

### CASE STUDIES OF SPORT DIPLOMACY

AMONGST INTERNATIONAL ORGANISATIONS OUTSIDE OF THE EU

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### CASE STUDIES OF SPORT DIPLOMACY AMONGST INTERNATIONAL ORGANISATIONS OUTSIDE OF THE EU

### **INTRODUCTION**

This section of our study addresses sport diplomacy within selected international organisations. Our aim is to demonstrate how the core components of sport diplomacy are incorporated into their policies and actions as important actor in global affairs.

# 1. CASE 1: THE COMMONWEALTH (THE COMMONWEALTH OF NATIONS) — THE CASE OF EMPIRE AND SPORT

The Commonwealth, headed by Queen Elizabeth II, is best known globally for sport through the quadrennial Commonwealth Games. The Commonwealth is replete with diplomatic practices and has engaged in sport diplomacy for a prolonged period, reflecting both a particular brand of Commonwealth diplomacy, and the history of the United Kingdom (UK)'s global presence. The historical antecedents of the British Empire are problematic and intimately intertwined with sport. The British military's conquest of indigenous peoples and territories saw sports introduced and adopted across those territories<sup>1</sup>. The narrative of 'sport accompanying the troops' is not only a Commonwealth experience. Nor is it solely an historical one, with coalition forces reinforcing the role of sport, and particularly cricket in Afghanistan between 2001 and 2021, with palpable impacts on grassroots and elite cricket in the region.

#### **Decolonisation:**

Decolonisation is a longstanding element of the Commonwealth's experience rather than simply a contemporary phenomenon, and therefore one that has particularly shaped the character of Commonwealth diplomacy and the overarching experience of sport within and between member states.

#### **Commonwealth Games:**

Beginning in 1930, the Commonwealth Games are the third biggest multi-sport event in the world; 4000 + athletes from 71 nations took part in the most recent edition in the Gold Coast Australia (2018). Reflecting both the historical antecedents of the event and the global context the Games have been known by a variety of names: the British Empire Games (1930-50), the British Empire and Commonwealth Games (1954-66), and British Commonwealth Games (1970-74). The 1986 edition in Edinburgh, Scotland, was noted for most eligible nations from Africa, Asia and the Caribbean boycotting the event due to the UK governments engagement with apartheid South Africa.

#### Structure:

- Commonwealth Games Federation (CGF): Responsible for the Quadrennial multi-sport event;
- Commonwealth Secretariat: Intergovernmental organisation addressing development, democracy and peace established 1965;
- Commonwealth Foundation: agency for civil society within the Commonwealth established 1966;
- High Commissioners: Inter-Commonwealth network of ambassadors and representatives;
- CHOGM Commonwealth Heads of Government Meeting, held every two years, across member countries.

Importantly, these various bodies and their members perform roles as sites of diplomacy in sport, and as the diplomacy of sport (Murray 2018) and in the networks of sports diplomacy (Rofe 2019).

<sup>&</sup>lt;sup>1</sup> Tony Collins, How Football Began: A Global History of How the World's Football Codes Were Born, (Routledge: London, 2018).; David Goldblatt, The Ball is Round: A Global History of Football, (Penguin: London, 2007); Prashant Kidambi, Cricket Country: An Indian Odyssey in the Age of Empire (OUP: Oxford, 2018).

## 2. CASE 2: THE ASSOCIATION OF SOUTHEAST ASIAN NATIONS – SPORT AND REGIONAL SECURITY

The Association of Southeast Asia Nations (ASEAN) came into being in 1961 as a six-member organisation with a prime goal of acting as an economic bulwark to the appeal of communism. Now ten members from across Southeast Asia many with external colonial heritage, the organisation has a more expansive role.

Since adopting a Charter in 2007, the organisation has embraced a number of EU practices; not least amongst them has been an orientation to enhance the opportunities of sport in the region. This saw the formation of ASEAN Ministerial Meeting on Sports (AMMS) in 2010 in Hanoi,<sup>2</sup> and the ASEAN Member State's Senior Sports Officials meetings established a year later.

Together these bodies, one comprising ministers and the other sports officials, have practiced a noteworthy form of sport diplomacy befitting local sensitivities but with many familiar features. In the former, there has been diplomatic outreach to local and regional partners in the formation in 2013 of AMMS+Japan, particularly relevant ahead of the Tokyo 2020 Olympic and Paralympic Games. On the latter one can point to the desire to align the ASEAN sports sector with UNESCO's Kazan Action Plan and the desire to put forward a joint bid for the men's International Federation of Association Football (FIFA) World Cup in 2034 (ASEAN Priorities Oct 2020).³ These efforts reflect AMMSs stated goal in 2019 to provide direction to sport in the region through promotion of 'sports for social development and peace, sports integrity, sports for all, sports science, sports tourism and sports industry.⁴

<sup>&</sup>lt;sup>2</sup> https://asean.org/asean-socio-cultural/asean-ministerial-meeting-on-sports-amms/overview/ accessed 27.6.21

<sup>&</sup>lt;sup>3</sup> https://asean.org/asean-sports-sector-sets-post-2020-priorities/ accessed 26.6.21

<sup>&</sup>lt;sup>4</sup> https://asean.org/asean-ministers-strengthen-unity-sports/ accessed 28.6.21

# 3. CASE 3: IBERO-AMERICAN COUNCIL OF SPORTS – IDENTITIES AND SPORT

With regard to international cooperation in sporting issues, it is true that there are few examples of International Organisations specifically created as forums cooperating exclusively in this field. Thus, while sport is a subject that has been used by a very large number of International Organisations to achieve their own goals, or for which other Organisations have designed rules or policies, there are almost no examples of International Organisations whose sole objective is cooperation in the field of sport. The most obvious exception is the Ibero-American Council of Sports (CID, by its acronym in Spanish).<sup>5</sup>

The idea of an Ibero-American intergovernmental organisation connected to sports is linked to the Ibero-American space overall. Although the CID, created in 1994, has not been formally integrated in the so-called Ibero-American System, <sup>6</sup> cooperation between the two, as we will see later in this paper, is a reality. <sup>7</sup> The CID was created by the Treaty of Montevideo (Uruguay), which includes the statutes of the organisation as an annex. Twenty-two States are members of this International Organisation, that is divided into three regions. <sup>8</sup>

The organisation's functions, by virtue of Article 3 of the Statutes of the CID, are (i) to promote the exchange of human and technical resources, knowledge and documentation; (ii) to promote bilateral and multilateral cooperation systems in the field of technical training and the improvement of sporting standards; (iii) to promote cooperation for the development of sport for all, physical culture and recreation; (iv) to promote comparative analysis and harmonisation of the legal and institutional frameworks of sport; (v) to foster collaboration with other international sports organisations; (vi) to draft, approve, implement and, if necessary, amend the Ibero-American Sports Charter; and (vii) to promote ethics in sport and the practice of fair play.

The structure of the organisation is as follows. According to article 7 of the Statutes, the Organs of the CID are:

1. The General Assembly: the highest representative body of the CID. The Assembly shall meet in session annually and in extraordinary session when circumstances require. Extraordinary sessions may be convened at the request of the Presidency, the Executive Committee or a majority of the full members of the organisation. The first General Assembly was held in 1996 in Santiago de Chile.

<sup>&</sup>lt;sup>5</sup> http://www.coniberodeporte.org/en/ accessed 28.7.21.

<sup>&</sup>lt;sup>6</sup> Integrated by the twenty-two Ibero-American countries, the Ibero-American General Secretariat (SEGIB) and the Ibero-American sectoral organizations: The Organization of Ibero-American States for Education, Science and Culture (OEI), the International Youth Organization for Ibero-America (OIJ), the Ibero-American Social Security Organization (OISS), and the Conference of Ministers of Justice of the Ibero-American Countries (COMJIB).

<sup>&</sup>lt;sup>7</sup> Ongoing dialogue between the two organisations was formalised in 2017. In August 2018, the President of the CID and the Ibero-American Secretary General signed a cooperation agreement. At the institutional level, since then, we should mention the participation of the CID in the Ibero-American Summits and the participation of SEGIB in the General Assemblies of the CID. In 2020, CID, SEGIB and UNESCO jointly organized the first International Conference of Ministers and High Authorities of Sports in Iberoamerica: <a href="https://en.unesco.org/events/1st-conference-ministers-and-high-authorities-sports-iberoamerica">https://en.unesco.org/events/1st-conference-ministers-and-high-authorities-sports-iberoamerica</a> accessed 28.7.21 <sup>8</sup> Region no. 1 is formed by Mexico, Cuba, Dominican Republic, Puerto Rico, Guatemala, Honduras, El Salvador, Nicaragua, Costa Rica and Panama. Region no. 2 is formed by Colombia, Venezuela, Bolivia, Ecuador, Perú, Chile, Argentina, Brazil, Paraguay and Uruguay. Finally, Spain and Portugal form region no. 3.

- 2. The President: elected by the General Assembly for a period of two years. Their functions include representing the IDC and coordinating the work of its bodies.
- 3. The Vice-President: also elected by the General Assembly for a period of two years and will replace the President when necessary.
- 4. The Regional Delegates: Regional Delegates (two in the case of regions no. 1 and no. 2, 1 in the case of region no. 3) shall be elected by the members from each region. Delegates represent their respective regions and coordinate the activities assigned to each of them.
- 5. The Executive Secretary: a permanent body with a three-year term of office of the Secretary (may be re-elected). The Secretary shall be elected by the General Assembly from among the candidates presented by the member states of the CID. In practice, the executive secretariat is exercised on a permanent basis by Spain through the Spanish High Sports Council.
- 6. The Working Commissions: In accordance with Article 24 of the CID Statutes, the President may propose to the General Assembly the constitution of any working commissions deemed appropriate for the better development of the organization's objectives. The purpose of the working commissions shall be the study of specific topics and the preparation and execution of the activities. They shall be composed of delegates of at least three members of the CID.

Two important CID activities warrant mentioning here: firstly, is the establishment in 2009 of the Ibero-American Network on Women and Sport; and second is the publication of the 2017 Report entitled 'Ibero-America and 2030 Agenda. Sport as a tool for sustainable development' by the SEGIB and the CID. <sup>9</sup> Both show the organisation's willingness to contribute to tackling some of the challenges that need to be addressed in the field of sport: gender equality, on the one hand, and, on the other, the value of sport as a driver of sustainable development.

The Ibero-American Network on Women and Sport was constituted within the framework of the XV General Assembly of the CID. From then on, the Network organised a series of regular meetings: a total of 8 between 2008 and 2011. Since then, the network became inactive until 2019, when it received a new impetus in the framework of the meeting held in Colombia.

The Report interestingly identifies sport as one of the keys that can help to face the challenges that arise in the Ibero-American space in relation to the implementation of the Sustainable Development Goals, although it recommends 'demystifying sport as a tool to address all social problems, and directing efforts to address specific problems where sport is a differential tool to solve them'. <sup>10</sup>

<sup>&</sup>lt;sup>9</sup> https://www.segib.org/wp-content/uploads/SEGIB-Deportes-Librillo-1-WEB.pdf accessed 28.7.21.

<sup>&</sup>lt;sup>10</sup> See recommendation no. 1 of the Report.

# 4. CASE 4: AFRICAN UNION — PAN-AFRICANISM IN SPORT OR CONTINENTAL SPORT DIPLOMACY IDENTITIES

Sport plays an integral part in African identity. The African Union (formed in 2002), and its predecessor body the Organisation of African Unity (OAU) (1963-2002), long recognised this. Indeed, the relationship between sport and African identity predated the formation of the OAU, with the Football Confédération Africaine de Football (CAF) founded in 1957 and serving as the first pan-African organisation. <sup>11</sup> Importantly, the relationship between sport and identity has an established political dimension; this was particularly shaped from the outset and through to the 1980s by the campaign against apartheid rule in South Africa. It has also meant that the African practice of sport diplomacy has encompassed a resistance to colonial practices and legacies on the continent. The African Union recognises the opportunity here stating on its website: 'sport is a tool for the transformation of Africa and its renaissance, at every level of society up to the world stage'. <sup>12</sup> These words echo Nelson Mandela's famous remarks 'Sport has the power to change the world'.

The pan-African sport architecture was established early in the history of the OAU with the Supreme Council of Sport in Africa (SCSA), established by the OAU in 1966 after the first African games in Brazzaville. The SCSA was the body responsible for sport across Africa, contributed to the anti-apartheid movement, and undertook a long battle for recognition with the International Olympic Committee in forming the Association of National Olympic Committees of Africa in 1983.

The SCSA's successor organisation is the African Union Sports Council (AUSC). This body was established with the goal of fostering sport for development and peace as a Specialized Technical Office D-XD8572 by Decision EX-CL/Dec 543(XVI), January 2010, Addis Ababa (Ethiopia), with its Statues adopted 30th January 2016, and agreement by Cameroon to act as host under AU decision EX-CL-Dec 680(XX). <sup>13</sup> The AUSC is made up of AU Member States, AU sport development regions, the Association of National Olympic Committees of Africa (ANOCA), Association of African Sports Confederations (AASC) and other continental sports bodies.

Alongside the role played in addressing South Africa's apartheid, sport in Africa has not been without controversy. Accusations of corruption on and off the field of play have been prevalent: CAF's President Ahmad Ahmad was banned by FIFA's ethics committee in November 2020 for alleged corrupt payments during his term; and the South African city of Durban lost the opportunity to host the 2022 Commonwealth Games in 2017 due to concerns over the finances available to host the Games. Human rights issues have also been a feature of African the sport diplomacy with human trafficking through sport, particularly to Europe; which serves to demonstrate the links between sport and broader issues of migration and human trafficking. Many Sport for Development initiatives have Africa as their base. Examples include: Kick for Life <a href="https://www.kick4life.org/">https://www.kick4life.org/</a> & Tackle Africa <a href="https://tackleafrica.org/">https://tackleafrica.org/</a> Equally, Africa has successfully played host to a number of Sport Mega Events; notably the 1995 Rugby World Cup, and the 2010 FIFA Men's World Cup, and the 2026 Summer Youth Olympics (postponed from 2022 due to COVID-19 pandemic); as well as providing global innovation in the Basketball Africa League (BAL) as a continent wide Basketball annual tournament.

<sup>&</sup>lt;sup>11</sup> Rofe, J Simon and Tomlinson, Alan (2020) 'The Untold Story of FIFA's Diplomacy and the 1966 World Cup: North Korea, Africa and Sir Stanley Rous'. *The International History Review*, (42) 3, 505-525.

<sup>&</sup>lt;sup>12</sup> African Union, Division of Sports, <a href="https://au.int/en/sa/ds">https://au.int/en/sa/ds</a> accessed 23.7.21

<sup>&</sup>lt;sup>13</sup> Statutes of the AUSC <a href="https://au.int/sites/default/files/pages/32902-file-african\_union\_sports\_council\_validated\_and\_clean.pdf">https://au.int/sites/default/files/pages/32902-file-african\_union\_sports\_council\_validated\_and\_clean.pdf</a> accessed 23.7.21























