

Grassroots Sport Diplomacy Pilot Actions

Apply here for your chance to implement one of 7 Pilot Actions

What is Grassroots Sport Diplomacy?

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

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

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

Four categories that describe Grassroots Sport Diplomacy are:

- **Transfer or sharing of successful practices through international technical cooperation:** Implemented as initiatives that seek to share experiences and good practices through the mediation of government and/or international organisations with a view to promoting and enabling grassroots sport, physical activity and social development.
- **Transfer or sharing of successful practices through non-governmental partnerships:** Implemented as initiatives that seek to share experiences and good practices implemented by civil society organisations with a view to promoting enabling grassroots sport, physical activity and social development. These initiatives are implemented using a bottom-up approach.
- **International campaigns or events as tools to promote grassroots sport values and specific agendas:** Campaigns and events that are geared towards promoting grassroots sport values such as democracy, social engagement and equality, which also have the potential to bring specific issues to the fore, such as gender, integration of refugees, inclusion of and opportunities for indigenous populations, etc.
- **Multi-sector networks for the exchange of successful practices and/or advocacy:** Network-based activities implemented through multi-sector cooperation focusing on grassroots sport- or physical activity-related topics that can lead to the scalability of sport and physical activity initiatives and foster interest or international mobilisation.

Coordinator:



We invite you to read more about the Grassroots Sport Diplomacy concept and its development in the document "[Grassroots Sport Diplomacy, Overview, Mapping, Definition](#)" and in **Executive Summary** [here](#).

What is a Grassroots Sport Diplomacy Pilot Action?

Each pilot action is an experimentation to enable small scale Grassroots Sport Diplomacy activities and their development between two or more international stakeholders. The pilot action includes planning, implementing, monitoring and evaluating of the Grassroots Sport Diplomacy action and uses one (or more) of the principles described above.

All pilot actions start after 1 November 2018 and finish before 30 August 2019.

What are the aims of the Grassroots Sport Diplomacy Pilot Actions?

We will support, facilitate, monitor and evaluate 7 pilot actions for Grassroots Sport Diplomacy, which can include specific interventions like policy exchanges, new partnership approaches, event-based collaboration, etc. The pilot actions will follow the Grassroots Sport Diplomacy principles and implement activities/events/meetings, monitor them in terms of the time taken and the cost to carry them out. All 7 pilot actions will be expected to help refine and revise the Grassroots Sport Diplomacy principles based on the success factors, learning points and general outcomes. The pilot partners should also explore whether the initiative could become a full-scale Grassroots Sport Diplomacy action that is rolled out beyond the pilot period and the original geographic or demographic scope.

Who can participate?

The pilot actions are open to Grassroots Sport Diplomacy project partner organisations and stakeholders they invite to implementation a Grassroots Sport Diplomacy pilot action. In particular, they are for sport organisations who believe they are already attempting Grassroots Sport Diplomacy actions and would like to test their actions against the Grassroots Sport Diplomacy principles and monitor/evaluate their implementation.

What is in it for you?

Here are some of the features of the Grassroots Sport Diplomacy pilot actions:

- A customised action plan (developed between your organisation and project staff) outlining the purpose, scope and methodology for the pilot action.
- Online meetings with ISCA team and project partners who will guide you through the process, follow and monitor the pilot action activities.
- One on-site visit from ISCA and/or experts from the partner group to monitor the activities and to ensure that the expectations and activities are balanced.
- Multilateral workshops on the Grassroots Sport Diplomacy topic in the connection with the MOVE Congress 2019. This will give you opportunities to network with 500 participants from around the world who are looking for new insights and good practice examples from organisations in grassroots sport.

Coordinator:



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- Visibility and recognition of your achievements: all 7 pilot actions will have their pilot action story listed and presented on the Grassroots Sport Diplomacy website for other organisations to be inspired by.
- €5000 Financial support of Grassroots Sport Diplomacy pilot action activities.

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