

SO YOU WANT TO BE A GRASSROOTS SPORT DIPLOMAT?

1

WHY?

What do you want to achieve with
Grassroots Sport Diplomacy action?

2

WITH WHOM?

Who do you want to work with?
Who can help you achieve your goals?

4

WHAT?

What type of action do you want to do?

3

WHERE?

Where do you want to do your action?

5

HOW?

What is your approach?

6

WHEN?

When will you start? Build your timeline!



Find all the tools you need to start your journey at diplomacy.isca.org

“

I hear and I forget.
I see and I remember.
I do and I understand.

CONFUCIUS

”

GRASSROOTS SPORT DIPLOMACY STEP-BY-STEP – LEARNING BY DOING!

DESIGN AND DEVELOP YOUR OWN INITIATIVE

This is a short step-by-step guide that will help you create the best plan for your Grassroots Sport Diplomacy action. Our guide frames this planning work into clear and results-oriented steps of implementation. Your plan should detail the activities that will be carried out, who is responsible for them, the timeframe in which they will be completed and the resources required to complete them. We believe that the Grassroots Sport Diplomacy course you have just completed will help you to deliver Grassroots Sport Diplomacy and to help ensure an environment in which it can thrive. Now it is time for you to develop your own Grassroots Sport Diplomacy initiative!

Please follow the 6 steps below to discover tips and tricks that will help you answer 6 important questions about your initiative: **WHY, WITH WHOM, WHERE, WHAT, HOW and WHEN?**

TIPS AND TRICKS

There is no need to separate learning from doing. Just try it! As you test your ideas and approaches, you will learn from the experiences that follow, from the opportunities that arise, and the difficulties and successes that you and your colleagues meet along the way.

STEP 1

WHY?

Diplomacy is an opportunity for grassroots sport. Before you start, think about:

- Why do you (or/and your organisation) want to be involved in a Grassroots Sport Diplomacy action? What motivates you?
- What do you want to achieve with Grassroots Sport Diplomacy?
- What is the problem you want to address and change? Identify the problem and the type of change that is needed!

TIPS AND TRICKS

Grassroots Sport Diplomacy:

- Grassroots Sport Diplomacy has the potential to improve or create lasting dialogue and cultural understanding. It can also be a powerful tool to reach people or facilitate cooperation in conflict areas.
- Grassroots Sport Diplomacy is about improving people's lives; the more we know about them, the better and more impactful our initiatives can be. Sharing is an effective way of enabling cross-border collaboration, so Grassroots Sport Diplomacy aims at facilitating the transfer of knowledge between the grassroots sport sector and other relevant actors within and across national borders. Ultimately, it aims to encourage positive changes that can lead to societal and individual development in health, education, sport or social relations.

STEP 2

WITH WHOM?

Once you know what you want, it is necessary to understand who the people and stakeholders you would like to cooperate with are, identify the stakeholders you would like to invite to be part of your Grassroots Sport Diplomacy initiative, and the stakeholders you need to convince to make your Grassroots Sport Diplomacy initiative happen.

TIPS AND TRICKS

- We can learn from one another, but first we must have an existing level of understanding of each other in order to facilitate collaboration and cooperation.
- Look for institutions that have the same or similar purpose; if you believe in the same thing or have the same vision it will be easier to cooperate.
- Think about cultural differences when working with stakeholders from different countries; consider different time zones (e.g. if you schedule a meeting in the morning in Europe, it will be in the afternoon in China).
- Consider difference in seasons in accordance with location in the Northern or Southern Hemispheres (winter in Europe, summer in Brazil); think about timing of holidays (i.e. national holidays or extended breaks over summer or religious holidays).
- Think about how to overcome language barriers.
- Respect different religions, political situations and economic situations that may have an impact on the initiative you are trying to implement or introduce in a new setting.

STEP 3

WHERE?

Grassroots Sport Diplomacy differs from the common and traditional ways of managing relationships between different governments and countries. Grassroots Sport Diplomacy can take place within a single country, community or neighbourhood where social divisions are present, and where fostering a better understanding, acceptance and sense of 'togetherness' between local and immigrant populations could help strengthen a community. It can also take place in current or past border regions, or even between different countries.

TIPS AND TRICKS

- When your Grassroots Sport Diplomacy action involves international implementation, it is recommended as a minimum to inform and potentially involve the diplomatic representation of the foreign country. More formal cooperation with the diplomatic services may also be beneficial or event part of your objectives.
- When hosting an international group in the framework of the Grassroots Sport Diplomacy action, the involvement of additional partners (e.g. sport clubs) is recommended.
- Realising a grassroots sport intervention in a foreign country can be an unforgettable experience, but it also poses several challenges. Finding reliable partners that work with local communities is not an easy task.

Look for grassroots organisations that can reach out to a large number of (disadvantaged) people and are open to international cooperation.

- In the case of an event based on international participation, the planning of logistical arrangements shall commence well ahead of the activity. Arranging transport for international participants may require additional support. Do not forget to observe necessary Visa requirements, as the application process can take time. Travel insurance is a must! By thinking ahead, you can save on your project budget and avoid unnecessary stress when it is time for your participants to travel.
- In the case of an event or initiative held within a single country, make sure that you are well aware of the needs of participants coming from different cultures. In order to avoid any misunderstandings, it is advised to learn more about the cultures and habits participants. Also, the organisation of preparatory intercultural workshops is highly recommended before your participants begin the activity.
- To increase the impact of your grassroots project, you can take advantage of existing opportunities presented by middle- and large-scale sport events and existing sporting structures in your country. For instance, if you organise a side event during a sporting competition, you can raise awareness of your initiative in front of a large international audience!

STEP 4

WHAT?

Your Grassroots Sport Diplomacy action can include activities that focus on the following principles:

- 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).
- Contributing to society and individual development in health, education, sport or social relations.

TIPS AND TRICKS

- Think about initiatives that seek to share experiences and good practices through mediation between government authorities and/or international organisations with a view to promoting the practice of sport for social development.
- Think about initiatives that seek to share experiences and good practices implemented by civil society organisations with a view to promoting the practice of sport for social development.
- Consider initiating campaigns and events geared towards promoting sports 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.
- Maybe your initiative can even build a network of activities implemented through multi-sector cooperation?

STEP 5

HOW?

Your Grassroots Sport Diplomacy initiative can involve the following approaches:

- Transfer or sharing of successful practices through international grassroots cooperation.
- Transfer or sharing of successful practices through non-governmental partnerships.
- International campaigns or events as tools to promote sport values and specific agendas.
- Multi-sector networks that facilitate the exchange of successful practices and/or advocacy efforts.

TIPS AND TRICKS

- Make a plan for all activities that will help you reach your initiative's objectives.
- Establish a timeframe for all activities.
- Budget for all activities.
- Define accomplishments you expect to reach with your activities.
- Define the expected results.
- Define indicators that will assess your results/success stories.

Supporting document – A template for planning your Grassroots Sport Diplomacy action

[Click here!](#)

STEP 6

WHEN?

Now with everything on paper it is time to plan each step. Try to think of your project in a timeline. How long would it take to organise a meeting for instance? Try to think how many steps it takes from the first meeting invitation to your final evaluation report. Try to be realistic with this and remember that you might be dealing with different cultures that respond to deadlines differently from you. Having a road map can really help implement your project, and sharing it with partners can bring them on board with you.

TIPS AND TRICKS

- Be aware of the size of your team and don't overlap too many steps at a time.
- Plan together; having your partners on board from the start is the best way forward.
- Be conservative, avoid having a tight schedule.
- Take into account that international cooperation involves many potential barriers that can cause delays.

Feel free to contact us about your initiative, or with any feedback you may have about the course: **diplomacy.isca.org**



**GRASSROOTS SPORT
DIPLOMACY**

