “baseball diplomacy” between Cuba and the United States. However, even if the relationship between sport and politics has been discussed, theories and practices of sport and diplomacy are largely unexplored (Murray, 2012). This finding is extremely surprising because the mixing of sport, diplomacy and politics is part of the middle of international relations. Sport diplomacy – a theoretical and practical hybrid of two significant institutions – is the specialisation, exploitation, and reification of a familiar aspect of state-qua-state interaction (Murray & Pigman, 2014).

As explained in the report from the High Level Group on sport diplomacy, this concept could be understood through two other concepts: public diplomacy and soft power. Soft power was defined by Joseph Nye, just before the end of the collapse of the USSR, as “the nation’s ability to obtain its desired outcome not through coercion or payment, but through attraction, particularly through the attraction of its culture, its political values and its domestic and foreign policies” (Nye, 1990, 2004). Therefore, with these two concepts, sport diplomacy is difficult to define intuitively. To solve this problem, many researchers have tried to define it through events and with the help of theoretical concepts in sport on the one hand and diplomacy on the other.

For example, Simon Rofe takes Nicolson’s opinion on the evolution of the diplomatic method, which is considered to be “old diplomacy” encompassing ancient Greek, Italian, and French diplomacy, in contemplating what is new. “He stated that these regimes should be considered ‘objectively and with some realisation’ as ‘infinitely more efficient’ than the methods of new, ‘open’ diplomacy when writing in 1953. Whether they were or not, the point being that in debating the parameters of sport and diplomacy, there is value in the past, and beyond the immediate focus in the line of sight. What Nicolson’s point is suggesting that the nature of diplomacy does not change: its character does” (Rofe, 2016). Concerning sport diplomacy itself, for James Pamment “it is a vital area of research that can perform a valuable role in conceptualising the links between distinct diplomatic concepts, their mutual and complementary impact on the international environment, and the modalities of engagement that they engender” (Pamment, 2016). If we look at precise cases, we can try to define sport diplomacy through the South African example. In this case, Marc Keech considered that “sport diplomacy has been defined as the whole range of international contacts and competitions that have implications for the overall relations between the nations concerned” (Keech, 2001).

While Murray considers that sport diplomacy falls under the umbrella of public diplomacy, other researchers, like Vincent Mabillard and Daniel Jádi, think that sport is at the heart of cultural diplomacy, “through cultural exchange and mutual understanding” (Mabillard & Jádi, 2011). This tends to demonstrate all the complexity and different interpretations that may exist in terms of sports diplomacy.

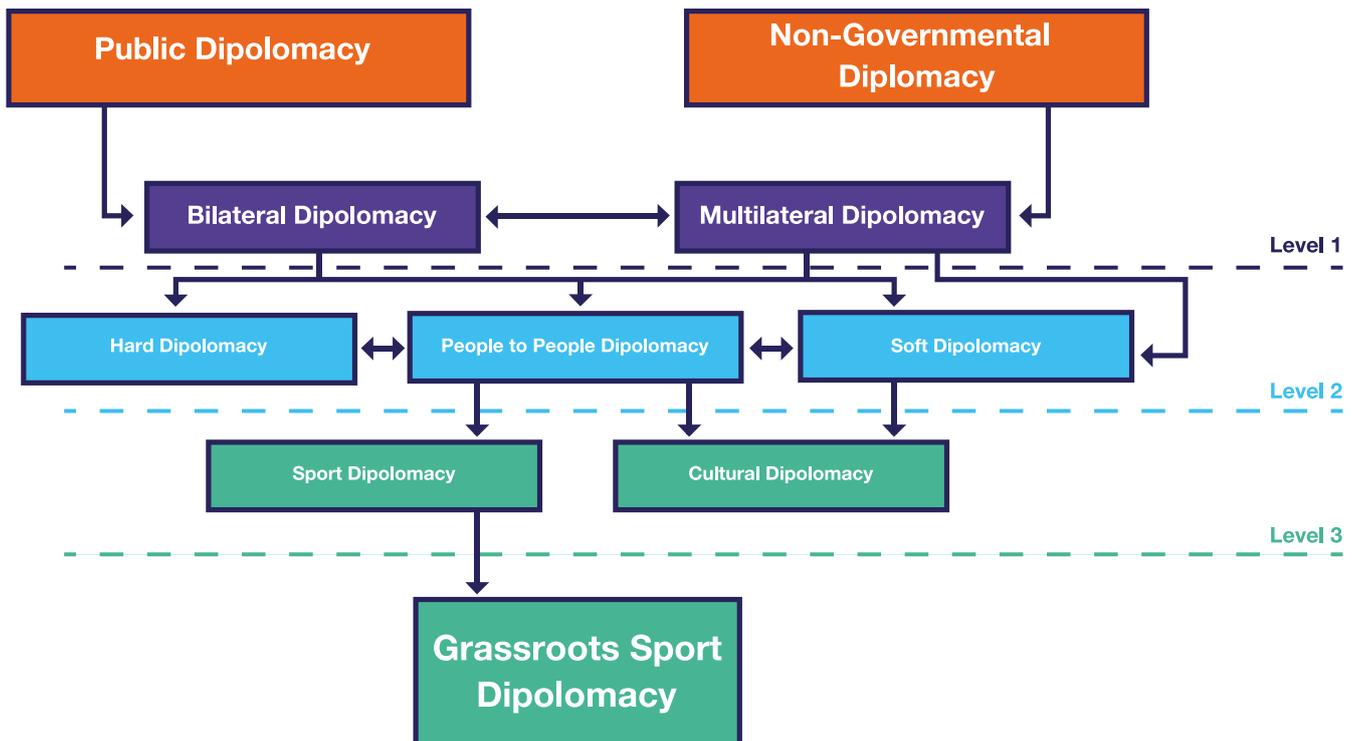


Figure 1. Positioning Grassroots Sport Diplomacy in the context of Diplomacy

#### 4. Sport diplomacy strategies

In order to better understand what sport diplomacy could be, it is useful to study sport diplomacy strategies. Indeed, several countries have developed comprehensive sport diplomacy strategies. As to be expected when working with a new concept (grassroots sports diplomacy), some countries mention “sport diplomacy” quite extensively, but none directly refer to “grassroots sport diplomacy” activities. However, some of the following findings relate to grassroots elements, thus making them relevant to our conceptualisation.

Below is a non-exhaustive selection of national sport diplomacy strategies, including the relevant contexts of their implementation, specific objectives and involved actors:

##### a. Australia

Australia possesses the most extensive sports diplomacy literature and programmes. Sport is considered an integral element of its national identity, which in addition to the country’s good sporting reputation on the international stage, has secured Australia global backing as it seeks to achieve public diplomacy outcomes in the Indo-Pacific region and beyond.

- **Context:** The Australian sports diplomacy approach is built on the assumption that the country has a great sporting reputation and is internationally recognised as a high performing sporting nation.<sup>2</sup>
- **Objectives:** Australian sports diplomacy is also based on values of sport: competition, teamwork and fair play. Sports diplomacy provides a practical opportunity to inform, engage and influence key demographics, particularly youth, emerging leaders and women and girls. With important regional migration flows (Australian diaspora and Indo-Pacific communities) the influence of sports diplomacy is believed to extend to broader audiences than would traditionally be considered.<sup>3</sup>
- **Actors:** Australia’s sports diplomacy is a whole-of-government approach. The implementation follows the guidance of a working group, co-chaired by the Department of Foreign Affairs and Trade (DFAT) and the Department of Health’s Office for Sport. The latter has an established framework for promoting and developing national sport policies that complements the Government’s sports diplomacy activities abroad. Sports organisations play a pivotal role in the design and implementation of these activities (national and regional sports organisations, Olympic committees).<sup>4</sup>

## b. China

China has recently launched its [“Football development plan in the medium and long term \(2016-2050\)”](#) aiming to transform the country into an elite football one. By developing grassroots football, the plan seeks to grow elite players who will eventually form a competitive team to win the FIFA World Cup by 2050.

- **Context:** China implemented an effective Olympic strategy enabling it to evolve from an average position on the Olympic medal table to the top of the medal table at the 2008 Beijing Olympics. Following that success, Chinese president Hun Jintao decided that it was time to move from “a country of major sporting events to a sports world power”. To attain this ambition, China believes it is necessary to dominate the world’s most popular sport: football.<sup>5</sup>
- **Objectives:** The primary goal is to make China a football superpower. By 2050, the Chinese national team will have to have reached three objectives:
  - to qualify for another World Cup
  - to host a World Cup
  - to win a World Cup

To do so, the government has broken down the strategy into steps for the whole process, including establishing specialised football schools and football fields, thus providing the required tools to develop men and women’s national teams.<sup>6</sup> The government seeks to profit from football’s popularity to exercise its soft power, strengthen diplomatic ties and reinforce its citizens’ sense of national identity.

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<sup>2</sup> [Australian sports diplomacy strategy](#)

<sup>3</sup> [Australian sports diplomacy strategy](#)

<sup>4</sup> [Australian sports diplomacy strategy](#)

<sup>5</sup> [The Chinese football development plan soft power and national identity](#)

<sup>6</sup> [The Chinese football development plan soft power and national identity](#)

- **Actors:** The government implemented the plan, notably under the former Chinese President Hun Jintao. Although under fierce government control, China relies on the private sector's participation, and thus guides and supports those having positively responded to State guidelines. There have been top-down investments by Chinese groups in professional clubs in China and abroad, as well as bottom-up investments in football academies and campuses.<sup>7</sup>

### c. France

A formal French sport diplomacy was set up as recently as 2014, notably for its economic benefits. The national government perceives sport diplomacy as key to economic growth, for which it has established an inter-ministerial delegation for major sporting events (DIGES) and an office for professional sport and sport economy. However, France also grasps the opportunity sport provides for influencing and therefore created a Sports Ambassador position alongside the French Committee for International Sport (CFSI) – together, they also work with the French Olympic Committee (CNOSF). French sport diplomacy is founded on three pillars that seek to:

- Develop French influence through sport
- Make sport a priority for all ministries and relevant networks<sup>8</sup>
- Integrate sport into our economic diplomacy

International sporting events and championships hosted in France are thought to convey a positive image of the country across the globe (in terms of infrastructure, partners, organisation and hospitality) and to demonstrate France's expertise in the domain. By maintaining such an image, France seeks to integrate sport into its economic diplomacy in order to foster foreign economy while influencing through its sporting know-how.<sup>9</sup>

- **Context:** The French Ministry of Foreign Affairs and the Ministry of Sport collaborated to establish an official French sport diplomacy philosophy and specific positions. It is more than likely that the government decided to fully seize sport diplomacy not only as an instrument of international influence, but more importantly as a source of economic growth. France's real GDP growth rate grew only from 0.2% to 0.6% in 2012-2013 and the implementation of sport diplomacy with a strong focus on economic growth appears to be an answer to the country's stagnant economy. France also grasped the strong economic impact sport.
- **Objectives:** To promote French sport across the globe, French presence in international bodies, and French as the Olympic language.<sup>10</sup>
- **Actors:** The government's official actors are a Sport Ambassador, a French Committee for International Sport (CFSI) and the French Olympic Committee (CNOSF). Abroad, Embassies are also appointed a sport representative. France consciously works to widen its influence by collaborating with native and foreign athletes, but also with private bodies and sport organisations.

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<sup>7</sup> [The Chinese football development plan soft power and national identity](#)

<sup>8</sup> [La diplomatie sportive française](#)

<sup>9</sup> [Rapport d'information sur "la diplomatie sportive de la France et son impact économique", 2016](#)

<sup>10</sup> ["Le soft power du sport, un potentiel encore trop peu exploité"](#)

#### d. Japan

In September 2013, the government revealed its [Sport for Tomorrow](#) programme, which seeks to reach 10 million people across 100 countries by 2020. It consists of three pillars:

- Diplomacy through sport: using the power of sport to consolidate peace in a region;
- Diplomacy for sport: the development of the Japanese sport world;
- And the establishment of a foundation for the promotion of sport diplomacy.

#### e. Norway

Norway has been providing sports development aid to poorer countries since the 1980s, yet an official public and sports diplomacy strategy was only recently adopted. Other than the sports development aid the country offers, their strategy is to host sporting events, and demonstrate the country's sporting superiority.

#### f. United Kingdom

[The British Council](#) is an international organisation specialising in cultural and educational opportunities. Some recent initiatives may qualify as grassroots sports diplomacy, such as [Premier Skills](#) in partnership with the Premier League, [Try Rugby](#) in partnership with Premiership Rugby, and [International Inspirations](#) in the framework of the 2012 London Olympics.

- **Context:** The International Inspiration programme was established in the context of the London 2012 Olympics. There are no particular contexts for Premier Skills and Try Rugby.
- **Objectives:** Countries compete to win medals and host major international sporting events. These events potentially offer the opportunity to showcase their power on the international scene but also to engage in informal people-to-people relations.<sup>11</sup>
- **Actors:** The British sports diplomacy consists of partnerships between the British Council and major sports associations, like the Premier League and Premiership Rugby. It also concerns a series of other actors. Premier Skills is based on collaborations between local partners and target groups. In the case of Try Rugby, Brazilian partners like the Social Service for Industry (SESI) have been involved.

UK Sport, UNICEF and the British Council deliver the International Inspiration Programme. The Premier League, the British Council, UNICEF and a range of other public and private funders assured the programme's funding. Key actors are policymakers since they are made aware of the importance of physical education.<sup>12</sup>

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<sup>11</sup> [www.britishcouncil.org/sites/default/files/influence-and-attraction-report.pdf](http://www.britishcouncil.org/sites/default/files/influence-and-attraction-report.pdf)

<sup>12</sup> [www.britishcouncil.org/sites/default/files/ecorys\\_international\\_inspiration\\_final\\_review\\_2014\\_1.pdf](http://www.britishcouncil.org/sites/default/files/ecorys_international_inspiration_final_review_2014_1.pdf)

## g. United States of America

Implemented by the U.S. Department of State, the [Global Sports Mentoring Program](#) (GSMP) provides a month-long mentorship program to selected candidates, who are chosen by U.S. Embassies throughout the world, and are equipped with in-depth leadership skills and valuable experience to apply to their sport sector upon return.

- **Context:** The GSMP was created in 2012 to mark the 40th anniversary of Title IX, a federal civil rights law against sex discrimination.<sup>13</sup>
- **Objectives:** Its objectives are based on values. The Department of State established GSMP believes that sport positively influences status, liberty and the well-being of women, girls and marginalised people, both at home and abroad.
- **Actors:** The Department of State and ESPN W are the main collaborative partners, although the University of Tennessee's Centre for Sport, Peace & Society also play a role.

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<sup>13</sup> <https://eca.state.gov/programs-initiatives/initiatives/sports-diplomacy/global-sports-mentoring-program/global-sports>

# II. THE CONSTRUCTION OF THE EUROPEAN SPORT DIPLOMACY

## 1. Historical perspective

For 20 years, the European Union has shown a growing interest in sport as a tool. In the Amsterdam Treaty of 1997, Declaration 29 “emphasised the social importance of sport and in particular its role as a leaven for identity and as a link between men”. In 1999, it was the Helsinki Declaration on Sport that called for “the Community, its Member States, and the sports movement to reaffirm and strengthen the educational and social function of sport” (Helsinki Report on Sport, 1999). The following year, the Nice European Council adopted the declaration on the specific characteristics of sport and its social functions in Europe (Nice, 2001). While other organisations are increasingly interested in sport as a factor of inclusion or as a tool for peace, the European Commission is refining its own understanding of the use of the sport it intends to put in place.

Thus, several initiatives succeed each other until 2007, when the European White Paper on Sport and the Pierre de Coubertin Action Plan were published. The White Paper was an important step in the European strategy because it was the first comprehensive strategic initiative to address sport-related issues at the European level. It is the result of a lengthy and widespread consultation process between the European Commission and the sport stakeholders, national authorities and different services within the Commission (Krejza, 2007).

From an institutional point of view, Article 165 of the Treaty of Lisbon states that “the Union contributes to the promotion of the European challenges of sport, while taking into account its specific features, its structures based on voluntary its social and educational function” (Lisbon Treaty, 2007), and gives many opportunities to the European Union to work on it and develop its own strategy (Murray & Pigman, 2014). Moreover, the publication of two reports by the High-Level Groups on sport diplomacy and grassroots sport are also consistent with this logic, which is made possible by the maturing of politics and the emergence of sport as a priority for the European Union (Garamvölgyi, 2016).

A direct reference to the use of sport for the purpose of European sport diplomacy appears for the first time in 2006 when the European Commission signed a “memorandum of understanding” with FIFA to make football a force for development in Africa, in the Caribbean and Pacific countries without any further details on the arrangements for implementing this agreement. In 2007, the Commission’s White Paper on Sport introduced a more general perception of sport by underlining that “the societal role of sport also has the potential to strengthen the Union’s external relations<sup>14</sup>” and that sport may be a tool for development policy. In a 2011 document called “Developing the European dimension of sport”, the European Commission, once again, stressed that “cooperation with European third countries, in particular candidate countries and potential candidates, and the Council of Europe should be a priority<sup>15</sup>”. The two European Union Work Plans for Sport covering the periods 2011 – 2014 and 2014 – 2017 do not make sport in external relations a priority item for which deliverables are expected from expert

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<sup>14</sup> [White Paper on Sport, 11/07/2007](#)

<sup>15</sup> [“Developing the European dimension in sport”, Communication from the Commission to the European Parliament, the Council, the European Economic and social committee and the Committee of the regions 18/01/2011](#)

groups, although they both call upon the Commission and Member States to “foster cooperation with third countries, in particular candidate countries and potential candidates to the EU, and the competent international organisations in the field of sport including the Council of Europe<sup>16</sup>”.

## 2. Policies perspective

In its report to Commissioner Tibor Navracsics, the High Level Group on Grassroots Sport defined the concept of grassroots sport as a **“physical leisure activity, organised and non-organised, practised regularly at non-professional level for health, educational or social purposes”**.<sup>17</sup>

A second group put together by Commissioner Navracsics was the High Level Group on Sport Diplomacy, which recognises a series of principles that should guide EU sport diplomacy action. According to the High Level Group on Sport Diplomacy report<sup>18</sup>, in a challenging and complex environment, sport has the potential to be a new tool to:

- Improve foreign policy and international relations;
- Reach external audiences more deeply, positively and effectively;
- Support external policies;
- Enhance external image and influence.

Sport works softly as a diplomatic lubricant to:

- Create public interest and public goodwill
- Appeal directly to the general public
- Provide a favourable environment to manage international relations
- Facilitate changes and/or increase momentum in diplomatic practices”

The High Level Group on Sport Diplomacy considers sport diplomacy as a tool of “soft power” to be used in three of the five approaches that define “public diplomacy”: advocacy, cultural diplomacy and exchange diplomacy. **Sport should be an element of dialogue and cooperation with partner countries and third countries as a part of the EU’s diplomacy.**<sup>19</sup>

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<sup>16</sup> Alexandre HUSTING, Unpublished reference document for the High-level Group on Sport Diplomacy, 2015

<sup>17</sup> [Definition given by the High Level Group on Grassroots sport](#)

<sup>18</sup> [Report to Commissioner Navracsics, High-level Group on Sport Diplomacy, 2016](#)

<sup>19</sup> Ibidem

### 3. Good practices

In a report entitled “Sport Diplomacy: identifying good practices”, sport diplomacy appears to be “a key priority of the EU Work Plan for Sport (2017 – 2020). Sport diplomacy is a way for the EU and its Member States to strengthen diplomatic, social, and political relations with countries outside of the EU. The concept of sport diplomacy recognises the role that sport can play in helping the EU achieve its various objectives at an international level. It also recognises that sport can improve national and European foreign policy and international relations, reach out to external stakeholders and improve the image and influence of the EU and its Member States across the world. Finally, sport diplomacy, through stimulating more dialogue and cooperation, can both strengthen already positive ties between countries as well as seek to improve more challenging relationships between countries<sup>20</sup>”.

This mapping of sports diplomacy highlights on one hand an interest to define the concept but also in the other hand an interest among new actors to invest in and reflect on the subject. NGOs, sport institutions and educational institutions are now all part of the sport diplomacy in the European Union.

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<sup>20</sup> S.N., “[Sport Diplomacy: identifying good practices](#)”. A final report to the European Commission, January 2018

# III. DEVELOPMENT OF A NEW CONCEPT: GRASSROOTS SPORT DIPLOMACY?

## 1. Context

International relations can no longer be limited to states and state diplomacies alone, according to the Westphalian conception of international relations. Several articles have thus shown the importance of diplomacy carried by the IOC, FIFA, and even other sports organisations. Numerous authors have also been interested in different types of “sport power” strategies carried by organisations in the sports industry and organisers of major sporting events.

As pointed out by Murray, the comparison of theories should allow for the development of discussions and debates with a view to producing a more sustainable relationship between sport and diplomacy (Murray, 2012). In this case, research on links between sport and diplomacy have to take into account the evolution of the sport ecosystem.

The following figure proposed by Jackson shows that actors from the Olympic Movement (IOC, International Federations, National Federations, Olympic Games Organisation Committees, etc.), NGOs, stakeholders from the sports industry and sport celebrities now invest in the field of sport diplomacy in a globalised world. This graphic represents the different types of relationships that can exist in the field of sport and sport diplomacy.

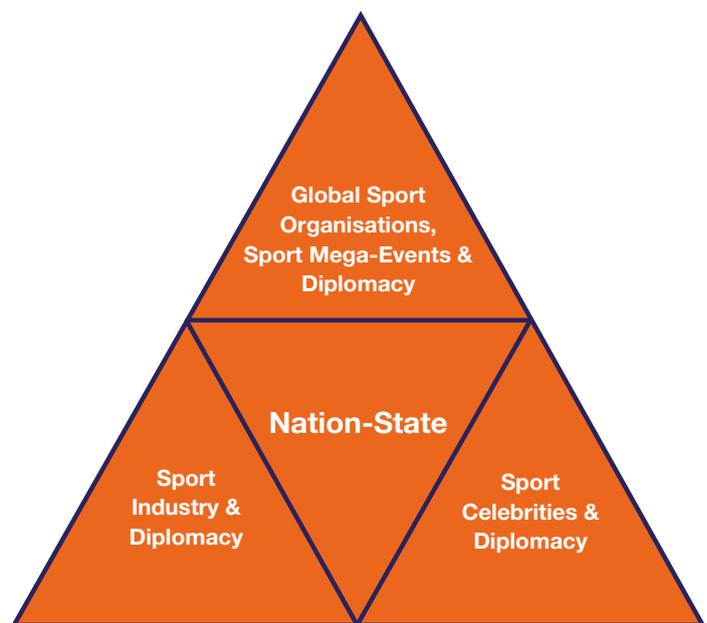


Figure 2. Model of “sport and corporate diplomacy”, by Stephen J. Jackson (2013)

Nevertheless, individuals, clubs, mass sport are absent. Also, it may be interesting to complete this reflection by taking into account this new component, grassroots sport, and the weight of the individual in the development of a new form of sport diplomacy.

As clarified by Murray and Pigman, understanding the relationship between international sport and diplomacy plays an important role in understanding the impact of international sport on society in a broader sense (Murray & Pigman, 2014). But, for the moment, most of the articles found try to explain concretely what sport diplomacy is and how “classical” actors are dealing with each other. States are primarily represented, even though some economical actors are more and more present in the equation. No-one has studied what we call “grassroots sport diplomacy”, except maybe through a few specific examples.

In a 2001 article, Chehabi studied the sport diplomacy between the United States and Iran. Among many examples, he mentioned the existence of another potential type of diplomacy, based on “inter-social relations” and “people-to-people diplomacy” through sport, for example. His conclusion was quite realistic considering that if “sports contacts can be useful in that they betoken two countries’ decision to rethink their relationship; they can also help the ice between officials on both sides. But sports contacts cannot, in and of themselves, lead to better relations” (Chehabi, 2001).

By publishing its two reports on “sport diplomacy” and “grassroots sport”, the European Union is indicating its interest and belief in these topics. Combining these in both a practical and theoretical way can lead Europe towards becoming a pioneer in this area, and encourage European citizens to take part, in a concrete way, in this topic. Moreover, developing this new concept would thus complement the different types of soft powers already implemented by the European Union.

## 2. Definition

When trying to define Grassroots Sport Diplomacy, we cannot rely on academic publications as the concept has not been explicitly mentioned in the literature before. That means that we have to try to define what Grassroots Sport Diplomacy could be, in an evolutionary way, first and more precisely during the project, thanks to the stakeholder consultations (intellectual output 2) and pilot actions (intellectual output 3).

Considering that grassroots sport is a “physical leisure activity, organised and non-organised, practised regularly at non-professional level for health, educational or social purposes <sup>21</sup>” and sport diplomacy is a way for actors (States, NGOs, civil society, private sector) to strengthen diplomatic, social and political relations with other actors, and enhance their external image and influence, we can consider that grassroots sport diplomacy could be defined as a new qualitative, cost efficient and impactful approach aiming at:

- Increasing or creating lasting dialogue and cultural understanding;
- Facilitating transfer of knowledge between the grassroots sport sector and relevant actors (including other grassroots sport organisations, States, NGOs, civil society, or even individuals) and
- Contributing to society and individual development in the health, educational, sport or social fields.

Grassroots sport diplomacy has to be distinguished from grassroots sport cooperation, which uses sport as a tool at the local level, for example.

The stakeholder consultation and pilot actions will help the partners to define this concept more precisely.

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<sup>21</sup> Ibidem

## IV. MAPPING OF GRASSROOTS SPORT DIPLOMACY INITIATIVES

Grassroots Sport Diplomacy initiatives were mapped out by taking into account the principles of grassroots sport and international scope, which can be manifested through the implementation of projects, the sharing and exchanging of information, technical capacity building, advocacy, debates, or technical and political meetings.

This section provides a non-exhaustive catalogue of the mapped initiatives, along with a description of participating organisations and countries, a summary of the experiences, photos, videos and information sources.

23 initiatives were selected in total, most of which were implemented within the South-South cooperation framework. In other words, many of these initiatives were carried out by developing countries that share similar challenges and experiences and have achieved solutions and innovation applicable to their realities. As a result, the mapping includes highly diverse experiences in terms of sectors, maturity and working arrangements.

The examples of initiatives featured in ISCA's Administrative Handbook for the Grassroots Sport Diplomacy project provided a starting point for this section. A preliminary analysis of those initiatives, followed by a period of reflection and research, led to the choice of experiences that were included in this report. They were selected according to the following criteria:

**1. The concept of grassroots sport:** For the purpose of this document, the term “grassroots sport” is taken to mean “sport for all”. As such, it encompasses all social and economic strata, age brackets, ethnicities and special needs, as well as a wide range of sports, both formal and non-formal, practiced in all manner of cities, suburbs and regional spaces. This comprehensive interpretation of the term grassroots sport provides ample opportunities to identify relevant physical activity initiatives.

**2. Local compatibility:** The mapping was based on initiatives implemented within the South-South framework. By comparing similar experiences and challenges, we obtained results that can be sustainable in the long term. Other initiatives that led to significant local appropriation despite having originated elsewhere were also included.

**3. Diversity:** The initiatives included in this report seek to portray a wide-range of experiences, not only vis-à-vis the sport at their core, but also the cross-section of themes they address (girls and women, refugees, indigenous populations, etc.) and the sectors in which they are carried out.

**Four categories were devised based on the criteria used to select the initiatives:**

<p><b>1</b></p> <p>Transfer or sharing of successful practices through international technical cooperation</p>	<p><b>2</b></p> <p>Transfer or sharing of successful practices through non-governmental partnerships</p>	<p><b>3</b></p> <p>International campaigns or events as tools to promote sport values and specific agendas</p>	<p><b>4</b></p> <p>Multi-sector networks for the exchange of successful practices and/or advocacy</p>
<p>Initiatives that seek to share experiences and good practices through the mediation of government and/or international organisations with a view to promoting the practice of sports and social development.</p>	<p>Initiatives that seek to share experiences and good practices implemented by civil society organisations with a view to promoting the practice of sports and social development. These initiatives were devised and implemented using a bottom-up approach.</p>	<p>Campaigns and events geared towards promoting sports and values such as democracy, social engagement and equality, which also have the potential to bring specific issues to the fore, such as those of gender, refugees, indigenous populations, etc.</p>	<p>Network-based activities implemented through multi-sector cooperation focusing on sports-related topics that can lead to the scalability of sport initiatives and foster interest or international mobilisation</p>

# 1. TRANSFER OR SHARING OF SUCCESSFUL PRACTICES THROUGH INTERNATIONAL TECHNICAL COOPERATION

<b>Category</b> 1	<b>Initiative</b> <b>Uma Vitória Leva a Outra (One Win Leads to Another)</b>	
<b>PARTICIPATING ORGANISATIONS</b> UN Women, Women Win, International Olympic Committee, Brazilian Olympic Committee, the Rio de Janeiro City Government, Bola pra Frente Institute and Agenda Institute.	<b>PARTICIPATING COUNTRIES</b> The Goal Program methodology was developed by the NGO Women Win and has been implemented in South Africa, Bangladesh, Uganda, Colombia, Italy, Liberia, Nepal, Nicaragua, Vietnam, Myanmar, Bolivia, Kenya, Jordan, Holland, Ethiopia, Laos, Zambia, India, Serra Leone, Cambodia, USA, France, United Kingdom and Nigeria. The project in Brazil used the same methodology.	
<b>DESCRIPTION</b> UN Women, the International Olympic Committee (IOC), the NGO Women Win and the Brazilian Olympic Committee joined to create “One Win Leads to Another”, a program that empowers girls and young women through sport. The program offers high quality sports programmes that build the leadership skills of adolescent girls, helping them improve their ability to influence decisions that impact their lives at all levels. The girls are provided with a safe space where they can break down social barriers, become more independent and obtain basic economic skills, gain more knowledge on their bodies, as well as the confidence to contact the available public services in the event of violence. A pilot of “One Win Leads to Another” based on an international methodology deployed in 24 countries was implemented in Rio de Janeiro through a partnership with the city government and the support of the Bola pra Frente Institute and Agenda Institute. Twice a week, activities are held at the Olympic Villages (multi-sports centres managed by the city government) and participants can attend those closest to their home or school. In addition to physical activities, they can also take part in workshops on different topics conducted by one of the Village’s facilitators that offer a syllabus conceived specifically for adolescent girls. Lessons learned during the pilot stage will help to adapt the program for the ensuing roll out to other Brazilian cities and states. Moreover, 10% of the girls who take part in the pilot stage will volunteer as assistants to the facilitators during the workshops and, later, become facilitators themselves and a role model to younger girls.		
<a href="#">VIDEO</a>	<a href="#">MORE INFORMATION</a> <a href="#">MORE INFORMATION</a>	

<p><b>Category</b></p> <p><b>1</b></p>	<p><b>Initiative</b></p> <p><b>Capoeira: formação técnico-profissional e cidadania (Capoeira: citizenship, technical and professional education)</b></p>	
<p><b>PARTICIPATING ORGANISATIONS</b></p> <p>Brazilian Agency for Cooperation (ABC), Raízes do Brasil Association, the Community of Portuguese-Speaking Countries (CPLP) and the Government of Saint Thomas and Prince.</p>	<p><b>PARTICIPATING COUNTRIES</b></p> <p>Brazil, (technical cooperation provider), and Saint Thomas and Prince (project beneficiary)</p>	
<p><b>DESCRIPTION</b></p> <p>A technical cooperation project carried out by the governments of Brazil and Saint Thomas and Prince from 2011 to 2016. In addition to enabling the teaching of capoeira, it also aimed to provide moments of leisure and the sharing of ethical and moral values associated to this traditional Brazilian sport.</p> <p>The Raízes do Brasil Association, a Brazilian organisation that has been running capoeira programs for nearly 40 years, organised a number of training sessions in Saint Thomas and Prince for the few practitioners of the sport who live on the islands. In addition to teaching capoeira, the initiative also helped to convey relevant concepts regarding citizenship and respect, and raise awareness concerning relevant issues that affect everyday life in Saint Thomas and Prince.</p> <p>ABC has reported that, since the conclusion of the project, eight capoeira masters and teachers from Saint Thomas and Prince who attended the training sessions have been involved with the sport. Moreover, 20 capoeira centres can now be found across the country.</p> <p>As stated by many teachers in the country, in addition to being a healthy habit, capoeira has also become a source of income for those who have become practitioners.</p>		
<p><a href="#">VIDEO</a></p>	<p><a href="#">MORE INFORMATION</a></p>	

<p><b>Category</b> <b>1</b></p>	<p><b>Initiative</b> <b>Projeto de Inserção Social pela Prática Esportiva (Sport for Social Inclusion Project)</b></p>	
<p><b>PARTICIPATING ORGANISATIONS</b> Brazilian Agency for Cooperation (ABC), Brazilian Ministry of Sport, Angolan Ministry of Youth and Sport, Dom Bosco Salesian Institute (Angola), Association of Angola Natives, Residents and Friends (Anatermo).</p>	<p><b>PARTICIPATING COUNTRIES</b> Brazil (technical cooperation provider) and Angola (project beneficiary)</p>	
<p><b>DESCRIPTION</b> The project was inspired by Segundo Tempo (Second Half), a public program in Brazil, and implemented in 2005 and 2006 in Angola. Its objective was to make access to the practice and culture of educational sport more democratic in Angola, to promote the comprehensive development of children and adolescents as an integral part of citizenship education, and to improve quality of life. Participants were primarily children and youth living in socially vulnerable areas and attending public school regularly. Based on the concept that regular sports practice can help to improve a country's education system, in addition to providing young people with more humane prospects, the project's methodology used an approach that integrated sports into the school setting, reaching 1000 children and youth aged 7 to 17 in low-income and socially vulnerable area. Moreover, training was provided to approximately 40 multipliers who were responsible for implementing the program. The project was implemented through partnerships with local institutions that were trained by representatives of the Brazilian Ministry of Sport, among which were the Dom Bosco Salesian Institute and the Association of Angola Natives, Residents and Friends (Anatermo).</p>		
		<p><a href="#">MORE INFORMATION</a></p>

<p><b>Category</b> <b>1</b></p>	<p><b>Initiative</b> <b>Reunião de Ministros e Altas Autoridades do Esporte (RMDE) do Mercosul (Meeting of Ministers and High-Level Authorities for Sport – RMDE – of Mercosur)</b></p>	
<p><b>PARTICIPATING ORGANISATIONS</b> Mercosur is the only organisation involved in this initiative.</p>	<p><b>PARTICIPATING COUNTRIES</b> Officials from Argentina, Brazil, Paraguay, Uruguay, Chile, Colombia, Ecuador, Peru, Venezuela, Guiana and Suriname attended the meeting.</p>	
<p><b>DESCRIPTION</b> The initiative to create a special meeting of sports authorities representing Mercosur countries was the result of a proposal made by the Brazilian Ministry of Sport, in July 2011, to create a special forum geared towards promoting dialogue and cooperation on sports among member countries. The proposal was approved by the Mercosur Council and the 1st Meeting took place in January 2014 in Venezuela, where ministers and high-level authorities for sports from Mercosur countries gathered to discuss proposals for common policies and shared initiatives in sports and to exchange experiences. The meeting produced a signed document establishing the guidelines for Mercosur Sport and emphasised the need for sport to be used as a tool for social inclusion and health improvement. Vulnerable populations and senior citizens received a special mention in the document.</p>		
		<p><a href="#">MORE INFORMATION</a> <a href="#">MORE INFORMATION</a></p>

# Category 1

## Initiative

**Misión Barrio Adentro Deportivo (Mission Barrio Adentro Sports)**

### **PARTICIPATING ORGANISATIONS**

The People's Ministry for Youth and Sport (Venezuela), the National Sports Institute (Venezuela) and the Cuban Institute for Sports, Physical Education and Recreation – INDER (Cuba).

### **PARTICIPATING COUNTRIES**

Cuba (technical support provider) and Venezuela (beneficiary of Cuba's knowledge).

### **DESCRIPTION**

Mission Barrio Adentro Sports is a Venezuelan government program that was officially launched in 2004. It aims to foster physical and recreational activities in Venezuela's communities with a view to improving quality of life and health and increasing community participation. The program was created as part of the Cuba-Venezuela cooperation agreements, under the Bolivarian Alternative for the Americas (ALBA) framework.

The program is run with direct support from Cuban professionals and offers physical activity within the school setting (with a view to promoting it as a means to encourage the physical and intellectual development of children and adolescents); physical recreation (which aims to improve quality of life among people from different social strata and age groups through different leisure options); a culture of physical therapy and prophylaxis (to prevent and treat non-transmissible chronic diseases); chess (to encourage logical thinking and productive use of spare time); and mass sports (with emphasis on technical and physical enhancement applied to different sports). In addition, Cuban professionals train community sports promoters who are then able to continue to foster the practice of sports in communities.

By 2016, a little over 3,000 Cuban fitness, sports and recreation technicians had provided services to 24 states (regions) in Venezuela. They work in close cooperation with state community councils.

[VIDEO](#)

[MORE INFORMATION](#)

<p><b>Category</b> <b>1</b></p>	<p><b>Initiative</b> <b>Projeto Estrelas (Stars Project)</b></p>	
<p><b>PARTICIPATING ORGANISATIONS</b> An Initiative by the American Consulate in partnership with SESC-SP and the Alumni Association.</p>	<p><b>PARTICIPATING COUNTRIES</b> U.S.A. (support) and Brazil (implementation).</p>	
<p><b>DESCRIPTION</b> The objective of the Estrelas Project is to help provide comprehensive education to young people through activities that go beyond sport. These activities include cultural and social elements that focus on helping to develop citizens of the future who can be more critical, independent and able to use what they learned in the program to change the world around them. The project encourages students aged 13 – 15 who are attending public school on a regular basis to practice sports, learn English and develop leadership skills through three programs: Basketball Stars, Soccer Stars and Baseball Stars. The first editions of Basketball Stars and Soccer Stars were implemented in 2012 and 2013, respectively. In 2016, the initiative expanded its scope and Baseball Stars was included in the program, which not only added a new sport to the project, but also allowed additional partnerships with the Brazil - U.S.A. Cultural Center and Major League Baseball to be established.</p>		
<p><a href="#">VIDEO</a></p>	<p><a href="#">MORE INFORMATION</a></p>	

<p><b>Category</b> <b>1</b></p>	<p><b>Initiative</b> <b>Australia</b></p>	
<p><b>PARTICIPATING ORGANISATIONS</b> Australian Government</p>	<p><b>PARTICIPATING COUNTRIES</b> Australia, South Korea, New Zealand, Japan, Brazil, Russia, Peru, countries in the Indo-Pacific region</p>	
<p><b>DESCRIPTION</b></p> <p>The strategy focuses on connecting, developing, showcasing and sustaining new and existing channels of sport support, sports industry partnerships and international sports networks. It will establish Australia’s sports ‘brand’ in the Indo–Pacific region. It will also demonstrate that Australia is outward looking and ‘open for business’ in the sports arena.</p> <p>The strategy consists of four goals:</p> <ul style="list-style-type: none"> <li>• Connecting people and institutions by supporting reciprocal, people-to-people connections that promote partnerships of value between Australia and the region, through sport. An exchange programme has been developed in order to facilitate exchanges of administrators, coaches, officials and athletes to provide sports knowledge, leadership and skills exchange between Australia and countries in the region.</li> <li>• Enhancing sport for development by supporting people with disabilities, improving their quality of life, increasing their social inclusion. It also seeks to develop people through sport as an effective form of public diplomacy. Engage communities on important issues such as social inclusion, health, governance and education.</li> <li>• Showcasing Australia’s sporting capabilities by expanding and coordinating sports diplomacy activities around major events.</li> <li>• Supporting innovation and integrity: sustaining Australia’s sporting advantage by supporting innovative sport projects and partnerships between Australia and the Indo–Pacific region.</li> </ul>		
		<p><a href="#">MORE INFORMATION</a> <a href="#">MORE INFORMATION</a></p>

## 2. TRANSFER OR SHARING OF SUCCESSFUL PRACTICES THROUGH NON-GOVERNMENTAL PARTNERSHIPS

<p><b>Category</b> <b>2</b></p>	<p><b>Initiative</b> <b>Aliança Luta pela Paz (Fight for Peace Alliance)</b></p>	
<p><b>PARTICIPATING ORGANISATIONS</b> Fight for Peace and non-governmental organizations from 24 countries.</p>	<p><b>PARTICIPATING COUNTRIES</b> The methodology created by the organization has been implemented in Afghanistan, Bangladesh, Belize, Botswana, Brazil, Colombia, Dominican Republic, Democratic Republic of the Congo, Ghana, Great Britain, Jamaica, Kenya, Lebanon, Mexico, Northern Ireland, Nepal, Peru, Sierra Leone, South Africa, Suriname, Trinidad and Tobago, Uganda, the United States and Zimbabwe.</p>	
<p><b>DESCRIPTION</b> Fight for Peace is a non-profit organisation that was founded by former boxer Luke Dowdney in Rio de Janeiro in 2000. Its mission is to support young people in communities affected by crime and violence by providing them with opportunities or helping them to gain access to existing opportunities. In 2007, the organisation expanded its operations to the United Kingdom and, later, created “Fight for Peace Alliance”, an initiative that provides consultancy and trains organisations to help them adapt their methodology on the basis that youth crime and violence is a global problem that affects hundreds of millions of children and youth all over the world. Partner organisations are selected based on their potential to adapt the Fight for Peace methodology to their own community and context, and a proven ability to work with young people in communities affected by crime and violence. Selected organizations receive a 12 month package of support that includes: six days of training in the Fight for Peace methodology; 12 months consultancy to support adaptation of the model and develop organisational strength and programme delivery; access to Fight for Peace’s study material and toolkit of resources; network building that enables relations and exchanges among organisations; opportunities to collaborate with other members.</p>		
<p><a href="#">VIDEO</a></p>	<p><a href="#">MORE INFORMATION</a></p>	

<p><b>Category</b> <b>2</b></p>	<p><b>Initiative</b> <b>Pedagogia de Emergência (Emergency Pedagogy)</b></p>	
<p><b>PARTICIPATING ORGANISATIONS</b> Friends of the Art of Education (based in Germany, it supports Waldorf education-related initiatives around the world) and the Emergency Pedagogy Association in Brazil.</p>	<p><b>PARTICIPATING COUNTRIES</b> Interventions have been carried out in Brazil, Lebanon, China, Japan, Haiti, Nepal, Filipinas, Ecuador, Kurdistan/Iraq, the Gaza Strip, Kenya, Kyrgyzstan, Greece, Slovenia and Bosnia.</p>	
<p><b>DESCRIPTION</b> Emergency pedagogy was developed in 2006, when Bernd Ruf, a German special and Waldorf education teacher, went to Lebanon during the war between Israel and the Hezbollah to accompany the repatriation of 21 Lebanese young men and women. After being confronted with the situation, Bernd developed a methodology to help children overcome disaster-induced traumas by acting early on in the experience and helping them to assimilate circumstances into their biographies in a positive fashion. An emergency pedagogy intervention lasts approximately two weeks and takes a team of 10 to 15 previously trained volunteers. The method includes fun activities that range from games to physical exercise. Local educators and family members are also involved in the process with a view to continuing the activities carried out in the field. Over the past decade, more than 50 emergency pedagogy interventions have taken place in the world. Social therapist and physical educator Reinaldo Nascimento has been leading the implementation and dissemination of the method in Brazil.</p>		
<p><a href="#">VIDEO</a></p>	<p><a href="#">MORE INFORMATION</a></p>	

<p><b>Category</b> <b>2</b></p>	<p><b>Initiative</b> <b>Love.fútbol</b></p>	
<p><b>PARTICIPATING ORGANISATIONS</b> Love.fútbol and local communities.</p>	<p><b>PARTICIPATING COUNTRIES</b> The initiative has been implemented in countries in Latin America, Asia and Africa.</p>	
<p><b>DESCRIPTION</b> Love.fútbol is a non-profit organization founded in 2006 that mobilises and involves communities in different cities around the world to plan, build, manage and activate their own football pitches as sustainable platforms for social change. The initiative funds initial resources, provides technical guidance and facilitates project implementation. Community members contribute with their talent, ideas, labour and other local resources, acting as partners and agents of change in the process. Since its inception, Love.fútbol has worked with communities where different languages were spoken, with different contexts and cultures, both in urban and rural areas. The principles that drive Love.fútbol are: local reality, local solution; asset-based community development; community-driven development; and social capital network. Each of its projects go through the following steps: site discovery, location and context evaluation, community mobilisation, pitch construction, inauguration and post-project monitoring.</p>		
<p><a href="#">VIDEO</a></p>	<p><a href="#">MORE INFORMATION</a></p>	

<p><b>Category</b> <b>2</b></p>	<p><b>Initiative</b> <b>Youth on the MOVE</b></p>	
<p><b>PARTICIPATING ORGANISATIONS</b> ISCA (General Coordinator), SESC (Project Co-ordinator for Latin America), UBAE, V4Sport, 18 organisations in Brazil, Colombia, Cuba Peru and Uruguay.</p>	<p><b>PARTICIPATING COUNTRIES</b> Denmark – headquarters of the initiative's General Coordinator and Brazil – headquarters of the initiative's Coordinator for Latin America. The initiative was implemented in Brazil, Argentina, Colombia, Peru, Uruguay, Spain and Poland.</p>	
<p><b>DESCRIPTION</b> Inspired by the campaigns NowWeMOVE (Europe) and Move Brasil (Brazil), the Youth on the MOVE project aims to encourage youth in Latin America and Europe to actively engage as volunteers in the development and management of projects, campaigns and other grassroots sport initiatives in their communities with a view to improving citizens' health and quality of life. 30 young men and women from Latin America and another 30 from Europe took part in the initiative that ran from 2015 to 2017. Participants were trained on how to develop a grassroots sport project and committed to putting it into practice during the Move (Latin America) and MOVE Week (Europe). During Youth on the MOVE, the young participants from Europe and Latin America held online meetings to exchange intercontinental experiences and knowledge.</p>		
<p><a href="#">VIDEO</a></p>	<p><a href="#">MORE INFORMATION</a></p>	

<p><b>Category</b> <b>2</b></p>	<p><b>Initiative</b> <b>Rugby French Flair</b></p>	
<p><b>PARTICIPATING ORGANISATIONS</b> Rugby French Flair</p>	<p><b>PARTICIPATING COUNTRIES</b> France, Mexico, Brazil, Colombia, Panama, Madagascar – Mayotte and Cuba</p>	
<p><b>DESCRIPTION</b> Rugby French Flair is an organisation created in 2010 that seeks to help socially disadvantaged youths across the globe, by initiating them to the game and values of rugby. RFF counts many retired international players who exploit their influence over the media and the private sector in order to raise funds and gather equipment that is in turn redistributed to local organisations who interact with the target groups. Interventions are not limited a single mission as the team returns to ready-visited areas so as to evaluate the evolution and sustainability of their actions.</p>		
		<p><a href="#"><u>MORE INFORMATION</u></a></p>

<p><b>Category</b> <b>2</b></p>	<p><b>Initiative</b> <b>Premiers Skills</b></p>	
<p><b>PARTICIPATING ORGANISATIONS</b> British Council</p>	<p><b>PARTICIPATING COUNTRIES</b> 19 countries</p>	
<p><b>DESCRIPTION</b></p> <p>The Premier Skills programme aims at developing people’s skills through football all over the world. Coaches, referees and players are offered opportunities to develop their skills for employability and raise their self-esteem. Football is used to create opportunities for young people. Premier Skills supports grassroots community coaches and referees to develop their skills and establish their own community projects. English language training is also foreseen in some countries as part of the programme.</p> <p>Premier Skills is the British Council's international partnership with the Premier League operating in 19 countries across Asia, Africa and the Americas from Afghanistan to Zambia. Since Premier Skills began in 2007, 20,027 coaches and referees have been trained in 29 countries, who in turn have reached over 1.6 million young people.</p> <p>6,000 teachers have received training in the use of the Premier Skills English materials, with 6.5 million views of the materials online.</p> <p>Through Premier Skills, young people, including the most vulnerable in society, are given opportunities to become better integrated into their local communities, to develop their skills for employability and raise their self-esteem.</p> <p>Premier Skills English helps teachers and learners of English with free, compelling learning materials, drawing on football-based content from the most exciting football league in the world.</p>		
		<p><a href="#">MORE INFORMATION</a></p>

### 3. INTERNATIONAL CAMPAIGNS OR EVENTS AS TOOLS TO PROMOTE SPORT VALUES AND SPECIFIC AGENDAS

<p><b>Category</b> <b>3</b></p>	<p><b>Initiative</b> <b>I Jogos Mundiais dos Povos Indígenas (I World Indigenous Games)</b></p>	
<p><b>PARTICIPATING ORGANISATIONS</b> Intertribal Committee (ITC) and the Brazilian Indigenous Association.</p>	<p><b>PARTICIPATING COUNTRIES</b> Ethnic groups from: Argentina, Australia, Brazil, Colombia, Canada, Chile, Democratic Republic of Congo, Ecuador, the United States, Ethiopia, Philippines, Guatemala, Finland, France (French Guiana), Mexico, Mongolia, New Zealand, Nicaragua, Panama, Paraguay, Peru, Russia, Uruguay and Venezuela.</p>	
<p><b>DESCRIPTION</b> In October 2015, Brazil hosted the first edition of the World Indigenous Games. The competition was held in Palmas, Tocantins, and gathered over 2 thousand athletes representing 30 nationalities and 24 ethnicities. The event was conceived by the Intertribal Committee (ITC) with support from the Brazilian Ministry of Sport, the State of Tocantins, the City of Palmas, the United Nations Development Program (UNDP) and the Brazilian Support Service for Micro and Small Businesses (SEBRAE). The I World Indigenous Games is an event that sought to value the traditional games practiced by Indigenous and native peoples as a form of safeguarding their cultural heritage. The Games sought to bring together different peoples as a way of celebrating their customs, traditions and values, and aimed at raising awareness amongst the non-Indigenous population regarding the vast diversity of Indigenous cultures and the importance of those cultures for building the National States. The Games included competitions of indigenous sports – gathered in traditional demonstration games and native integration games, but also one Western competitive game; the spirit of union of ethnic groups and indigenous peoples guided all matches. By promoting the improvement and the appreciation of health and physical performance, and by allowing the integration of men and women, adults and youth from different peoples, traditional sports practices open new possibilities for a healthy lifestyle and offer an alternative to the sometimes harsh reality that the Indigenous peoples are exposed to.</p>		
<p><a href="#">VIDEO</a></p>	<p><a href="#">MORE INFORMATION</a></p>	

<p><b>Category</b> <b>3</b></p>	<p><b>Initiative</b> <b>Fórum Mundial da Bicicleta (World Bike Forum)</b></p>	
<p><b>PARTICIPATING ORGANISATIONS</b></p> <p>The event was conceived by social movements and local organisations based on a model that does not provide visibility to individual brands or institutions.</p>	<p><b>PARTICIPATING COUNTRIES</b></p> <p>The event has been held in Brazil, Colombia, Chile, Mexico and Peru.</p>	
<p><b>DESCRIPTION</b></p> <p>The World Bike Forum was created in Porto Alegre, Brazil, in 2011. It was conceived following a tragic accident in which a driver intentionally ran over more than 20 cyclists in the city. The first event was held one year after the accident with the purpose of discussing non-motorized urban mobility and, primarily, the culture and the right of cyclists to ride in the city. Since then, 7 editions of the event have been held in the cities of Porto Alegre, Curitiba, Medellin, Santiago de Chile, Mexico City and Lima. The Forum offers a diverse programme that includes panel discussions with experts and organizations from different countries who share their ideas and experiences, workshops and cultural activities, such as exhibitions, performances and bike rides. In addition to enabling knowledge sharing, the Forum also aims to strengthen contact networks among participants from different cities and encourage permanent changes in the cities where it takes place.</p>		
<p><a href="#">VIDEO</a></p>	<p><a href="#">MORE INFORMATION</a></p>	

# Category

3

# Initiative

Copa dos Refugiados (Refugee Cup)

### PARTICIPATING ORGANISATIONS

NGO África do Coração, Caritas and UNHCR (United Nations Agency for Refugees), São Paulo Caritas Archdiocese, SESC São Paulo and two businesses: Netshoes and Sodexo.

### PARTICIPATING COUNTRIES

The Refugee Cup is hosted by Brazil and refugees/immigrants from the following countries have taken part: Angola, Benin, Cameroon, Colombia, Gambia, Ghana, Guinea-Bissau, Guinea-Conakry, Iraq, Mali, Morocco, Nigeria, Democratic Republic of Congo, Syria, Tanzania and Togo.

### DESCRIPTION

The Refugee Cup is a football tournament for migrants and refugees who represent their countries of origin that includes a number of citizenship, social, digital and labour inclusion initiatives. The Refugee Cup was first organised in 2014 by Congolese refugee and NGO África do Coração founder, Jean Katumba. Its main objective is to integrate migrants and refugees into society through an event that aims to empower people for whom Brazil is now home.

Familiar with the many difficulties faced by refugees when living in a different country with a different culture, Jean Katumba conceived the project with a view to helping them on several fronts: raising awareness of the cause among Brazilians and, thereby, reducing prejudice, racism and xenophobia; and promoting immigrant and refugee integration amongst themselves, as well as into Brazilian society, through sport. The decision to pick football as the sport of choice for the 2014 Cup made it even more appealing to Brazilian audiences, seeing as it is a popular sport in the country.

[VIDEO](#)

[MORE INFORMATION](#)

# Category

3

# Initiative

**Semana Move (MOVE Week)**

### **PARTICIPATING ORGANISATIONS**

SESC is the initiative's coordinator for Latin America with institutional support provided by ISCA – International Sports and Culture Association, and partnerships with approximately 74 local and international public and private institutions and NGOs

### **PARTICIPATING COUNTRIES**

MOVE Week was rolled out to Argentina, Brazil, Chile, Colombia, Costa Rica, Cuba, El Salvador, Honduras, Mexico, Nicaragua, Peru, Dominican Republic, Uruguay and Venezuela between 2013 and 2017.

### **DESCRIPTION**

MOVE Week is an annual event taking place since 2012 that aims to enable access to sport and physical activity and increase the number of participants. It started in Europe in 2012 and was rolled out to Brazil in 2013. The Latin American event is now considered the main legacy of the Move Brazil Campaign (2012 – 2016).

In 2015, with support from ISCA - International Sports and Culture Association, MOVE Week expanded into Latin America (Semana MUÉVELA) and is now present in 14 countries: Argentina, Brazil, Chile, Colombia, Costa Rica, Cuba, El Salvador, Honduras, Mexico, Nicaragua, Peru, Dominican Republic, Uruguay and Venezuela, which have formed a partner network geared towards reducing global levels of physical inactivity.

The 5th edition of MOVE Week in Latin America took place from 23-30 September 2017 and offered a range of free activities for all age groups with a view to increasing access to sport and disseminating its values. The programme included experiences, workshops, chats, bike rides, open classes and sports performances, which, among others, added up to 10,091 activities that took place in 789 cities, in 14 countries, led by 74 partner institutions – public, private and NGOs.

[VIDEO](#)

[MORE INFORMATION](#)

# Category

3

# Initiative

**Dia do Desafio (Challenge Day)**

### **PARTICIPATING ORGANISATIONS**

A TAFISA initiative with participating organisations across the globe. SESC São Paulo coordinates the Challenge Day in the American Continent with institutional support from ISCA and UNESCO and in partnership with public and private institutions.

### **PARTICIPATING COUNTRIES**

This initiative has been adopted in: Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, El Salvador, the US, Guatemala, Honduras, the Falkland Islands, Mexico, Nicaragua, Paraguay, Peru, Puerto Rico, the Dominican Republic, Uruguay and Venezuela.

### **DESCRIPTION**

Challenge Day encourages physical activity as a means to improve health and quality of life. The goal is to discourage sedentary lifestyles and to motivate people to practice physical activity and sports. It is held annually on the last Wednesday in May and engages cities throughout the world who compete to bring out the greatest number of active individuals in a single day.

The event was first staged in 1984 through ParticipACTION, a Canadian sports organisation, and soon spread throughout the world under TAFISA - the Association for International Sport for All. Brazil first participated in Challenge Day in 1995, with Sesc SP leading activities throughout the country. In 2000, Sesc SP began coordinating the activities in the entire American Continent. City governments are tasked with promoting Challenge Day with the help of the private sector and NGOs and with the support of the general population.

In 2017, Challenge Day mobilised 43 million people in 3,469 cities in the Americas. Beginning in 2018, select cities will compete for three consecutive years, from 2018 to 2020, in the new Triennial Challenge, the goal of which is to offer even more engaging participation. Paired cities will be randomly chosen to compete against each other for the three-year period.

A noteworthy development has been Law 13,645, passed in April 2018, which established National Challenge Day to encourage and raise awareness about the importance of regularly practicing sports and physical activity. There is now a push throughout the Americas to pass laws that expressly encourage physical activity.

[VIDEO](#)

[MORE INFORMATION](#)

## 4. MULTI-SECTOR NETWORKS FOR THE EXCHANGE OF SUCCESSFUL PRACTICES AND/OR ADVOCACY

<p><b>Category</b> <b>4</b></p>	<p><b>Initiative</b> <b>Red de Ciclovías Recreativas de las Américas (Ciclovías Recreativas of the Americas Network)</b></p>	
<p><b>PARTICIPATING ORGANISATIONS</b> Organisations in over 400 cities throughout the Americas, including city governments, international authorities and NGOs.</p>	<p><b>PARTICIPATING COUNTRIES</b> Conferences have been held in: Argentina, Chile, Colombia, Ecuador, Mexico, Panama, Peru and Venezuela. These countries, in addition to Aruba, Brazil, Canada, Cuba, the US, Guatemala, Puerto Rico and Uruguay, have established local initiatives as part of the broader network.</p>	
<p><b>DESCRIPTION</b> The Ciclovías Recreativas of the Americas Network (formerly the United Ciclovías of the Americas) began in 2005 with the goal of creating recreational spaces, facilitating physical activity, organising activities to bring people together, and encouraging healthy and sustainable lifestyles. The organisation lobbies for the creation of recreational bike lanes – streets that are closed to traffic for one or more days a week (mostly Sundays and holidays), inviting civil society to make use of public spaces and offering people a place to walk, play, meet up and practice physical activity. The organisation publishes instructional manuals explaining how to set up recreational bike paths and supports entities looking to implement the initiative locally. Since its founding, the network has held 13 annual conferences throughout Latin America.</p>		
<p><a href="#">VIDEO</a></p>	<p><a href="#">MORE INFORMATION</a></p>	

<p><b>Category</b> <b>4</b></p>	<p><b>Initiative</b> <b>Rede Esporte pela Mudança Social – REMS (Sport for Social Change Network – REMS)</b></p>	
<p><b>PARTICIPATING ORGANISATIONS</b> 104 organisations, NGOs, schools and universities, private initiatives and international authorities.</p>	<p><b>PARTICIPATING COUNTRIES</b> The network was first established in Brazil and has since been put into practice in South Africa, the UK and Argentina. Each network is an independent entity.</p>	
<p><b>DESCRIPTION</b> REMS is the result of a partnership between Nike and the UN Development Program (UNDP) that was first launched in Brazil in 2007 by a group of civil society organisations. Inspired by the positive impact of the Brazil program, South Africa, the UK and Argentina soon established their own Sport for Social Changes Networks. The network operates on four fronts to carry out its mission to strengthen organisations that promote sports as a springboard for development: 1) strengthening institutional capacity and increasing the sustainability of civil society organisations; 2) mobilising society to design and implement sports programs, actions and public policy for development; 3) advancing research and systematising knowledge showing the effectiveness of sports projects and programs for social change; and 4) raising funds for the sector to increase the number of development-oriented sports programs and projects. Now in its tenth year, the network is active in 200 cities throughout Brazil and includes 104 participating organizations. In the past decade, it has: held 20 meetings for participating organizations that have included training activities, academic development, knowledge sharing and instruction; organised four International Sport for Social Change Weeks, mobilising heads of organisations, government representatives and civil society to embrace the importance of sports for development; participated in campaigns related to sport legislation; and taken part in inter-ministerial taskforces that led to the creation of the National Sports System in 2015.</p>		
<p><a href="#">VIDEO</a></p>	<p><a href="#">MORE INFORMATION</a></p>	

<p><b>Category</b> <b>4</b></p>	<p><b>Initiative</b> <b>Movimiento de Fútbol Callejero (Street Football Movement)</b></p>	
<p><b>PARTICIPATING ORGANISATIONS</b> 13 founding organisations from Latin America, now with over 200 participating organisations worldwide. Sponsors include the Volkswagen Workers' Council, Terre des Hommes, Nike, Kia, the Danone Foundation, etc.</p>	<p><b>PARTICIPATING COUNTRIES</b> The organizations that make up the Latin American network come from: Argentina, Paraguay, Ecuador, Costa Rica, Chile, Brazil, Uruguay, Peru, Panama, Colombia and El Salvador.</p>	
<p><b>DESCRIPTION</b> The Street Football Movement is a network that began in Argentina in 2002 as an initiative of social organizations looking to use youth football as a way to promote social change. The three-part methodology includes mixed teams of women and men, with part one consisting of mutually agreeing on the rules of the game, part two the match, and part three computing scores based on the rules established prior to the match. There are no referees, but each match includes one social mediator who acts as a facilitator, encouraging players' autonomous deliberation development. The lead-up, match and scoring involve physical activity, social development and learning, using soccer to promote transformative community interaction and to encourage leadership development. Every year, activities, events and cultural exchanges for youth are held, and international organizations, especially from Latin America, take part and implement the three-part methodology. Events are held in Brazil as well as a number of countries throughout the world.</p>		
<p><a href="#">VIDEO</a></p>	<p><a href="#">MORE INFORMATION</a></p>	

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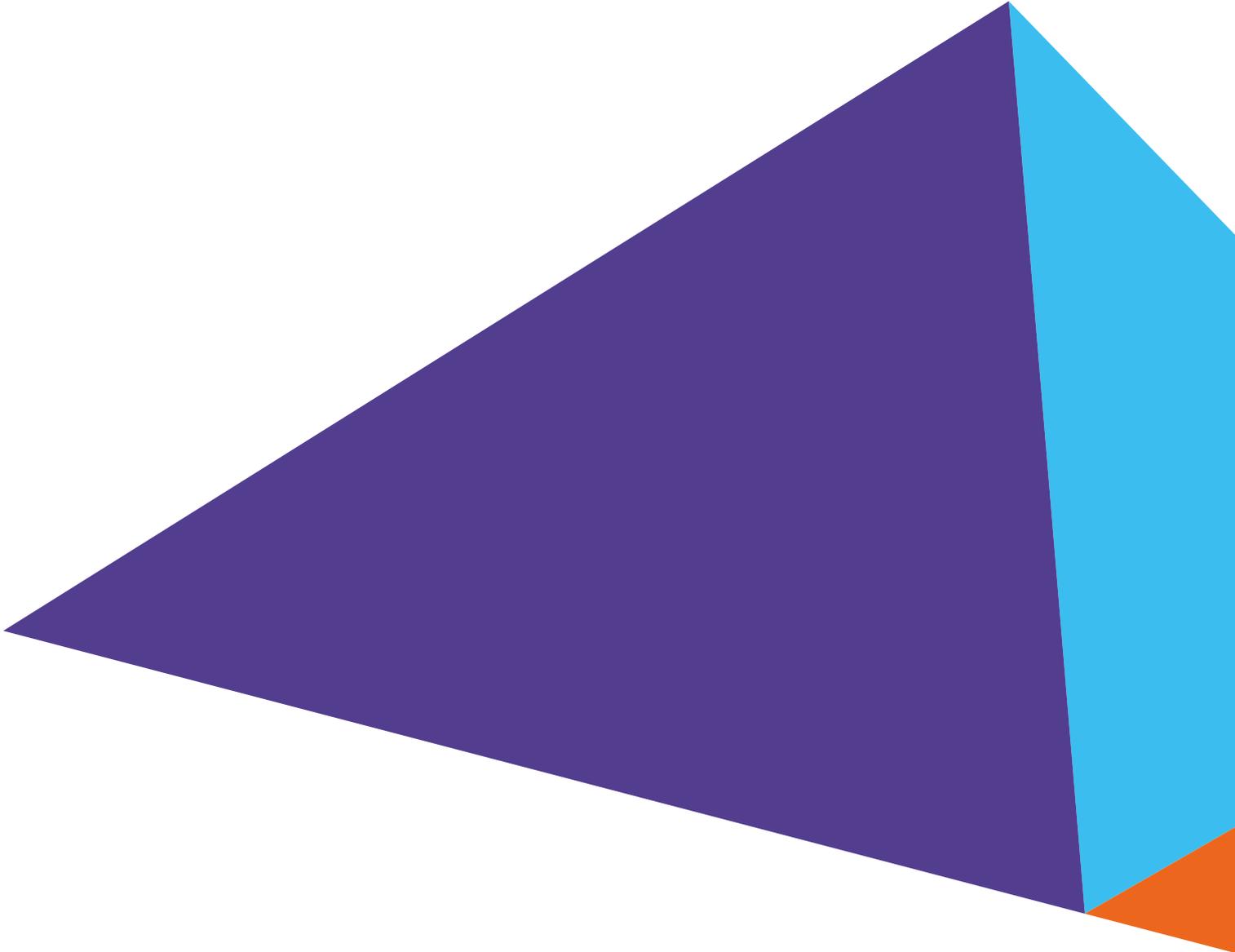
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