Sport & Democracy: How can sport promote and support the development of inclusive, democratic societies?

Moderator:
- Erika Mueller Chen, Sports Diplomacy Specialist, Inspira Podcast Host & sportanddev Consultant, USA

Panelist Presentations:
- Frank Appiah Kusi - School of Sports and Exercise Medicine, Ghana
- Andrea Florence - Sport & Rights Alliance, Brazil
- Sang Eun Lee - IOC Young Leader, South Korea
- Eli A. Wolff - Power of Sport Lab, USA

Audience Q & A

Closing Remarks

*With support from Swedish Postcode Foundation*
Call for Articles:

Published Articles:

Results:
- 40 Articles published
- Authors represent 25 countries from 6 continents

This webinar:
- 259 registrants

*With support from Swedish Postcode Foundation*
<table>
<thead>
<tr>
<th>Title</th>
<th>Authors</th>
<th>Country</th>
<th>Sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>A conjunct approach in the democratization of sport for development</td>
<td>Frank Appiah Kusi</td>
<td>Ghana</td>
<td>Academia</td>
</tr>
<tr>
<td>Enhancing democratic participation and diplomacy in Zimbabwe</td>
<td>John Muchenje</td>
<td>Zimbabwe</td>
<td>NGO</td>
</tr>
<tr>
<td>Surrounding ourselves with stories we have not lived ourselves</td>
<td>Valerie Jacot</td>
<td>Sweden</td>
<td>Academia</td>
</tr>
<tr>
<td>Score a goal for inclusivity</td>
<td>Dr. Lida Tsene Dina Ntziora</td>
<td>Greece</td>
<td>NGO</td>
</tr>
<tr>
<td>Quelle place pour la démocratie dans le sport ?</td>
<td>Delphine Benoit Hugo Beguerie</td>
<td>France</td>
<td>Sports federation NGO Local government</td>
</tr>
<tr>
<td>Outdoor adventure education to enhance democracy in sport</td>
<td>Frank Appiah Kusi</td>
<td>Ghana</td>
<td>Academia</td>
</tr>
<tr>
<td>Who holds the power in sports governance?</td>
<td>Daniel Wood</td>
<td>UK</td>
<td>Sports federation</td>
</tr>
<tr>
<td>Sports heroes as a vehicle to enhance diplomacy in sport</td>
<td>Frank Appiah Kusi</td>
<td>Ghana</td>
<td>Academia</td>
</tr>
<tr>
<td>How to improve sport and democracy efforts through CSR</td>
<td>Emiliano Barbuto</td>
<td>Argentina</td>
<td>Academia</td>
</tr>
<tr>
<td>How can football promote peaceful and inclusive societies to foster democracy</td>
<td>Emiliano Barbuto</td>
<td>Argentina</td>
<td>Academia</td>
</tr>
<tr>
<td>Sports diplomacy: Sports washing or purposeful</td>
<td>Edem Kojo Spio</td>
<td>Brazil</td>
<td>Media</td>
</tr>
<tr>
<td>Title</td>
<td>Authors</td>
<td>Country</td>
<td>Sector</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>----------------------------------------------</td>
<td>--------------</td>
<td>---------</td>
</tr>
<tr>
<td>The many hues of sport and development, of which democracy is just one</td>
<td>Shreyas Rao</td>
<td>India</td>
<td>NGO</td>
</tr>
<tr>
<td>What to do when conflict arises and diplomacy falls flat</td>
<td>Carolyn Spellings &amp; Sarah Hillyer</td>
<td>United States</td>
<td>Academia</td>
</tr>
<tr>
<td>What do we know and understand about sports diplomacy?</td>
<td>Claire Jenkin</td>
<td>UK</td>
<td>Academia</td>
</tr>
<tr>
<td>Amplifying democracy in and through sport</td>
<td>Eli Wolff, Mary Hums</td>
<td>United States</td>
<td>Academia</td>
</tr>
<tr>
<td>Grassroots sport diplomacy through lens of Japan’s host town initiative for Tokyo 2020</td>
<td>Anirban Chakraborty, Randeep Rakwal</td>
<td>India</td>
<td>Academia</td>
</tr>
<tr>
<td>How sports diplomacy can influence relations between nations: The case of the Global Sports Mentoring Program (GSMP)</td>
<td>Grace Kiraguri</td>
<td>Kenya</td>
<td>NGO</td>
</tr>
<tr>
<td>The future of sport is reliant on democratic principles</td>
<td>Nathaniel Cueta</td>
<td>United States</td>
<td>NGO</td>
</tr>
<tr>
<td>Athlete power: Sport’s democratizing force</td>
<td>Nicole Johnson</td>
<td>Canada</td>
<td>Individual</td>
</tr>
<tr>
<td>Sport: The power of developing democratic institutions through citizenship education</td>
<td>Ioanna Maria Kantartzi, Eric MacIntosh</td>
<td>Canada</td>
<td>Academia</td>
</tr>
<tr>
<td>Sport and democracy: Looking at women’s soccer in Chile</td>
<td>Daniela Carreño Fernandez, Randeep Rakwal</td>
<td>Chile/Japan</td>
<td>Academica</td>
</tr>
<tr>
<td>Sport and democracy: Transforming societies from the ground up</td>
<td>Sally Nnumani</td>
<td>United States</td>
<td>NGO</td>
</tr>
<tr>
<td>Title</td>
<td>Authors</td>
<td>Country</td>
<td>Sector</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>------------------------------------------------------------------------</td>
<td>--------------------</td>
<td>-----------------</td>
</tr>
<tr>
<td>Video games as a future vehicle for promoting peaceful, inclusive societies and sustainable development</td>
<td>Jeffrey Levine</td>
<td>United States</td>
<td>Academia</td>
</tr>
<tr>
<td>DISRUPTHER: Empowering girls and women through training in civic education and political leadership</td>
<td>Libbie Randolph, Janet Motah, Ivana Di Mauro</td>
<td>United States, Kenya, Brazil</td>
<td>NGO</td>
</tr>
<tr>
<td>Sport and democracy: Focus on athletics</td>
<td>Kemi Olafare</td>
<td>UK</td>
<td>NGO</td>
</tr>
<tr>
<td>Football as a symbol of friendship between North Korea and Middlesbrough</td>
<td>Nikita Bokserov</td>
<td>Russia</td>
<td>NGO/Academia</td>
</tr>
<tr>
<td>Football as a democratic agent of change</td>
<td>Pukhrambam Oshin Chanu Randeep Rakwal</td>
<td>India/Japan</td>
<td>Academia</td>
</tr>
<tr>
<td>FranceAndUS: Sports and diplomacy hiding in plain sight</td>
<td>Lindsay Sarah Krasnoff, Carole Ponchon</td>
<td>United States</td>
<td>Academia</td>
</tr>
<tr>
<td>The insider’s scoop! How to build a sports diplomacy initiative: notes from the field</td>
<td>Lindsay Sarah Krasnoff, Carole Ponchon</td>
<td>United States</td>
<td>Academia</td>
</tr>
<tr>
<td>Alberto Agra, Pilipinas Obstacle Sports Federation’s (POSF) Servant Leader</td>
<td>Vincent Soliven</td>
<td>Philippines</td>
<td>Sports federation</td>
</tr>
<tr>
<td>Rugby in New Zealand: A door to women’s participation</td>
<td>Vitas Carosella</td>
<td>US/Spain</td>
<td>Media</td>
</tr>
<tr>
<td>Sport as a tool for social integration</td>
<td>River Plate Foundation</td>
<td>Argentina</td>
<td>Sports club</td>
</tr>
<tr>
<td>A democratic microcosm: The Marathon of Afghanistan</td>
<td>Zeinab Rezaie, James Willcox</td>
<td>Afghanistan/US/UK</td>
<td>NGO</td>
</tr>
<tr>
<td>Title</td>
<td>Authors</td>
<td>Country</td>
<td>Sector</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>--------------------------------</td>
<td>-----------</td>
<td>-----------------------</td>
</tr>
<tr>
<td>Insights from sports and democracy to catalyze their collective global impact</td>
<td>Anuradha Sharma</td>
<td>India</td>
<td>NGO</td>
</tr>
<tr>
<td>Sports diplomacy as public diplomacy element</td>
<td>Nikita Bokserov</td>
<td>Russia</td>
<td>Academia/NGO</td>
</tr>
<tr>
<td>The importance of sports and democracy in building a better society</td>
<td>Shiling Lin</td>
<td>China</td>
<td>Academia</td>
</tr>
<tr>
<td>Sócrates and Democracia Corinthiana</td>
<td>Nikita Bokserov</td>
<td>Russia</td>
<td>NGO/Academia</td>
</tr>
<tr>
<td>Sport and democracy: Young Singh Hatyai United’s view</td>
<td>Chanuwat Tandulawess</td>
<td>Thailand</td>
<td>NGO</td>
</tr>
<tr>
<td>The diplomatic opportunities and challenges presented by international sports events: A snapshot from the 2023 FIFA Women’s World Cup</td>
<td>Verity Postlethwaite</td>
<td>United Kingdom</td>
<td>Academia</td>
</tr>
<tr>
<td>Sports as propeller of new forms of co-governance</td>
<td>Simone Galimberti</td>
<td>Nepal</td>
<td>NGO</td>
</tr>
</tbody>
</table>
Andrea Florence
Sport & Rights Alliance, Brazil

Teaming up to raise the bar for sport and human rights

*With support from Swedish Postcode Foundation
Eli A. Wolff
Power of Sport Lab, USA

Amplifying democracy in and through sport

*With support from Swedish Postcode Foundation*
Sang Eun Lee
IOC Young Leader, South Korea

The power of good governance & democracy in sport for good

*With support from Swedish Postcode Foundation*
Frank Appiah Kusi  
School of Sports and Exercise Medicine, Ghana  

Sport and democracy:  
A conjunct approach
Audience Q & A

Moderator:
- Erika Mueller Chen, Sports Diplomacy Specialist, Inspira Podcast Host & sportanddev Consultant, USA

Panelists:
- Frank Appiah Kusi - School of Sports and Exercise Medicine, Ghana
- Andrea Florence - Sport & Rights Alliance, Brazil
- Sang Eun Lee - IOC Young Leader, South Korea
- Eli A. Wolff - Power of Sport Lab, USA

*With support from Swedish Postcode Foundation*
Closing Remarks

What do you hope to see in the future?

How can we democratise the sport for development sector?

*With support from Swedish Postcode Foundation*
TEAMING UP TO RAISE THE BAR FOR SPORT & HUMAN RIGHTS

March 15, 2023
WHO IS THE SRA?

FOOTBALL STANDS TOGETHER
WHO IS THE SRA?
RAISING THE BAR FOR SPORT, HUMAN RIGHTS AND TRANSPARENCY
Brazil's protests raise fears for World Cup as a million take to the streets

Football becomes focus of furious outcry against corruption, police brutality, dire public services, high prices and street crime

Fifa World Cup 'hits the poorest hardest'

Brazil’s Troubles Take Stage at Start of World Cup

Brazil World Cup workers 'face slave-like conditions'

Forced Evictions In Rio Favela For 2016 Olympics Trigger Violent Clashes
THREE PILLARS of the UN GUIDING PRINCIPLES

HUMAN RIGHTS

PROTECT
STATE
duty to protect

RESPECT
CORPORATE
responsibility to respect

REMEDY
VICTIMS
access to effective remedy
China: FIFA Broke Own Rules for Club World Cup
FIFA Sidelines Human Rights, Keeps Beijing Hosting Arrangements Secret

Sport & Rights Alliance Raises Concerns over FIFA’s Surprise Selection of UAE to Host 2021 Club World Cup

Saudi Arabia to host Club World Cup in December

Saudi Arabia will host the seven-side FIFA Club World Cup in December 2023.
OUR VISION

A WORLD WHERE
GLOBAL SPORT
IS AN AUTHENTIC
FORCE FOR GOOD
RAISE THE BAR FOR SPORT & HUMAN RIGHTS
GOOD GOVERNANCE AND DEMOCRACY IN SPORTS FOR GOOD

Sang Eun Lee
IOC Young Leader 2021-2024 | Founder of The Dream League | Athlete’s Entourage Commission Member
THE PRACTICE OF SPORT IS A HUMAN RIGHT.

Olympic Carter, 2021
race
colour
sex
sexual orientation
language
religion
political or other opinions
national or social origin
property
birth or other status
Fields of Play
Accountability

Transparency

Integrity
• Collect and reference data
• Collaborate and create partnerships
• Lead by actions
• Utilise assessment tools
• Activate reporting mechanism
• Share the knowledge
• Raise awareness
WHY
• Implementation of ethical mindsets
• Management and control of risks
• Capacity building
• The role of enabler of the Sustainable Development Goals
• The impact on the future generation
IF YOU CAN SEE IT, YOU CAN BE IT

lkelly9842@gmail.com
thedreamleague_kr
TheDreamLeagueKR
Sport and Democracy: A Conjunct Approach

Frank Appiah Kusi
Assistant Lecturer in Sport Management & Ph.D. Student in Sport Marketing

Date: March 15, 2023
• Draft of National Sports Policy by the Ministry of Youth and Sports, MoYS.

• In achieving this object, the MoYS under the leadership of Hon. Mustapha Ussif, engaged stakeholders in the implementation of the Policy.

• National Sports Authority board, Academics, Veteran Sports Administrators, Private actors, Regional and District Sports actors, Sports organizations, etc.

• The collective, diversity and engagement of government and actors in sport falls in line with Paul Christesen saying ‘Sport as a School for Democracy’.
What is the future of sport and democracy?

1. A collaborative engagement of government and stakeholders in sport.
2. Limit political and partisan interferences in sport matters.
3. The lens for sport should be seen beyond ‘business’, but rather as a developmental tool.
4. Diversity and Inclusion Action Plan should be fundamental to foster democratizing in sport.
5. Athletes, Volunteers, Sports heroes and PWD interest should be key.