



# Sports as Cultural Diplomacy

## How Sport Can Make a Difference in Intercultural Relations

by Vincent Mabillard and Dániel Jádi

October 2011

*“Sport has the power to change the world, the power to inspire, the power to unite people in a way that little else can [...] It is an instrument for peace”.*

**Nelson Mandela**

**former President of South  
Africa (1994-1999)**

## Table of Contents

1. Introduction .....	3
2. Historical background .....	4
3. Method of research .....	6
4. Four Core Elements .....	7
4.1. Sport as a tool for development .....	7
4.2. Sport as a tool for soft power.....	8
4.3. Sport as an instrument to promote closer dialogue and integration in multicultural societies .....	9
4.4. Sport as a tool to promote peaceful relations at the international level .....	10
5. Conclusion .....	12
6. Projects .....	14
7. Bibliography .....	27

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

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

## **1. Introduction**

Since its foundation in 1999, the ICD’s vision 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 - courage, justice, wisdom and self achievement, among others, have been addressed many times. For most 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” thus, bringing individuals and cultures together in peace. Moreover, sport possesses a strong drawing power from fans worldwide affecting and influencing 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 certainly a part of it. As stated above, the common language provided by physical education and sport facilitates dialogue between individuals and nations, sometimes even transcending 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. Furthermore, in the last decade most of the Football European Championships have been co-hosted by two neighbouring countries; Belgium and the

Netherlands in 2000, Switzerland and Austria in 2008. Next year, this competition will be jointly organised by Ukraine and Poland. The fact that two countries merge together in the preparation of such a big event sets up an additional arena for bilateral relations and dialogue.

Sport as a tool for cultural diplomacy has already recorded many successes, both at the regional and international level. In fact, the link between sport and peace may be traced back to the Ancient Olympic Games, when the latter was used to establish a temporary peace between belligerent states. More examples will be provided later. Nevertheless, one must notice that the promotion of sport as a means to promote peace worldwide is quite a recent development, and is considered as an emerging field. 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, the 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**

Since the ancient Greek era, sport has been seen as an instrument of diplomacy. The Greeks founded the Olympic competition originally to honour the greatest of the Greek gods, Zeus. The Games were held every four years lasting up to 3 months. Starting from the ninth century, they called an Olympic Truce for this period of time, a military cease-fire among all the spectators and athletes. 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 athletes were able to gain honour, political power and social status through their outstanding 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). From a governmental perspective, the role of sport was primarily regarded as a source of goodwill before 1939. Prestige, through the wins conquered during sporting contests, was not really sought for itself. Moreover, there was no minister of sport before the appointment of former Musketeer Jean Borotra as French minister of sport in 1940 (Allison & Monnington 2002).

The first shift occurred in the pre-WW II period, with Germany's leader Adolf Hitler using the Olympics in Berlin (1936) to promote his ideology and power. But the most significant change happened with the new approach of the USSR, pursuing prestige in competitions at any cost. Sport then turned to be another arena of confrontation during the Cold War. Nevertheless, there was already scope for cultural diplomacy with sport being a useful and powerful tool to reach more peaceful relations and foster mutual understanding between the East and West. The most prominent example is given by the so-called "ping-pong diplomacy" in the early 1970s. At that time, U.S. ping-pong players were sent to Japan to participate in a competition and were invited by the Chinese delegation to visit the People's Republic. A year later, China's tennis table team went to the United States, playing a series of matches in ten cities (DeVoss 2002). At an 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) was set up by then Secretary-General Kofi Annan in 2001. Its aim is to promote sport to achieve development and peace and to reach the Millennium Development Goals (MDGs). At a national scale, countries still pursue the same goals, already rooted in the Cold War context. They basically try to fulfill two main objectives: they use sport to enhance their image, and sometimes to punish international behaviour of which they disapprove. Moreover, some states have tried to use sport as a way to gain 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).

### 3. Method of research

The idea to utilise sport as an instrument of cultural diplomacy is not new to those working in 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 data collection 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. The four core elements are as follows:

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 the following criteria: First of all, sport activities must be an essential part of the project, and if possible it 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 use of sport in contemporary international relations is related to development issues. Indeed, sport can contribute to the achievement of UN Millenium 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*, a 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, its objectives are to alleviate the consequences of terrorism and violence 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. As such a country should seek to use sports to promote their cultural heritage, history and show their national prowess and economic success (see <http://www.hks.harvard.edu/news-events/publications/insight/international/joseph-nye>). For instance, by hosting the 2008 Olympic in Beijing China gained international recognition for its great civilization and rapidly developing society (Xu 2006). Sport is also a big business, and hosting the football World Cup, Olympic Games, or even lower-profile tournaments, is greatly beneficial for countries. Countries used to boycott the Olympics for political reasons, like the US 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 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 victory of the Japanese football team against the USA in the Women's World Cup Final was seen as an 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 idolized worldwide – to ensure their presence and positive image abroad. The United States have been very active in this field with the Department of State having established Sports Envoys programs. Secretary of State, Hilary Clinton considers sport as an efficient diplomatic tool and this project embodies 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 and breaks down barriers between people Ramón Spaaij (Spaaij 2011, p. 1) goes so far as to say that sport 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 outstanding and being recognised in any kind of sports.

While participating in sporting activities people can build up interethnic experiences and develop trust in others as people tend to trust others more after some successful contact. It can be an assist perfectly delivered or an entertaining game; if you are open and show respect to others participating in the same sport activity, they tend to accept you without even considering your skin colour, race, religion, or any other different characteristics you might have. Even if prejudices do exist in the beginning, studies show that the image changes and becomes mostly positive when athletes with different ethnic backgrounds cooperate or compete against each other. Schulenkorf’s research (Adair and Rowe, p. 5.) shows that a sport event might strengthen the feelings of togetherness and erect a barrier against the feelings of division.

The place where this power is needed the most is a multicultural society. Fortunately there are several examples from all over the world. For instance, the integration of second generation migrant athletes in team sports is proven to be an effective method. Even the most easily agitated fans accept athletes who lead their team to glory. The recent successes of the German national football team are mostly due to the outstanding performance of players originally from Poland, Turkey and so on. These athletes are good role models for young immigrants. Besides the fact that remarkable individuals are able to influence masses, there are certain civil society initiatives capable of changing undesirable situations. For instance voluntary sport organisations (e.g.: *International Sport and Culture Association, Never Again Association*) may also take the lead in assisting their members in fulfilling their goals to bring people of different ethnic, cultural backgrounds closer to mutual understanding. On 14 October, 2011 the relevant Polish ministries and organisations merged together with the *Never Again Association* to organise an event, called ‘Poland for All’. They arranged a football match with some players of Warsaw’s multicultural Ethnoleague and Polish football stars. This was followed by a championship with teams consisting of children (Brazilian, French and Russian, etc.) with various

national and ethnic backgrounds living in Warsaw. Among the participants were several important figures of politics, namely Minister Elzbieta Radziszewska, Deputy Minister of Foreign Affairs Jerzy Pomianowski, South African Ambassador in Warsaw Lehlohonolo Shadrack Ted Pekane as well as newly elected members of the Polish Parliament – the former football player Cezary Kucharski and the Zambian-born economist Killion Munyama.

However, 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 situated on the front lines (between two teams, individual players), the competitive pressure can create an undesirable atmosphere of visualising the divisions, which only results in rejection. Hence, it seems crucial to encourage people to participate more in intercultural sporting events in order to show them that sport is open to everyone and that it is not a battlefield of races or cultures, but an equal competition ground for teams and individuals.

#### **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)**

With regards to mediating power, can sport make a difference on the world stage? The relationship 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 bring 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 is hard to establish 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 utilize sport to enhance their national prestige, demonstrate their rise on the international stage, and make use of soft power to extend their regional and global influence. All in all, one thing must be recognised: sport can bring people together by giving the chance for peaceful dialogue to exist in a peaceful context.

Sport has followed the wave of globalisation and is now part of a popular culture which is 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 club 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 Robert Putnam’s concept of “bridging capital”, which is essentially the power to bring different groups together beyond their cultural boundaries (Markovits & Rensmann 2010). Furthermore, sport is now the most significant part of the global entertainment industry, the Olympics and the FIFA World Cup Tournament for instance, are the most watched TV programs in the world. Thus, sport matters possibly 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 remarkable achievement, then 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’s “cricket diplomacy”, Greece-Turkey’s “basketball diplomacy”, as well as efforts at civil society level from Israelis and Palestinians to build up a common Australian football squad. In fact, the so-called “Peres Team for Peace” which was made up of 25 players from both Israel and Palestine competed 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. History was also almost repeated at the end of November 2011 when Qatar hosted 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, and the US and Iran played as doubles teams 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. For 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 who have a strong influence worldwide can make a

difference. The U-17 Rwandan squad which qualified for the World Cup was widely perceived as a sign of progress and as a promise 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.

Even 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:

<i>Level of the initiative</i>	<i>Examples</i>
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, if a football World Cup qualifier game led to a first ever visit of a modern Turkish leader to Armenia in September 2008, it does not automatically convey full peace and tensions continue to remain between both 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 darker 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.

Although these sad and regrettable events should not be denied, one must admit that they do not make up the essence of sport and actually remain a disturbing but peripheral phenomenon. To come back to 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 confronted with 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 a multicultural context. 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 *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 offer a unique opportunity for both countries to place the issue of peace at the top of their foreign policy agenda (Merkel 2008). Given these positive developments, one can conclude that sport and cultural diplomacy matter, perhaps more than ever today.

## 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](mailto: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 Ciriè Settimo Chivasso is 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 and violent incidents against Roma people. It is to be introduced in schools and sport clubs to bring Roma and non-Roma children together despite their origin, family background and sporting skills.

The project targets Roma and non-Roma children (age 10 – 18 in areas of high concentration of Roma population), representatives of NGOs – sport and non-sport associations working with children, Roma associations, parent's associations; representatives of local administration, educational institutes, ministries, state agencies for the protection of the rights of 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 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 any other cultures is not disputed. In Europe there are only a few countries where there are no Roma minority which means that their integration is not only an issue for one country, but Europe as a whole. This issue has to be dealt with by effort from all sides. The core of prejudices is usually the fear of the unknown or a 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 emerging 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.

The goal is 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. Starting in 2006 they also undertook the task of fighting against 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, based in Warsaw aims to challenge the rise of racism and anti-semitism through a co-ordinated approach. 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).

Recent activities: In 2009 a large high-profile conference against racism in sports was 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 EURO 2012. This project includes a small grants pool for local anti-racism



organisations in Poland and Ukraine. A local monitoring and educational project in Lviv is also being discussed with a local partner, too.

**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 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 overcome. This project brings together key representatives from two countries and several sport organisation making it 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:

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, employing 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 or 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 facing the problem of social exclusion 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. It shows 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 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](mailto:wachter@vidc.org)

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

**Project Description:** The “Sport Inclusion Network (SPIN) which involves migrants in mainstream sport institutions” is a project that 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 through and in mainstream 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 empower including refugees and asylum seekers into regular competitions.

The project has several tools in use: 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 as well as resources and documents.

**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 to promote 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 is not operating on the local level, but 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 main stream sport receive more attention and are acknowledged easier, so SPIN uses every means at its disposal to bring immigrants into the spotlight.

## **Plymouth Hope FC**

### **Project Details**

Country: England

Telephone: +44 (0)7588137412

Email: [info@plymouthhopefc.org.uk](mailto:info@plymouthhopefc.org.uk)

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 managed by a group of volunteers. The volunteers come from 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 strongly believe that one's social class and background does not matter in football and everyone has the right to play for PHFC.

Players with limited resources and funds are offered most activities free of charge or at a low cost.

According to the founder David Feindouno, when he arrived to 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 pressing 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 which celebrate the contribution of refugees to the UK, and encourage better understanding between communities.

The Football Festival was 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 from Plymouth Guild, START, British Trust for Conservation Volunteers (BTCV), Devon and Cornwall Refugee Support and Plymouth Generations Together. The teams of the 6 aside tournament were made up of local clubs and community group teams (church groups, company teams, etc). The players came from a wide background - 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, community spirit, encourages volunteering in Plymouth, and also provides structured training sessions, lead by qualified FA coaches.

**Relevance for Cultural Diplomacy:** This project shows the values immigrants, and other non-native people can add 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 hope to live in.

## **Football 4 Peace International – Project in Israel**

### **Project Details**

Country: Israel

Telephone: +972 (0) 3611 3602

Email: [info@football4peace.eu](mailto:info@football4peace.eu)

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

**Project Description:** Football 4 Peace International (F4P) concentrates on reconciliation in different parts of the world, including Israel / Palestine and the Republic of Ireland / 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 offers young people the opportunity to enjoy playing and learning football in a peaceful context. It also promotes interaction, longer-term relations and a better cross-community understanding.

**Aims of Project:** This project aims at bringing together different communities in the area, and ensuring 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, to provide opportunities for social contact across community boundaries; secondly to promote mutual understanding; thirdly, to instill in participants a desire for and commitment to peaceful existence; and fourthly, to enhance soccer skills and technical knowledge.

**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 may have a wider echo in the region. Indeed, through this project F4P seeks to foster social and political change in the area believing that mutual peace can be achieved between Israelis and Palestinians.

## **Asian-German Sports Exchange Programme**

### **Project Details**

Country: Sri Lanka

Telephone: +94 777870694

Email: -

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, and the program has 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 focusing on intercultural exchanges and easing ongoing ethnic conflicts. Its mission is mainly to use sport as a means to create 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 sport teams. It also undertakes feasibility studies and research, organises training courses, workshops and seminars, and promotes social projects in 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 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

Telephone: +972-3-5680680

Email: [info@peres-center.org](mailto:info@peres-center.org)

Website: <http://peres-center.org/index.html>

**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, summer camps as well as celebrations for the International Day of Peace.

**Aims of Project:** The project’s aims 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. Furthermore, the program aims to foster confidence, leadership skills, sportmanship and responsibility. Finally, it encourages high scholarly performance and the improvement of academic abilities.

**Relevance for Cultural Diplomacy:** If cultural diplomacy’s main goal 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 approach of diplomacy succeed in the Middle East. Sport is once again an essential tool of cultural diplomacy and is of particular use in the tense situation that prevails in the region. Indeed, sport provides a common platform for contact and interaction and gives 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, sport, training and competition bring them together in a neutral and peaceful context.



## **Buntkicktgut**

### **Project Details**

Country: Germany

Telephone: 089-519861-11

Email: [team@buntkicktgut.de](mailto:team@buntkicktgut.de)

Website: <http://www.buntkicktgut.de/>

**Project Description:** Buntkicktgut was launched in 1997 and was 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 in a way their social needs. Now, there are more than 100 teams with over 2,000 children and teenagers involved in this project. Buntkicktgut 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 Buntkicktgut project is to enable young people from different origins and cultural backgrounds to find a common place to share diverse social and cultural experience. Through street football, people are given the opportunity to open their mind to diverse social and cultural lifestyles, while at the same time understand each other through the universal language of sport – body language, joy and emotion. A corollary aim of the project is to eradicate criminality and violence by nurturing 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 successful use of sport as a tool of cultural diplomacy. In 2009, Buntkicktgut gathered young people from more than 80 different countries of origin, including Afghanistan, Irak, 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, such as other big cities in Germany and worldwide.

## **Sports United**

### **Project Details**

Country: United States

Telephone: Tel: 202-632-6445

Email: SportsUnited@state.gov

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 an emphasis on sports diplomacy over the last few years. The main objective of the program is to spread important values, such as leadership, teamwork, respect for 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 ways are used to carry out this program. The first one is related to sports visitors, enabling foreign athletes, managers and coaches to go to the United States to learn about technical sports training, sports management and conflict resolution training. 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 promote respect for diversity. Finally, the ECA also supports local projects with a focus on sport, youth and health in particular. With regard to the U.S.-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, sport is considered as a concrete effort to deepen cooperation between countries. Cultural diplomacy plays an essential role in this process, with a commission on civil society and another concentrating on Education, Culture, Sports and Media being set up. More generally, Sports United provide young people with the opportunity to learn about U.S. and foreign cultures through sport, thus fostering mutual understanding and respect.

## 7. Bibliography

### Books

Gieß-Stüber, P & Blecking, D 2008, *Sport – Integration – Europe, widening Horizons in Intercultural Education*, Schneider Verlag Hohengehren Gmbh, Baltmannsweiler.

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.

Park, C-H 2001, *Sports Politics in the Modern Society*, Mensch und Buch Verlag, Berlin.

Spaaij, R (ed.) 2011, *The Social Impact of Sport*, Taylor & Francis, New York.

### Academic Articles

Allison, L & Monnington, T 2002, “Sport, Prestige and International Relations”, *Government and Opposition*, vol. 37, issue 1, January, pp. 106-134.

Adair, D & Rowe, D 2010. “Beyond boundaries? 'Race', ethnicity and identity in sport”, *International Review for the Sociology of Sport* 2010 45: 251, Sage publication

Beacom, A 2000, “Sport in International Relations: A Case for Cross-Disciplinary Investigation”, *The Sports Historian*, vol. 20, no. 2, November, pp. 1-23.

De Groot, G 2011, “Sport and Politics – Sometimes a Good Mix”, *International Relations and Security Network*, ETH Zurich, viewed 18<sup>th</sup> October,

<http://www.isn.ethz.ch/isn/Current-Affairs/ISN-Insights/Details?Ing=en&id=126618&contextid734=126618&contextid735=126615&tabid=126615>.

Giulianotti, R 2011, “Sport, Transnational Peacemaking, and Global Civil Society: Exploring the Reflective Discourses of ‘Sport, Development, and Peace’ Project Officials”, *Journal of Sport & Social Issues*, vol. 35, no. 1, pp. 50-71.

Henry, IP 2005: “Sport and multiculturalism: a European perspective”, *Barcelona: Centre d’Estudis, Olímpics UAB*, viewed 20<sup>th</sup> October 2011,

[http://olympicstudies.uab.es/pdf/wp102\\_eng.pdf](http://olympicstudies.uab.es/pdf/wp102_eng.pdf).

Merkel, U 2008, "The Politics of Sport Diplomacy and Reunification in Divided Korea: One Nation, Two Countries and Three Flags", *International Review for the Sociology of Sport*, vol. 43, no. 3, pp. 289-311.

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.

Xu, X 2006, "Modernizing China in the Olympic spotlight: China's national identity and the 2008 Beijing Olympiad", *The Sociological Review*, vol. 54, supplement 2, December, pp. 90-107.

### **Press Articles**

Bower E 2011, "Sports in Development & Diplomacy: Empowerment of the Human Spirit", *The Jakarta Globe*, 24<sup>th</sup> July, last viewed 12<sup>th</sup> October 2011,  
<http://www.thejakartaglobe.com/globebeyond/sports-in-development-diplomacy-empowerment-of-the-human-spirit/454873>.

DeVoss, DA 2002, "Ping-Pong Diplomacy: Blending statecraft and sport, table tennis matches between American and Chinese athletes set the stage for Nixon's breakthrough with the People's Republic", *Smithsonian Magazine*, April, last viewed 12<sup>th</sup> October 2011,  
<http://www.smithsonianmag.com/history-archaeology/pingpong.html>.

Keonig, R 2011 "Young Japanese Baseball Players Meet Secretary of State, Cal Ripken Jr.", 10 August, last viewed 17<sup>th</sup> October 2011,  
<http://www.infozine.com/news/stories/op/storiesView/sid/48596/>.

Oikonomakis, L 2010, "Greece, Turkey and basketball diplomacy below the hoops", *The Daily Star*, 15<sup>th</sup> September, last viewed 6<sup>th</sup> October 2011,  
<http://www.dailystar.com.lb/Opinion/Commentary/Sep/15/Greece-Turkey-and-basketball-diplomacy-below-the-hoops.ashx#axzz1bMyfEmah>.

Rice, X 2011 "South Sudan marks statehood with football match", *The Guardian*, 10<sup>th</sup> July, last viewed 13<sup>th</sup> October,  
<http://www.guardian.co.uk/world/2011/jul/10/south-sudan-statehood-football-match>.

Singh, HS 2011, "India, Pakistan in talks of 'cricket diplomacy' summit", *CNN news*, 28<sup>th</sup> March, last viewed 15<sup>th</sup> October,  
[http://articles.cnn.com/2011-03-28/world/india.cricket.diplomacy\\_1\\_mumbai-terror-attacks-india-and-pakistan-world-cup-cricket?\\_s=PM:WORLD](http://articles.cnn.com/2011-03-28/world/india.cricket.diplomacy_1_mumbai-terror-attacks-india-and-pakistan-world-cup-cricket?_s=PM:WORLD).

Winning, D 2011 “Australia Kicks Off Mideast Diplomacy in a Football Game”, *The Wall Street Journal*, 6<sup>th</sup> September, last viewed 15<sup>th</sup> October,

<http://online.wsj.com/article/SB10001424053111904875404576529170266356528.html>.

“American sports envoys in Dar for basketball clinics”, *The Guardian Reporter*, 9<sup>th</sup> September 2011, last viewed 18<sup>th</sup> October 2011,

<http://www.ippmedia.com/frontend/index.php?l=33174>.

“Rwanda’s New Hopes”, *FIFA World Magazine*, no. 20, May 2011, last viewed 20<sup>th</sup> October 2011, <http://view.vcab.com/?vcabid=geeSeaelhScralph>.

“S. Korea and N. Korea invited to field joint team in table tennis”, *Yonhap News Agency*, 11<sup>th</sup> May 2011, last viewed 19<sup>th</sup> October 2011,

<http://english.yonhapnews.co.kr/northkorea/2011/05/11/92/0401000000AEN20110511008400315F.HTML>.

### **Official Media Note**

US Department of State 2011, “U.S. Department of State Sends NBA and WNBA Legends to Africa as Sports Diplomats”, Media Note, Office of the Spokesperson, Washington, DC, 26<sup>th</sup>

August, last viewed 16<sup>th</sup> October 2011,

<http://www.state.gov/r/pa/prs/ps/2011/08/171126.htm>

### **Report**

Sport for Development and Peace International Working Group 2008, *Harnessing the Power of Sport for Development and Peace: Recommendations to Governments*.

### **Charters**

The UNESCO International Charter of Physical Education and Sport (1978), viewed 15<sup>th</sup> October 2011,

[http://www.unesco.org/education/information/nfsunesco/pdf/SPORT\\_E.PDF](http://www.unesco.org/education/information/nfsunesco/pdf/SPORT_E.PDF).

The European Sports Charter (1992), last viewed 13<sup>th</sup> October 2011,

[https://wcd.coe.int/wcd/ViewDoc.jsp?Ref=Rec\(92\)13&Sector=secCM&Language=lanEnglish&Ver=rev&BackColorInternet=9999CC&BackColorIntranet=FFBB55&BackColorLogged=FFAC75](https://wcd.coe.int/wcd/ViewDoc.jsp?Ref=Rec(92)13&Sector=secCM&Language=lanEnglish&Ver=rev&BackColorInternet=9999CC&BackColorIntranet=FFBB55&BackColorLogged=FFAC75).

### **Pictures**

<http://ethicalcomment.files.wordpress.com/2011/04/cricket-diplomacy-as-india-play-pakistan.jpg>

<http://lemondebleu.sport24.com/236707/FRANCE-ESPAGNE-1998-556/>

<http://blogs.reuters.com/soccer/2011/07/18/japan-set-new-benchmark-for-asia-with-womens-world-cup-triumph/>

<http://www.friday-ad.co.uk/article/london-2012-olympic-torch-route>

<http://ping-pongdiplomacy.blogspot.com/p/kissinger-playing-ping-pong.html>

First published in the ICD Outlook 2011:

[http://www.culturaldiplomacy.org/culturaldiplomacynews/index.php?en\\_cd-outlook-2011\\_introduction](http://www.culturaldiplomacy.org/culturaldiplomacynews/index.php?en_cd-outlook-2011_introduction)