

PEER LEARNING ACTIVITY SPORT DIPLOMACY: Challenges and Opportunities of Sport Diplomacy in the 21st Century

DUBROVNIK October 23 - 24, 2023

PROGRAMME

Monday, 23 October 2023

09:00 **Registration**

09:30 **Official welcoming and introduction**, *Tomislav Družak, State Secretary, Ministry of Tourism and Sport*

09:45 **Keynote speech - The importance of sport diplomacy for EU and Member States**,
prof. Richard Parrish, Edge Hill University, UK

10:00 **Panel 1:** *prof. Carmen Perez Gonzalez, University Carlos III Madrid, Spain; Silvija Mitevaska, managing director of Sport Social Solutions and a consultant to the NOC of North Macedonia; Jelena Kolar, spokesperson, Ministry of Tourism and Sport, Croatia, prof. Jurgen Mittag, German Sports University, Germany*

Moderator: *prof. Vanja Smokvina, University of Rijeka, Croatia*

10:45 **Coffee break**

11:00 **Exchange of views, experiences and strategies between MS**

Austria, Belgium, Croatia, Czech Republic, Estonia, Germany, Malta, Poland, Slovenia, Spain

12:30 **Lunch**

13:30 **Group discussion:**

1. What is sport diplomacy? To provide a general approach to the concept. Definition of the concept of sport diplomacy. To analyze the role of sport diplomacy in public diplomacy.

Facilitator: *Vladimir Šomen, Counsellor for youth and sport, Permanent Representation of Republic of Croatia to the EU*

2. What is the social contribution of sport diplomacy? How to strengthen the business dimension of sports diplomacy?

Facilitator: *Silvija Mitevaska, managing director of Sport Social Solutions and a consultant to the NOC of North Macedonia*

3. What measures can/should be taken in order to implement sport diplomacy practices in diplomatic actions/International relations? Sport as a nation branding tool: How can the value of sport (sporting success) been showcased?

Facilitator: *Ivana Pranjić, German Sports University (PhD Candidate)*

15:00 **Conclusions by facilitators of each group**

15:30 **Coffee break and networking**

15:45 **End of day 1**

16:15 **Departure from hotel to the evening program**

16:45 **Evening program: Panoramic Cruise and Walking Tour "Dubrovnik Republic"**

19:30 **Dinner**



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Tuesday, 24 October 2023

- 09:30 **Start of day 2 – Introduction**, *prof. Vanja Smokvina, University of Rijeka*
- 09:45 **Sports Diplomacy: Strategy, Identity and Opportunities**, *dr John Simon Rofe, Leeds University, UK*
- 10:00 **Keynote speech - The role of major sports events in sport diplomacy and country branding**,
Krešimir Šamija, PhD, Director General, Ministry of Tourism and Sport
- 10:15 **Panel 2:** *Valentina Bifflin, Director of Croatian Volleyball Federation, Kristijan Slačanac, Senior Adviser Specialist, Ministry of Tourism and Sport, Jurica Barač, Chief Executive Officer at Highlander adventure*
- Moderator: *prof. Vanja Smokvina, University of Rijeka, Croatia*
- 11:00 **Coffee break**
- 11:30 **Keynote speech - The role of athletes in sport diplomacy**, *Dalibor Bagarić, former basketball player*
- 11:45 **Panel 3:** *Zoran Primorac (former table tennis player), Ivan Katanušić (Paralympic athlete), Antonija Burazer (Expert Assistant in National teams, Croatian Football Association), Maro Joković (waterpolo player)*
- Moderator: *Frano Ridjan*
- 12:30 **Wrap up and closing words**, *Josip Pavić, State Secretary, Ministry of Tourism and Sport*
- 12:45 **Lunch**

Organization:



Partners:



Centre for Sports Law, Sports Policies and Sports Diplomacy &
Jean Monnet Chair in EU Sports Law, Policy and Diplomacy
University of Rijeka, Faculty of Law - Croatia

