

**UNIVERSITY OF NAIROBI**  
**INSTITUTE OF DIPLOMACY AND INTERNATIONAL STUDIES**

**SPORTS DIPLOMACY IN ADVANCING ENVIRONMENTAL SECURITY IN**  
**AFRICA: A CASE STUDY OF FOREST CONSERVATION IN KENYA**

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**REG. NO. R50/39042/2021**

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**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE**  
**REQUIREMENTS FOR THE AWARD OF MASTERS DEGREE IN**  
**INTERNATIONAL STUDIES**

**JULY, 2021**

## DECLARATION

I, **Benjamin Mutuku Kinyili** hereby declare that this research project is my original work and has not been presented for a degree in any other University.

Signed.......... Date..........

**Benjamin Mutuku Kinyili**

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This project has been submitted for examination with my approval as University Supervisor;

Signed.......... Date..........

**Dr. Shazia Chaudhry**

## **DEDICATION**

I proudly devote this work to my lovely wife Christine; children: Brenda, Ivy and Allen. To all my colleagues at the National Defence College (NDC), Kenya, Course No. 23 of 2020/2021 and all my friends whose support, encouragement and patience made this study a success.

## ACKNOWLEDGEMENT

First, I am grateful to the Almighty God for his faithfulness, mercies and bountiful grace, which enabled me to successfully complete this Master's Program. I also thank the Institute of Diplomacy and International Studies (IDIS) at the University of Nairobi for the opportunity to conduct this study. Indeed it was a great pleasure to earnestly have been supervised by Dr. Shazia Chaudhry, who provided immense support, guidance, opinion, cooperation and contribution to this research. Additionally, I am pleased to sincerely acknowledge the Commandant National Defence College (NDC), Kenya who was good to me and provided good mentorship. I will not forget to thank the Senior Directing Staff (SDS), for the critique, great insight and value addition to this research, including motivation and enthusiasm throughout the entire course undertaking. I also wish to register my appreciations to the Director of IDIS Prof. Amb. Maria Nzomo, lecturers and staff. Their lectures, discussion, commitment, dedication and engagements enable me to grasp the content of this study. I also acknowledge the Kenya Forest Service (KFS) through the able leadership of the Chief Conservator of Forests Mr. Julius Kamau for according me the opportunity to participate in the course, sponsoring my studies and providing me with everything I needed. I acknowledge the motivation, support and prayers of my family throughout the study period and beyond. My special appreciations goes to Kenya Forest Service (KFS), Kenya Water Towers Agency (KWTA), Kenya Wildlife Service (KWS), the National Environment Management Authority (NEMA), Dr. Edward Masakha, Dr. Eliud Kipchoge, athletes and other respondents for their useful advice and invaluable inputs to the study. Finally, to the staff NDC, colleagues, associates and people who went out of their way to make this study a reality. I treasure the comradeship, networking and useful discussions we shared.

## TABLE OF CONTENTS

DECLARATION.....	<b>Error! Bookmark not defined.</b>
DEDICATION.....	iii
ACKNOWLEDGEMENT.....	iv
TABLE OF CONTENTS.....	v
LIST OF TABLES.....	ix
LIST OF FIGURES.....	x
LIST OF APPENDICES.....	xi
ABSTRACT.....	xii
LIST OF ABBREVIATIONS.....	xiii
DEFINITION OF KEY TERMS.....	xvi
CHAPTER ONE.....	1
INTRODUCTION TO THE STUDY.....	1
1.0 Introduction.....	1
1.1 Background to the Study.....	1
1.2 Statement of the Research Problem.....	4
1.3 Research Questions.....	5
1.4 Research Objectives.....	6
1.5 Literature Review.....	6
1.5.1 Theoretical literature Review.....	6
1.5.2 Empirical Review.....	10
1.5.2.1 Means of incorporating sports into diplomacy.....	11
1.5.2.2 Sports diplomacy in environmental security.....	17
1.5.2.3 Actors and strategies of sports diplomacy in environmental security.....	23
1.5.3 Knowledge Gaps.....	26
1.6 Justification of the Study.....	27

1.6.1	Academic Justification.....	27
1.6.2	Policy Justifications.....	27
1.7	Theoretical Framework.....	28
1.7.1	Soft Power Theory.....	28
1.7.2	Institutional Theory.....	29
1.7.3	Conservation of Resource (COR) Theory.....	30
1.8	Hypotheses of the Study.....	30
1.9	Research Methodology.....	31
1.9.1	Research Design.....	31
1.9.2	Target Population.....	32
1.9.3	Sampling Design and Sample Size.....	32
1.9.4	Research Instruments.....	32
1.9.5	Validity of the Instruments.....	33
1.9.6	Reliability of the Instruments.....	33
1.9.7	Data Collection Procedure.....	34
1.9.8	Data Analysis and Presentation.....	34
1.9.9	Ethical Issues and Considerations.....	34
1.9.10	Study Limitations.....	34
1.10	Outline of the Study.....	35
CHAPTER TWO.....		36
INCOPERATION OF SPORTS IN ADVANCING DIPLOMACY.....		36
2.0	Introduction.....	36
2.1	Brief historical background on sports.....	36
2.2	Role of sports in humanity.....	40
2.3	Sport and diplomacy.....	43
2.4	Application of sports in diplomacy.....	45

2.4.1	Global perspective of sports and diplomacy.....	47
2.4.2	Sports Diplomacy in the African Perspective.....	49
2.4.3	Sports Diplomacy in the Kenyan Perspective.....	51
2.5	Chapter Summary.....	52
CHAPTER THREE.....		54
SPORTS DIPLOMACY AND ENVIRONMENTAL SECURITY.....		54
3.0	Introduction.....	54
3.1	The concept of environment and challenges.....	54
3.2	Conception of environmental security.....	56
3.3	Sports - environment Nexus.....	60
3.4	The role of Sports Diplomacy in Environmental Security and conservation.....	62
3.5	Chapter Summary.....	65
CHAPTER FOUR.....		67
THE ACTORS AND STRATEGIES IN SPORTS DIPLOMACY FOR FOREST CONSERVATION.....		67
4.0	Introduction.....	67
4.1	Actors in sports.....	67
4.2	Actors in diplomacy.....	69
4.3	Actors in Environmental security.....	71
4.4	Actors in forest conservation.....	73
4.5	Strategies for sports diplomacy in enhancing environmental security.....	75
4.6	Chapter summary.....	76
CHAPTER FIVE.....		78
DATA ANALYSIS AND PRESENTATION.....		78
5.0	Introduction.....	78
5.1	Participant response rate and missing data.....	78

5.2	Socio-demographic characteristics of the respondents.....	79
5.2.1	Distribution of the respondents by gender.....	79
5.2.2	Distribution of the respondents by age.....	80
5.2.3	Distribution of the respondents by education level.....	81
5.2.4	Respondents profession.....	82
5.2.5	Respondent work experience.....	83
5.3	Means of incorporating sports in diplomacy.....	84
5.4	Role of sports diplomacy in advancing environmental security in Africa.....	94
5.5	Actors and their strategies in advancing forest conservation in Kenya.....	100
5.6	Chapter Summary.....	102
CHAPTER SIX.....		103
SUMMARY, CONCLUSION AND RECOMMENDATIONS.....		103
6.0	Introduction.....	103
6.1	Summary.....	103
6.2	Conclusion.....	105
6.3	Recommendations.....	106
6.3.1	Managerial Recommendations.....	106
6.3.2	Policy recommendations.....	106
6.3.2	Academic Recommendations.....	107
6.3.4	Recommendation for further studies.....	107
BIBLIOGRAPHY.....		108



## LIST OF TABLES

Table 5.1: Respondents gender.....	80
Table 5.2: Respondents organizations.....	83
Table 5.3: Length of the respondents in sports.....	85
Table 5.4: How successful have the sporting event been over the last 10 years.....	86
Table 5.5: Responses on sports advancement of diplomacy among the respondents.....	88
Table 5.6: Responses on sports advancement of diplomacy among the sportspersons.....	89
Table 5.7: The degree of sports influence on diplomacy over the last 10 years.....	90
Table 5.8: Responses on extent of success of the sport event for peace.....	90
Table 5.9: Magnitude of success of the sport events for sports for peace foundation.....	92
Table 5.10: Responses on contribution of the sports events for peace foundation.....	93
Table 5.11: Rating of use of sporting event to enhance environmental security.....	96
Table 5.12: Rating on the use of sports to enhance environmental security.....	97
Table 5.13: Strategies that sports is used as a tool for advancing environmental security.....	97
Table 5.14: Roles of actors in sports diplomacy and environmental security in Kenya.....	100
Table 5.15: Sports strategies as a tool for advancing environmental conservation.....	101

## LIST OF FIGURES

Figure 5.1: Respondents age.....	81
Figure 5.2: Respondents level of education.....	82
Figure 5.3: Respondents work experience at their working stations.....	84

## LIST OF APPENDICES

Appendix 1: Research Official License.....	126
Appendix 2: Research Data Collection Authority.....	127
Appendix 3: Research Official Introductory Letter.....	128
Appendix 4: Research Consent Form.....	129
Appendix 5: Research Data Collection Tool.....	130
Appendix 6: Originality report of the thesis.....	136

## ABSTRACT

Environmental security remains a major challenge in the 21<sup>st</sup> century, whose solution has attracted a number of initiatives. Sports diplomacy has achieved great strides in achieving international, regional and local unity among and between populations. However, the use of sports diplomacy in achieving environmental security has received much less research attention. This research examines sports diplomacy in advancing environmental security in Africa basing the study on forest conservation within Kenya. This study was anchored on three theories: the Soft power theory, ecological systems theory and Conservation of Resources (COR) Theory which offer frameworks for explaining the role of sports diplomacy in advancing environmental security. The study adopted exploratory research design to examine the role of sports diplomacy in advancing environmental security. The target population were diplomats, marathoners, coaches, ministry of Foreign Affairs, KFS, KWTA, KWS, NEMA, academia as well as Water Resource Authority. The primary data were obtained through structured open and closed ended questionnaire while secondary data was retrieved from journals, books, newsletters and periodicals. Piloting of the research tool was done for improved validity and reliability. The collected data were analyzed through the use of frequency distribution, and thematic. The study established that sporting event in athletics and volleyball improved diplomacy in several areas of Kenya through strategies such as peace. Peace was promoted through sports by respecting human rights, rule of law, and equality among the conflicting groups. Sports also enhanced unity, trust, loyalty, friendship and team building among the conflicting communities. Sports diplomacy advanced environmental security in Kenya, which was better for athletics and volleyball. Environmental security was also enhanced through training, sensitization, conservation efforts, and environmental education. Sport events also allowed a contact-platform for interaction between various groups involved in environment and forest conservation. The actors at the forefront of enhancing environmental security and conservation efforts were mainly state actors through Ministry of Sports, Ministry of Interior and National Government Coordination, KWS, KFS, Kenya Water Towers Agency, African Development Bank, Green Zones Project flanked with several non state actors such as Tegla Loroupe Peace Foundation, Athletics Kenya among others. These actors employed diverse strategies to achieve sports diplomacy and environmental security. This study recommends that sports diplomacy should be used in most of the regions in Kenya experiencing environmental perturbations and the current strategies should be applied in the sports diplomacy and environmental conservation as well as security. Further, the government is also encouraged to appoint more sports ambassadors with proper environmental knowledge to help in environmental management. The role of academicians in sports diplomacy and environmental security was found to be minimal where academicians should be at the forefront as the 21<sup>st</sup> century diplomats be incorporated into sports to be local ambassadors. Perceiving the significance of sports diplomacy and environmental security, there is need for coordination between various county governments to coordinate their efforts and in the process they should bring on board even the non sports actors to boost the role of sports in diplomacy and environment. There is need for further studies on Kenya's sports diplomacy and foreign policy on areas such as multilateralism, digital diplomacy and diaspora relations.

## LIST OF ABBREVIATIONS

<b>ABSA</b>	Amalgamated Banks of South Africa
<b>AFC</b>	Asian Football Confederation
<b>ACF</b>	African Conservation Foundation
<b>AUSC</b>	African Union Sport Council
<b>BCE</b>	Before Christ Era
<b>CAF</b>	Confederation of African Football
<b>CAN</b>	Climate Action Network
<b>CAR</b>	Central Africa Republic
<b>CECAFA</b>	Council for Eastern and Central Africa Football Associations
<b>CEEES</b>	Confederation of European Environmental Engineering Societies
<b>CFAs</b>	Community Forest Associations
<b>CIGs</b>	Corporate Interest Groups
<b>COR</b>	Conservation of Resources
<b>CYSDP</b>	Commonwealth Youth Sport for Development and Peace Network
<b>DRC</b>	Democratic Republic of Congo
<b>EEA</b>	European Environment Agency
<b>EEB</b>	European Environmental Bureau
<b>EEDF</b>	Earthwatch, Environmental Defense Fund
<b>EFA</b>	Environmental Foundation for Africa
<b>EGH</b>	Elder of the Golden Heart
<b>ESGP</b>	Earth System Governance Project
<b>FIA/WRC</b>	Federation Internationale de Automobile / World Rally Championship
<b>FIFA</b>	Federation International Football Association
<b>FKF</b>	Football Kenya Federation
<b>FSC</b>	Forest Stewardship Council

<b>GEF</b>	Global Environmental Facility
<b>GGGI</b>	Global Green Growth Institute
<b>IAAF</b>	International Athletic Association Federation
<b>IDIS</b>	Institute of Diplomacy and International Studies
<b>IFF</b>	Intergovernmental Forum on Forests
<b>INEOS</b>	Inspec Ethylene Oxide Specialities
<b>INGO</b>	International Non-Governmental Organizations
<b>IOC</b>	International Olympic Committee
<b>IPCC</b>	Intergovernmental Panel on Climate Change
<b>IPF</b>	Intergovernmental Panel on Forests
<b>IPL</b>	Indian Premier League
<b>IRC</b>	International Rescue Committee
<b>ITF</b>	International Tennis Federation
<b>IUCN</b>	International Union for Conservation of Nature
<b>KFS</b>	Kenya Forest Service
<b>KWS</b>	Kenya Wildlife Service
<b>KWTA</b>	Kenya Water Towers Agency
<b>MVA</b>	Missing Value Analysis
<b>NBA</b>	National Basketball Association
<b>NEMA</b>	National Environmental Management Authority
<b>NFL</b>	National Football League
<b>NGOs</b>	Non-Governmental Organizations
<b>NHL</b>	National Hockey League
<b>NRM</b>	Natural Resource Management
<b>NSAs</b>	Non State Actors
<b>PEFC</b>	Pan-European Forest Certification

<b>PEMSEA</b>	Partnerships in Environmental Management for the Seas of East Asia
<b>PFSDSA</b>	Policy Framework for Sustainable Development of Sport in Africa
<b>SAPs</b>	Structural Adjustment Programmes
<b>SDGs</b>	Sustainable Development Goals
<b>SSA</b>	Sub Saharan Africa
<b>TLPF</b>	Tegla Loroupe Peace Foundation
<b>TNCs</b>	Transnational Corporations
<b>TSMOs</b>	Transnational Social Movement Organizations
<b>UEFA</b>	Union of European Football Association
<b>UNCED</b>	United Nations Conference on Environment and Development
<b>UNDP</b>	United Nations Development Programme
<b>UNEP</b>	United Nations Environmental Programme
<b>UNFF</b>	United Nations Forum on Forests
<b>UNIATF</b>	United Nations Interagency Task Force
<b>UNIATFSDP</b>	United Nations Inter-Agency Task Force on Sport for Development and Peace
<b>UNICEF</b>	United Nations International Children’s Emergency Fund
<b>UNSC</b>	United Nations Security Council
<b>VDSC</b>	Vientiane Declaration on Sports Cooperation
<b>WEPA</b>	Women Environment Programme in Africa
<b>WRA</b>	Water Recourse Authority
<b>WRI</b>	World Resources Institute
<b>WWF</b>	World Wide Fund for Nature

## DEFINITION OF KEY TERMS

**Actors:** An actor is a person who portrays a character in a performance. In this study, Actors are entities that participate in or promote sports, environmental security and international relations.

**Environmental conservation** refers to the practice of taking care of the environment to prevent it from any form of degradation or damage that could lead to the loss of species, ecosystems deterioration or pollution.

**Environmental security** refers to the understanding of environmental hazards fronted by activities within the environment by individuals, communities, societies, households and states. It deals with negative influences of human conflict on environmental wellbeing.

**Forest conservation** refers to the human actions, management and maintaining of forests to benefit humans now and next generation. Conservation generally entails the keeping natural resources in good conditions within the forest to benefit humans and wildlife.

**Soft Power** means the various other ways that diplomacy can be used to convince a friend or foe to see one's point of view without having to resort to coercion and violence. It could be used by getting others to do one's bidding by being attractive to them in one form or another.

**Sports diplomacy** denotes the use of sports as a tool for the enhancement and advancement of agendas that are pertinent to a given state with the aim of improving diplomatic relations.

**Sports:** An action or thing done that entail physical action accompanied by skill where individuals or a team is in competition with one another for entertainment.



## CHAPTER ONE

### INTRODUCTION TO THE STUDY

#### 1.0 Introduction

This chapter covers the background on the study encompassing sports diplomacy in advancing environmental security, statement of the problem, research questions, objectives, literature review, justification of the study, theoretical review, research hypothesis and research methodology and finally concludes with the chapter outline.

#### 1.1 Background to the Study

Sport<sup>1</sup> involves physical exertion and skills where individuals or teams compete against another or others for entertainment.<sup>2</sup> The physical activity during sports confer numerous benefits to humans including health allowing the individual to improve their physical, psychological, mental, emotional and social wellbeing.<sup>3</sup> It is the power of sports to bring different people together across the national and international boundaries that makes it unique. Subsequently sporting events are becoming more common worldwide social trend, which is increasingly attracting more participants, organizers and fans.<sup>4</sup> This ability of sports to congregate people, allows it to be a useful tool in resolving underlying problems for humanity.

A key challenge of the 21<sup>st</sup> century, especially over the last five decades is the issue of environmental depletion led by degradation, global warming, and climate change.<sup>5</sup> The environmental security issues are not restricted to a certain region but are global in nature.<sup>6</sup>

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<sup>1</sup> Tuomas Immonen, Eric Brymer, Dominic Orth, Keith Davids, Francesco Feletti, Jarmo Liukkonen, and Timo Jaakkola, "Understanding Action and Adventure Sports Participation—an Ecological Dynamics Perspective," *Sports Medicine-Open* 3, no. 1 (2017).

<sup>2</sup> Mike Hughes, "Sports Analysis," in *Essentials of Performance Analysis in Sport*(Routledge, 2019).

<sup>3</sup> David R Lubans, Ron C Plotnikoff, and Nicole J Lubans, "A Systematic Review of the Impact of Physical Activity Programmes on Social and Emotional Well-Being in at-Risk Youth," *Child and adolescent mental health* 17, no. 1 (2012).

<sup>4</sup> Kijpokin Kasemsap, "The Role of Sports Marketing in the Global Marketplace," in *Strategies in Sports Marketing: Technologies and Emerging Trends*(IGI Global, 2014).

<sup>5</sup> Simon Dalby, "Security and Environment Linkages Revisited," in *Globalization and Environmental Challenges*(Springer, 2008).

<sup>6</sup> Joshua Busby, *Environmental Security* (Oxford University Press: Oxford, UK, 2018).

Among these, the degradation of the environment with all the negative consequences of such actions are linked with non-conventional concepts of environmental security.<sup>7</sup> Proliferation of environmental degradation is one of the threats not only to individuals, national, or global communities but it has generated a new debate in the conversation of environmental security concerns. There has been widening of scope of international security to encompass: volatile changes in the environment, conflict for environmental resources, and vulnerability and the need for promoting environmental safety.<sup>8</sup> In more recent time, the importance of understanding environmental security has been envisaged through the eye of sports and diplomacy.

The concept of sports diplomacy happen to exist for quite some time,<sup>9</sup> however, the degrees of using sports as valuable instrument of public diplomacy are still at its infancy stage in several countries across the world. Scholars have continued to explore the relationship between sport and diplomacy where it has emerged that sport and sporting events can be exploited by several actors key of which is the national government as an instrument of diplomacy.<sup>10</sup> States and non-state actors use the soft power of sports in a rather repetitive, obvious, and sometime unoriginal ways.<sup>11</sup> Obviously, it is becoming clearer that prospect, obstacles, and results of sports diplomacy is being practiced through diverse circumstances, method, and course of action. Thus, it is important to initiate further discussion from the realm of sports and sports diplomacy to generate sustainable and realistic connection between these variables.

Sports diplomacy deliberately applies the principles of sports as a strategy to relate with other states through the power of attraction in order to influence the spread of the given

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<sup>7</sup> Madeleine Fagan, "Security in the Anthropocene: Environment, Ecology, Escape," *European Journal of International Relations* 23, no. 2 (2017).

<sup>8</sup> Rita Floyd and Richard Matthew, *Environmental Security: Approaches and Issues* (Routledge, 2013).

<sup>9</sup> Stuart Murray and Geoffrey Allen Pigman, "Mapping the Relationship between International Sport and Diplomacy," *Sport in Society* 17, no. 9 (2014).

<sup>10</sup> Ibid.

<sup>11</sup> Barrie Houlihan and Jinming Zheng, "Small States: Sport and Politics at the Margin," *International journal of sport policy and politics* 7, no. 3 (2015).

values, identity and culture espoused by the given state.<sup>12</sup> Sports diplomacy has been applied to influence diplomatic exercises social, economic and political activities, on behalf of various state, individual and group actors.<sup>13</sup> Sports diplomacy is a way of establishing people connection and ties through free interaction, integration, cohesion and community based program.<sup>14</sup> This is shown by the critical importance of emerging global interest on the issues affecting the rate of sports diplomacy upon emergence of degradation of the environment and threats of climate change. Sport has power to magnify messages on environmental stewardship by transcending social, political, economic and cultural barriers from the grassroots to the mega-event level. Therefore, United Nations Sustainable Development Goal (SDGs) number 3 and the agenda 2030 are intimately linked with healthy environment.<sup>15</sup>

The idea of employing diplomatic tools including sports for expediting environmental security has gained attention in the whole of Africa especially in the Sub Saharan Africa (SSA).<sup>16</sup> Sports diplomacy can thus be used to enhance the environmental security agenda of any given state, which has encouraged the adoption of the same approaches in the region. In the case of East Africa, sports diplomacy has been able to promote dialogue and negotiations among states, associations and scholars, and encourage highlighting the issue of sports for environmental improvements.<sup>17</sup>

Kenya is a very sportive country standing tall among many nations especially in athletics, cricket, rugby and volleyball.<sup>18</sup> Locally, marathons and football matches are very popular. Kenyan fans flood the stadia to support their teams, sometimes accompanied by

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<sup>12</sup> Stuart Murray, *Sports Diplomacy: Origins, Theory and Practice* (Routledge, 2018).

<sup>13</sup> Deniz Demir Bolçay, "Sports as Public Diplomacy Element," *European Journal of Physical Education and Sport Science* 4, no. 1 (2018).

<sup>14</sup> Simon Mark, "New Zealand's Public Diplomacy in the Pacific: A Reset, or More of the Same?," *Place Branding and Public Diplomacy*, (2021).

<sup>15</sup> Ergül Halisçelik and Mehmet Ali Soytas, "Sustainable Development from Millennium 2015 to Sustainable Development Goals 2030," *Sustainable Development* 27, no. 4 (2019).

<sup>16</sup> Michal Marcin Kobierecki, *Sports Diplomacy: Sports in the Diplomatic Activities of States and Non-State Actors* (Lexington Books, 2020).

<sup>17</sup> David Hulme and James Scott, "The Political Economy of the Mdg's: Retrospect and Prospect for the World's Biggest Promise," *New Political Economy* 15, no. 2 (2010).

<sup>18</sup> Kipchumba Byron and Jepkorir Rose Chepyator-Thomson, "Sports Policy in Kenya: Deconstruction of Colonial and Post-Colonial Conditions," *International Journal of Sport Policy and Politics* 7, no. 2 (2015).

prominent personalities in government. There have been a number of advocacies to use sports in forest conservation and environmental security, with stakeholders including organizers, sportsmen and fans coming together for sports purpose and in the process are involved in programmes that encourage conservation of the environment especially forests. However, there are fewer studies available linking the role of sports diplomacy in enhancing environmental security and forest conservation.

## **1.2 Statement of the Research Problem**

Towards the end of the 20<sup>th</sup> century into the 21<sup>st</sup> century, there was proliferation of a human induced and climate driven environmental concern that threaten life of humans on earth.<sup>19</sup> These environmental challenges are; increasing pollution, natural resource depletion, loss of biodiversity including forests, and natural resource degradation. In Kenya's vision 2030, the main environmental challenges concern deforestation, desertification, water quality changes, soil degradation, flooding, and biodiversity loss.<sup>20</sup> Since solution to these forms of environment challenges have proved more difficult in the long run, they have morphed into an environmental security challenges, whose solution is still being sought through various stakeholder engagements and policy recommendations. As the discussions on how to respond to environmental depletion and degradation continue, sports men continue to practice various forms of sports that has now gained commercial status throughout the world. Sports events encourage relations through cooperation, collaboration and national unity at local, national and international events. In Kenya, the growth of various sports activities has continued to unify the population as they sometimes congregate and/or witness success in various sports

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<sup>19</sup> Zofia Zięba, Jolanta Dąbrowska, Marian Marschalko, Jorge Pinto, Maria Mrówczyńska, Agnieszka Leśniak, Aleksandar Petrovski, and Jan K Kazak, "Built Environment Challenges Due to Climate Change," in *IOP Conference Series: Earth and Environmental Science* (IOP Publishing, 2020).

<sup>20</sup> Wilfred Nyangena, "The Kenya Vision 2030 and the Environment: Issues and Challenges," *Environment for Development (EjD-Kenya)*, (2012).

such as athletics, football, volleyball, cricket, and hockey.<sup>21</sup> By bringing people together, sports act as a tool of diplomacy which can lead to peaceful solutions to various problems including the environmental challenges. Despite the knowledge that sports diplomacy can be enhanced to solve environmental security issues, this relationship remains under-appreciated and, fewer studies are available exploring the relationships of using sports diplomacy to enhance environmental security.

In the theory and practice, many aspects of diplomacy are well known, and their relationship with sports being increasingly highlighted, but there is relatively very little empirical data relating to how sports-diplomacy promote the interests of the environmental security. Therefore, a key challenge that remains to date is the knowledge of how sports can be incorporated in advancing diplomacy remains largely unknown in Kenya. For instance, the Sustainable Development Goal (SDG) number 15 endeavors to care for, restore and support in a sustainable use of natural resources. Therefore, Kenya needs to step up and encourage creative mechanism such as use of sports diplomacy. Such information can be advanced if there is crucial knowledge of the main actors and their strategies of using sports diplomacy in advancing environmental security especially in the area of forest conservation.

### **1.3 Research Questions**

This study used the following research questions to guide the study

- 1.3.1** How best sports can be incorporated in advancing diplomacy?
- 1.3.2** What is the role of sports diplomacy in advancing environmental security in Africa?
- 1.3.3** Who are the key actors and what are their strategies for the effective usage of sports diplomacy in advancing forest conservation in Kenya?

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<sup>21</sup> Janet W Kamenju, Elijah G Rintaugu, and Francis M Mwangi, "Development of Physical Education and Sports in Kenya in the 21st Century: An Early Appraisal," *Педагогико-психологические и медико-биологические проблемы физической культуры и спорта* 11, no. 4 (eng) (2016).

## **1.4 Research Objectives**

The general objective of this study was to examine the role of sports diplomacy in advancing environmental security in Africa using a case study of forest conservation in Kenya. The specific objectives include:

- 1.4.1** To determine the means sports can be incorporated in advancing diplomacy.
- 1.4.2** To examine the role of sports diplomacy in advancing environmental security in Africa.
- 1.4.3** To explore the actors and their strategies using sports diplomacy in advancing forest conservation in Kenya.

## **1.5 Literature Review**

Review of literature provides a comprehensive presentation of summary of previous research studies on the role of sports, sports diplomacy and environmental security. The literature review surveyed scholarly articles, journals, and other sources. This review starts with the theoretical literature, then the empirical review, ends with a conclusion section providing the knowledge gaps identified during this study.

### **1.5.1 Theoretical literature Review**

In attempting to find theoretical basis to integrate sports, diplomacy, environmental issues, several theories that have singly looked at the relationship in a multi-approach research including Neorealism, Neoliberalism and social construction theories.<sup>22</sup> Neorealism theory is concerned with international relations and diplomacy laying claim that international relations

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<sup>22</sup> Tsvetko V Karkalanov, "The Intrinsic Explanatory Value of Social Constructivism in International Relations Theory," *Сравнительная политика* 7, no. 4 (2016); Hoyoon Jung, "The Evolution of Social Constructivism in Political Science: Past to Present," *SAGE Open* 9, no. 1 (2019).

significantly relies on power.<sup>23</sup> The theory portends that character of the diplomacy through ordering principle (anarchism), the system (states), and capabilities (association with several great powers in the international system).<sup>24</sup> The weakness of the neorealism is the tendency to focus on a state as the sole actors in diplomacy— and thus making them the main units of analysis – in a ‘lawless’ worldwide system. Neorealism however does not pay attention to obvious function of other actors such as the general public in diplomacy.

Neoliberalism theory is a more influential contemporary approach to international diplomacy<sup>25</sup> which donates more power of diplomacy to individuals and private groups but also incorporate the views of state and other actors such as other political institutions. The theory argues for a ‘non-utopian’ liberal approach in which individuals and private groups comprise the set of fundamental actors, with governments and other political institutions being only a subset.<sup>26</sup> In most cases, when the state or government is relegated to the periphery then there is little that can be achieved in diplomacy.

Social construction theory<sup>27</sup> involves advancing diplomatic relationships through a procedure that allows for the contact among individuals, states as well as the non-state actors. Although these theories attempt to understand sports through collaboration of actors and diplomacy through international relationships, they are weak in articulating the issues pertaining to sports, diplomacy and any aspect of the environment. Therefore, in attempting to find the most suitable theory encompassing sports, diplomacy, environmental issues, other theories that follow multi-theoretical approach have been advocated.

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<sup>23</sup> Adam RC Humphreys, "Waltz and the World: Neorealism as International Political Theory?," *International Politics* 50, no. 6 (2013).

<sup>24</sup> Tom Lundborg, "The Ethics of Neorealism: Waltz and the Time of International Life," *European Journal of International Relations* 25, no. 1 (2019).

<sup>25</sup> Julie A Wilson, *Neoliberalism* (Routledge, 2017).

<sup>26</sup> Kean Birch, "Neoliberalism: The Whys and Wherefores... and Future Directions," *Sociology Compass* 9, no. 7 (2015).

<sup>27</sup> Dawn O Braithwaite, Elissa Foster, and Karla M Bergen, "Social Construction Theory: Communication Co-Creating Families," in *Engaging Theories in Family Communication*(Routledge, 2017).

Currently, a widely acknowledged empirical study pertaining to ‘sport and diplomacy’ that with trajectory of a multi-theoretic protocol is on the pursuit by Kosovo’s to be internationally recognized through attachment in sport domain.<sup>28</sup> The theory is situated on analysis housed in theories relating to international relations, integrating the constructivist, critical liberal and realist viewpoints. Unfortunately, the multi-theoretic approach is based upon in an *ex-ante* fashion that does not explicitly incorporate sports, diplomacy and environmental concerns. Instead, they replicate divergent diplomacy point of views in *ex-post* manner. Hence, it has a subjective way of bringing out the uniqueness of an approach in espousing the relationship between sport and diplomacy. More recent theories that have tried to include sports, diplomacy and environment have been formulated through an understanding of sports as soft power<sup>29</sup> diplomacy through actors in an ecological system theory<sup>30</sup> and environmental concerns through the Conservation of Resources (COR) Theory.<sup>31</sup>

Soft power theory introduced by Professor Joseph Nye enlightens the new geopolitical formations that were taking place with the decline of the Soviet Union.<sup>32</sup> Joseph Nye stated: “...soft power could be used in getting others to do one’s bidding by being attractive to them in one form or another”. Accordingly, in soft power theory, there is ability of actors to exert a pull on something but not to force, coerce or bully into submission (different from hard power).<sup>33</sup> Simply put, soft power involves the power of appeal to profile their inclinations and emotions. They can be accomplished by culture attribution, political values, and diplomatic

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<sup>28</sup> Richard Giulianotti, Fred Coalter, Holly Collison, and Simon C Darnell, "Rethinking Sportland: A New Research Agenda for the Sport for Development and Peace Sector," *Journal of Sport and Social Issues* 43, no. 6 (2019).

<sup>29</sup> Yoav Dubinsky, "From Soft Power to Sports Diplomacy: A Theoretical and Conceptual Discussion," *Place Branding and Public Diplomacy* 15, no. 3 (2019).

<sup>30</sup> Huseyin Coskun, "Dynamic Ecological System Analysis: A Holistic Analysis of Compartmental Systems," *Heliyon* 5, no. 9 (2019).

<sup>31</sup> Lucie Holmgreen, Vanessa Tirone, James Gerhart, and Stevan E Hobfoll, "Conservation of Resources Theory," *The handbook of stress and health: A guide to research and practice*, (2017).

<sup>32</sup> Guozuo Zhang, "Interview with Joseph Nye on Soft Power," in *Research Outline for China's Cultural Soft Power*(Springer, 2017); Joseph S Nye, "Soft Power: The Evolution of a Concept," *Journal of Political Power* 14, no. 1 (2021).

<sup>33</sup> Jian Li, "Introduction on Nye’s Theory of Soft Power," in *Conceptualizing Soft Power of Higher Education*(Springer, 2018).



methods.<sup>34</sup> Possibly sports, diplomacy and environmental conservation measures can be undertaken by actors through the persuasive soft power of appeal and attraction. In the past, the World Cup between USA vs Iran, played on 21<sup>st</sup> June 1998 was played between two hostile nations. Sports here acted diplomatically in the form of soft power to shore up the hostile relationship between these two countries regardless of the outcome of the match.<sup>35</sup> By agreeing without coercion to take sports, one may unwittingly find himself resolving conflict with their nemesis through due to the persuasive action of soft power.

The second theory combining multi-theoretic approach is ecological systems theory developed by Urie Bronfenbrenner.<sup>36</sup> This was based on a community psychologists examination of individual relationships from a wider societal perspective. Individual interact with five environmental systems:<sup>37</sup> (1) Microsystem are the institutions and groups which instantly interact which may include the immediate kinship, learning institution, religious institutions and immediate locality; (2) Mesosystem consisting of interrelationships among the stakeholders in the microsystems; (3) Exosystem which link social settings among the microsystem like someone's behaviour may be influenced by religious environment or teachers in schools they attend; (4) Macrosystem that depict the overarching culture that sway people, the microsystems and mesosystems are embedded in those backgrounds. The backgrounds can be at variance according to geographic location, socio-economic status, and ethnicity; (5) Chronosystem is made up of a series of environmental occurrences and alterations over a period of time.

Although the three theories have been applied in different areas including in psychology, they find concordance with many studies involving sports, diplomacy and

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<sup>34</sup> Henry Sun and Phil Harris, "Soft Power and International Political Marketing," (Palgrave Macmillan, 2020).

<sup>35</sup> Zohreh Sabzi, Mahdi Shariati Feizabadi, and Reza Saboonchi, "Role of Sport Diplomacy in Developing Interactions of Iran and USA," *Journal of Sport Management* 12, no. 4 (2021).

<sup>36</sup> Steven C Hertler, Aurelio José Figueredo, Mateo Peñaherrera-Aguirre, and Heitor BF Fernandes, "Urie Bronfenbrenner: Toward an Evolutionary Ecological Systems Theory," in *Life History Evolution*(Springer, 2018).

<sup>37</sup> NC Perron, "Bronfenbrenner's Ecological Systems Theory," *College student development: Applying theory to practice on the diverse campus* 197, no. 23 (2017).

environment security since the main thematic areas in sports, diplomacy and environmental security are associated with the constructs of these theories. For instance, the confidence building, peace building, cooperation, building trust and multilateralism are found in soft power theory. The collaboration among actors including athletes, sportspersons, sports organizations, federations, sports ministries and corporate institutions at various levels as depicted in ecological systems theory. Environmental security is the threat posed to the environment and thus it heralds the need for conservation of the resources.

### **1.5.2 Empirical Review**

Sports are understood in terms of recreations, gatherings and relaxation.<sup>38</sup> The presence of different kinds of sports in world including football, athletics, swimming, tennis, and badminton among others have led to numerous independent studies looking at various aspects of sports.<sup>39</sup> Sports' fans look at sports as an enormous wander, not as it were for competition within the wearing field and teams. This incorporates media mammoths, transnational sports organizations, and worldwide groups of onlookers.

Diplomacy is a means that enables the states to safeguard the intentions of their foreign strategies devoid of might, misinformation, or law through compromise or lobbying".<sup>40</sup> Sports diplomacy in real sense refers to the exclusive power within sport that enable it to bring individuals, states, and populations closer to each other through collective adoration of physical quests.<sup>41</sup> This "power" if well harnessed and used judiciously has the inherent ability and capability to bring unfamiliar persons together, press forward foreign policy objectives or supplement sport for growth plans.

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<sup>38</sup> Sifiso Mxolisi Ndlovu, "Sports as Cultural Diplomacy: The 2010 Fifa World Cup in South Africa's Foreign Policy," *Soccer & Society* 11, no. 1-2 (2010).

<sup>39</sup> Murray, (Routledge, 2018).

<sup>40</sup> J Simon Rofe, "Sport and Diplomacy: A Global Diplomacy Framework," *Diplomacy & statecraft* 27, no. 2 (2016).

<sup>41</sup> Kambiz Abdi, Mahdi Talebpour, Jami Fullerton, Mohammad Javad Ranjkesh, and Hadi Jabbari Nooghabi, "Converting Sports Diplomacy to Diplomatic Outcomes: Introducing a Sports Diplomacy Model," *International area studies review* 21, no. 4 (2018).

The relationship between diplomacy and sports may not always appear obvious and even familiar, but it is existential.<sup>42</sup> Diplomacy and sports is aligned to the nature state, and is a means for co-operation. In contrast, there is no clear cut distinction between the field of sport and diplomacy, which anyway does not have to be for people who have actually participated in sports or diplomacy. There are also several independent studies exploring the sports, as well as diplomacy wrapped in sports. Studies on the use of sports to advance environmental issues have however received far less emphasis. Therefore, this section provides insights into issues pertaining to sports, diplomacy, sports diplomacy and their relevance in advancing environmental security and forest conservation.

#### **1.5.2.1 Means of incorporating sports into diplomacy**

Globally sports occasions provide a theoretical opportunity for people to express their ability and ability for extra-ordinary achievements.<sup>43</sup> Etymologically, sports suggest recreation and leisure on one hand and competition, accolades, trophies and wins on the other.<sup>44</sup> The notion of sports as a recreation or leisure render sports to be described as non-work, calm down and renewal with achieving too much fun as the ultimate ambition. The essence of sport is unmistakable: competition based on winning or being victorious. In order to realize the aspect of competition, awards and the aim of triumph, sport can be in the form of amateur, professional, junior/senior, and local/national/international.<sup>45</sup> There are different kinds of sports or sporting experiences. These may include multi sports occasions including major world championship event like Olympics, there are also single sport like football friendly match involving only two teams. Sports also has special place for spatial differences in terms

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<sup>42</sup> Murray, (Routledge, 2018).

<sup>43</sup> Simon Darnell, *Sport for Development and Peace: A Critical Sociology* (A&C Black, 2012).

<sup>44</sup> Erwin Hahn, "Emotions in Sports," in *Anxiety in Sports*(Taylor & Francis, 2021).

<sup>45</sup> Phillip D Tomporowski and Caterina Pesce, "Exercise, Sports, and Performance Arts Benefit Cognition Via a Common Process," *Psychological bulletin* 145, no. 9 (2019).

of geographical distribution and the expanse (this may be in a small town, municipal council, a city or in various parts of the country).<sup>46</sup>

Sport can be scrutinized as a coalescing, worldwide, advancement and invigorating.<sup>47</sup> Sports are also means to enhance friendly relations among diverse cultural individuals, communities, and states. Nowadays, sports have begun to more participants such as the fans, government officials, and can reach more large audience through mass media.<sup>48</sup> For instance the advent of the Olympics Game has marked the beginning of improvements of the image of several countries and this has led to betterment of relationships between and among states since the ancient times when Olympic started in ancient Greece.<sup>49</sup> The ability of sports to create international relationships can therefore be bilateral or multilateral. Caution is urged however, since in some instances sport is taken as a competitive event that does not allow for proliferation of peace since it can be regarded as divisive, fragmenting, constraining and destructive activity especially among very hostile groups.<sup>50</sup>

Diplomacy refers to the administration of worldwide relations through compromise and or negotiations.<sup>51</sup> Diplomacy continues to be viewed in positive light relative to sports. In some positive notes, there is paradigm shift in thinking among students, scholars and practitioners in the field of international relations on how they may use sport to solve myriads of problems facing mankind mainly those relevant to diplomatic relationships.<sup>52</sup> Diplomacy thus remains an instrument to implement national foreign policy during peace and

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<sup>46</sup> Etse Delanyo Logo, "The Role of Sports Diplomacy in Contemporary International Relations: A Case Study of the Olympic Games" (University of Ghana, 2018).

<sup>47</sup> Stuart Murray, "Moving Beyond the Ping-Pong Table: Sports Diplomacy in the Modern Diplomatic Environment," *Public Diplomacy Magazine* 9, (2013).

<sup>48</sup> Jonathan Grix, "The Politics of Sports Mega-Events," *Political insight* 3, no. 1 (2012).

<sup>49</sup> Claudio M Rocha, "Rio 2016 Olympic Games and Diplomatic Legacies," *International Journal of Sport Policy and Politics* 9, no. 2 (2017).

<sup>50</sup> O Kokoulina, T Simina, and S Tatarova, "Problems and Challenges of Modern Sports," *Journal of Physical Education and Sport* 19, no. 1 (2019).

<sup>51</sup> Pauline Kerr and Geoffrey Wiseman, *Diplomacy in a Globalizing World* (Oxford University Press Oxford, 2017).

<sup>52</sup> Giles Scott-Smith, *Sport and Diplomacy: Games within Games* (Manchester University Press, 2018).

communicate during conflict.<sup>53</sup> By mediating rifts that have existed, by encouraging cross-cultural mutualism and cooperation, international sporting events is seen to help achieve the goal of diplomacy.<sup>54</sup>

The ability of international sports to defer, resolve or terminate chronic conflict among people of different entities.<sup>55</sup> Sports diplomacy related initiatives, such as the Olympic Truce, which is a tradition that can be traced back to 776 BCE in ancient Greece.<sup>56</sup> The Olympic as a sport was set to help in ending warfare among nations, this was through calling for cessation of hostilities during the Olympics to allow the sportsmen and the fans to abandon their armed situations and journey to the place where sports is taking place.<sup>57</sup> The truce during Olympics was motivating and inspiring which could result in compliance to the requirement of cessation of hostilities. So, sports is coming out as an activity capable of averting conflict even when the situation was so tense like military involvement.

The link between sports and diplomacy has its ancient root in athletic competitions held in primeval Greece, which later was strengthened through the periods starting 19<sup>th</sup>, to the 20<sup>th</sup> upto the 21<sup>st</sup> century.<sup>58</sup> When there was the Cold War, the use of sports was used to spruce bilateral relationships and thus initiated communication and final solution to hostility among hostile nations. This saw the advent of what was described as Ping-pong diplomacy, between warring China and United States to engage in dialogue in despite the hostile environment between these two countries.<sup>59</sup> Cricket diplomacy between India and Pakistan

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<sup>53</sup> David H Dunn, *Diplomacy at the Highest Level: The Evolution of International Summitry* (Springer, 2016).

<sup>54</sup> Abdi, Talebpour, Fullerton, Ranjkesh, and Jabbari Nooghabi, *International area studies review* 21, no. 4 (2018).

<sup>55</sup> Heather L Dichter, "The Diplomatic Turn: The New Relationship between Sport and Politics," *The International Journal of the History of Sport*, (2021).

<sup>56</sup> Logo(University of Ghana, 2018).

<sup>57</sup> Mahdi Shariati Feizabadi, Fernando Delgado, Mohammad Khabiri, Nasrollah Sajjadi, and Ebrahim Alidoust, "Olympic Movement or Diplomatic Movement? The Role of Olympic Games on Development of International Relations," *Journal of Sports Science* 3, (2015).

<sup>58</sup> Stuart Murray, "The Two Halves of Sports-Diplomacy," *Diplomacy & statecraft* 23, no. 3 (2012).

<sup>59</sup> Michał Marcin Kobierecki, "Ping-Pong Diplomacy and Its Legacy in the American Foreign Policy," *Polish Political Science Yearbook* 45, no. 1 (2016).

illustrate successful sport diplomacy<sup>60</sup> where Pakistani's President - General Zia ul-Haq, was obliged to be present at a test cricket competition in Jaipur, pitting two sworn enemies - India and Pakistan. The visit though was for sporting reason, led to easing of tensions between these two nations. Elsewhere, South Korea used the 1988 Seoul Olympics to improve its relations with USSR and managed to avert USSR from boycott the Olympics in shore up of support for North Korea.<sup>61</sup> As a result of these sports events, the component of sports diplomacy has been made comprehensible.<sup>62</sup>

The ability of sports diplomacy fit together efficiently with public and digital diplomacy has allowed many stakeholders in the field of sports and diplomacy to engage in sport to help in advancing both diplomatic and foreign objectives of the states and other actors such as the case of using sports diplomacy by the United State of America which was followed in tandem by other states such as Canada, Israel, and United Kingdom (UK). Similar strategies of using sports for diplomatic policy have also been embraced by Australia. These countries use more of international sports diplomacy than international-sport-as diplomacy, even though there is very little distinction between the two.<sup>63</sup> This may imply that while some countries who are not in good diplomatic status with each other may use sports for diplomacy, those that have no hostile relationships between them will see as competition and not diplomatic tool. This however, does not take away the diplomatic function of sports even in absence of conflicts or hostilities between bilateral nations.<sup>64</sup> Regardless of the entente between countries, international sporting activities fundamentally represent diplomatic subject.<sup>65</sup>

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<sup>60</sup> Arne Næss-Holm, "Batting for Peace: A Study of Cricket Diplomacy between India and Pakistan" (2007).

<sup>61</sup> Yeonheung Kang and Barrie Houlihan, "Sport as a Diplomatic Resource: The Case of South Korea, 1970-2017," *International Journal of Sport Policy and Politics* 13, no. 1 (2021).

<sup>62</sup> Jordi de-San-Eugenio, Xavier Ginesta, and Jordi Xifra, "Peace, Sports Diplomacy and Corporate Social Responsibility: A Case Study of Football Club Barcelona Peace Tour 2013," *Soccer & Society* 18, no. 7 (2017).

<sup>63</sup> James Pamment, "Special Issue on Sports Diplomacy," *Place, Branding and Public Diplomacy* 15, (2019).

<sup>64</sup> Murray and Pigman, *Sport in Society* 17, no. 9 (2014).

<sup>65</sup> Ørnulf Seippel, "Do Sports Matter to People? A Cross-National Multilevel Study," *Sport in Society* 22, no. 3 (2019).

Sports is viewed as a form of soft power which persuade rather than coerce people to get them to do what is required and can be incorporated into diplomacy.<sup>66</sup> Currently, several countries, societies and communities use sports as form of soft power to advance public diplomacy thereby achieving developmental, social, political, and diplomatic goals, which go towards improving the country's image.<sup>67</sup> Sports allow countries or actors to leverage development, political, and fiscal objectives, advertise the image and products of the country during sports, showcase indigenous culture, and thus advance their global image.<sup>68</sup>

Borrowing from traditional diplomacy, most governments are now finding more relevant use of sports as a soft power tool to achieve diplomacy.<sup>69</sup> Sport, as an instrument for state allows them a “states diplomatic arsenal” that can reduce acrimony in diplomatic cycle and converge even the most “estranged” beyond the anomaly long and winding bureaucracies in most countries. By way of sports in the core of traditional diplomacy, clear ways for states to embrace the culture of diplomacy and can improve diplomatic relationships to more advanced, public, and fun.<sup>70</sup> Yet, sport can also worsen the relationship in which case it contributes to anti-diplomacy among nations.<sup>71</sup> The relationships between El Salvador and Honduras shows atypical example of this notion of negative sports can cause hostility between nations<sup>72</sup>. There were large numbers of El Salvador immigrants into Honduras that cause strained relationships. The tension between the two countries was further aggravated by sport during World Cup qualifying matches which involved the two countries in June 1969. At the time of the match, all diplomatic ties between the two countries were severed at the behest of El Salvador and within hours war escalated between the two nations. The war came

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<sup>66</sup> Nye, *Journal of Political Power* 14, no. 1 (2021).

<sup>67</sup> Nikos Lekakis, "The Limits of Soft Power-Sports Diplomacy Templates in Ir Research," *Image*, (2019).

<sup>68</sup> Dubinsky, *Place Branding and Public Diplomacy* 15, no. 3 (2019).

<sup>69</sup> Judit Trunkos and Bob Heere, "Sport Diplomacy: A Review of How Sports Can Be Used to Improve International Relationships," *Case studies in sport diplomacy*, (2017).

<sup>70</sup> Geoffrey Allen Pigman, "International Sport and Diplomacy's Public Dimension: Governments, Sporting Federations and the Global Audience," *Diplomacy & Statecraft* 25, no. 1 (2014).

<sup>71</sup> Ian Hall, "Diplomacy, Anti-Diplomacy and International Society," in *The Anarchical Society in a Globalized World*(Springer, 2006).

<sup>72</sup> Murray, "The Two Halves of Sports-Diplomacy," *Diplomacy & statecraft* 23, no. 3 (2012).

to be known as *La Guerra del Futbol* or simply translated to the Soccer War.<sup>73</sup> Nevertheless, this section was exclusively focusing multilateral beneficial facets of sport diplomacy which help in achieving diplomacy through sports.

In Africa, sports has played major role in diplomacy.<sup>74</sup> Apartheid South Africa was exposed to many international boycotts from Olympic Games, Commonwealth Games, soccer games among others.<sup>75</sup> The 1976 Montreal games had 29 countries, with most African countries including Kenya, boycotting the games as a result of IOC not banning New Zealand Rugby Union Team because they toured apartheid South Africa defying the UN's sport embargo.<sup>76</sup> The strength of sports diplomacy for creating opportunities for individuals and communities in Africa is largely appreciated.<sup>77</sup> As Nelson Mandela, once said "sport has the power to change the world".<sup>78</sup> While some countries in Africa seem to use sports just to gain international prizes and trophies, it is clear that sports is a powerful instrument that help to build strong diplomatic ties and improve international relationships to warrant more studies on the subject matter.

In Kenya, sports open opportunities for cooperation between people, communities and regions who otherwise would not meet, there are numerous marathon, football, rugby and Safari rally Federation Internationale de Automobile/World Rally Championship (FIA/WRC) across different parts of Kenya that bring people together on regular basis.<sup>79</sup> Locally there are several studies in Kenya in which sports diplomacy has been used to advance Kenya's

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<sup>73</sup> Francisco Aguilar Calderón, Anna Adeliño Recasens, and Azahara Carretero Nevado, "La Guerra Del Fútbol:: Regulación, Adquisición Y Explotación De Los Derechos Para Las Retransmisiones Televisivas Del Fútbol En España, Desde La Llegada De La Tv Privada Hasta Hoy," *Derecom*, no. 22 (2017).

<sup>74</sup> Stephen Cornell and Douglas Hartmann, *Ethnicity and Race: Making Identities in a Changing World* (Sage Publications, 2006).

<sup>75</sup> Alex Laverty, "Sports Diplomacy and Apartheid South Africa," *Derived from: <http://theafricanfile.com/politicshistory/sports-diplomacy-and-apartheid-south-africa>*, (2010).

<sup>76</sup> Dominique Clément, "The Transformation of Security Planning for the Olympics: The 1976 Montreal Games," *Terrorism and political violence* 29, no. 1 (2017).

<sup>77</sup> Brendon Knott, Alan Fyall, and Ian Jones, "The Nation Branding Opportunities Provided by a Sport Mega-Event: South Africa and the 2010 Fifa World Cup," *Journal of Destination Marketing & Management* 4, no. 1 (2015).

<sup>78</sup> Murray, *Sports Diplomacy: Origins, Theory and Practice* (Routledge, 2018).

<sup>79</sup> WWS Njororai, "Kenya at 50: Contextualization of Post-Independence Sporting Success," in *Kenya after 50*(Springer, 2016).



national interests such as political tranquility, minimizing political tension, and development agenda.<sup>80</sup> More specifically the sports diplomacy in Kenya has been used by the country to enhance national pride, by hoisting of the national flag, it allows Kenya to showcase herself in the international arena as a country of peace.<sup>81</sup> There are studies on the role of sports diplomacy for advancing the foreign policy aims of the country.<sup>82</sup> Sports diplomacy has also been used in Kenya to advance the African international relations.<sup>83</sup> However studies on the role of sports diplomacy in encouraging environmental security are absent.

### **1.5.2.2 Sports diplomacy in environmental security**

Issues on concerning environment are as old as the existence of the earth. However, the new discourse of environmental security has more recent origin in the 1950's due to the realization that issues of environmental change are much more than just perturbations. Environmental security was designated to maintain all aspects of ecological balance, which would allow the sustenance of environmental resource. Thus, the concept of environmental security now surpasses the traditional concept of environmental conservation.<sup>84</sup> As an emphasis of security in the traditional sense, environmental security make reference to prevention and management of conflicts caused by tussle for the environmental resources.<sup>85</sup> Thus, environmental security places emphasis upon the environmental dimension. This broader conception of environmental security is crucial since, in long term projections, security, ensuring security can only be possible when security of the environment is guaranteed. Through a highlight of

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<sup>80</sup> Fernandes Khamalishi Bukhala, "Role of Sports Diplomacy in Advancing National Interests in Africa: A Case Study of Kenya" (University of Nairobi, 2018).

<sup>81</sup> Ibid.

<sup>82</sup> Mary Mwangeli Mutisya, "The Role of Sports Diplomacy in Promoting Kenya's Foreign Policy Goals (2002-2018)" (United States International University-Africa, 2019).

<sup>83</sup> Milimu E Busolo, "The Role of Sports Diplomacy in African International Relations: The Case of Kenya" (University of Nairobi, 2016).

<sup>84</sup> Peter Hough, "Back to the Future: Environmental Security in Nineteenth Century Global Politics," *Global Security: Health, Science and Policy* 4, no. 1 (2019).

<sup>85</sup> O Trofymchuk, V Okhariev, and V Trysnyuk, "Environmental Security Management of Geosystems," in *18th International Conference on Geoinformatics-Theoretical and Applied Aspects* (European Association of Geoscientists & Engineers, 2020).

the existing challenges, environmental security places environmental threats and conventional security issues on the same table thus elevating the concept and exploring it in the realm of other traditional multi-stakeholder disciplines such as through sports.<sup>86</sup>

Environmental perturbation leading to loss of biodiversity, poverty and climate concerning humankind over the last fifty years and persists into the 21<sup>st</sup> century.<sup>87</sup> In fact emerging environmental challenges in the last decades have been accumulated to the old ones bringing new disputes in environmental protection. Accordingly, the United Nations Environment Programme (UNEP) recognized a string of worldwide up-and-coming environmental predicaments to the national as well as the international environmental organizations.<sup>88</sup> These challenges include but not limited to global warming, toxic wastes, natural resources depletion, biodiversity loss, water and air pollution. Most of these environmental challenges are caused more by anthropogenic means rather than by natural phenomena.<sup>89</sup> These environmental problems are most damaging to natural resources, biodiversity, sustainability, and human health on this planet causing environment security. What mark them out is their interconnectedness, complexity, ubiquity, and persistence in their lasting impacts. Among the environmental challenge, challenges in the forest remains marked out.

Forests contribute to national, regional, and local economies through multiple products and ecosystem services are well improving the livelihoods and meeting socio-economic needs of the local such as the supply of timber products and provision of energy, construction materials, sources of food, medicines, and ornamentation. Accompanying these are the

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<sup>86</sup> Liying Zhang, "Research on the Evaluation of Sports Events Based on the Concept of Green Environmental Protection," in *IOP Conference Series: Earth and Environmental Science* (IOP Publishing, 2021); Ştefan Justin, "Sports Organisations and Environmental Protection," *Revue Européenne du Droit Social*, no. 03 (44) (2019).

<sup>87</sup> Peiyue Li, "Meeting the Environmental Challenges," *Human and Ecological Risk Assessment: An International Journal* 26, no. 9 (2020); Azadeh Kazemi and Mansour Ghorbanpour, "Introduction to Environmental Challenges in All over the World," in *Medicinal Plants and Environmental Challenges*(Springer, 2017).

<sup>88</sup> Bharat H Desai, "United Nations Environment Program (Unep)," *Yearbook of International Environmental Law* 28, (2017).

<sup>89</sup> Ram Lakhan Singh and Pradeep Kumar Singh, "Global Environmental Problems," in *Principles and Applications of Environmental Biotechnology for a Sustainable Future*(Springer, 2017).

increased demands for ecosystem services, including water catchment functions, soil conservation, climate regulation, and carbon sinks, which have continued to strain the existing forest ecosystems. Accordingly, there is tremendous surge in demand for forest products and services over the last five decades which has exacerbated forest destruction or deforestation. Forest degradation and deforestation is accelerated by burning vegetation for charcoal production and the selective logging of forests for timber. Thus, it is estimated that around a third of the world's mature forests are currently under human destructive influences or are degraded. For proper environmental functions, forest conservation is paramount.

Conservation of forest involves concerted effort and practice in managing and maintaining forested areas for establishment of forest stands for the benefit and prospects of the future generational equity. Efforts aiming to conserve forest also allow for sustainable management of forest ecosystem both physical and biophysical that includes flora and fauna.<sup>90</sup> This enable one to achieve goals such as improving the economic benefit from the forest, increasing the animal as well as plant and biodiversity while enhancing the ability of forest to contribute to environmental goods and services.<sup>91</sup> In the last decades, the scientific breakthroughs have provided ground-breaking solutions and fundamental advancements in environmental protection. A richer, interdisciplinary, real-world approach has been advocated by understanding these dynamics through the realm of environmental security.

Sports diplomacy use sports, sports people and events to connect, enlighten and fashion a constructive picture helping to profile their opinions such that it is conducive to improving set of defined goals.<sup>92</sup> Although largely neglected in several studies, some of the

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<sup>90</sup> Yuling Zhang, Xiao Xiao, Ruibing Cao, Chunhui Zheng, Yongrui Guo, Weixia Gong, and Zongcai Wei, "How Important Is Community Participation to Eco-Environmental Conservation in Protected Areas? From the Perspective of Predicting Locals' Pro-Environmental Behaviours," *Science of the Total Environment* 739, (2020).

<sup>91</sup> Pete Bettinger, Kevin Boston, Jacek P Siry, and Donald L Grebner, *Forest Management and Planning* (Academic press, 2016).

<sup>92</sup> Murray and Pigman, *Sport in Society* 17, no. 9 (2014).

implied goals include its role in the environmental protection.<sup>93</sup> Nevertheless, in the past the intricate link between sports diplomacy and environmental security as a subject hardly came up in any conversation. More recently, there has been increased consideration focusing on sports diplomacy and environmental security with stakeholders involved.<sup>94</sup> It is essential, therefore, to bring policies that link stakeholders of sport diplomacy into the sphere of environmental security.

The 1972 Stockholm Conference which was planning the Olympic event was successful in elevating the issue of environmental security and sports diplomacy at the global fore.<sup>95</sup> During that time the EU were not serious actor on international front while China was weak and had just joined the UN replacing Taiwan at the United Nations Security Council (UNSC). The USA took advantage of the absence of the Soviet to lead in the international environmental aspects. Earlier most of the countries of global south initially refused to partake in the environmental security event but later changed their mind and became involved.<sup>96</sup> Associations of environmental security with enforcement and diplomacy were created. There was a realization that it will not be possible to talk about environmental security with the global South without incorporating diplomacy.

There have been relatively major steps in the development of environmental security through sport initiatives. The Barcelona Olympics saw the signing of Earth Pledge that aimed at transforming the planet to be much safer place.<sup>97</sup> In 1994, during Lillehammer Winter

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<sup>93</sup> Ke Yin Shen and Xian Juan Kou, "Study on Environmental Protection and Sustainable Development of Sports Tourism in China," in *Advanced Materials Research* (Trans Tech Publ, 2014); Xian Juan Kou and Ke Yin Shen, "Study on Environmental Protection and Sustainable Development of Sports Tourism Industry in China," in *Applied Mechanics and Materials* (Trans Tech Publ, 2014).

<sup>94</sup> Stephen Sanaah Hamafyelto, Likki H Nahshon, and Mary Pindar Ndahi, "Personal, Social and Environmental Correlates of Sports Participation among Varsity Student-Athletes in Insurgency Ridden Areas of Northern Nigeria," *Case Studies Journal ISSN (2305-509X)–Volume 4*, (2018).

<sup>95</sup> Julie Stevens, "Major Sport Events and Environmental Sustainability," *Sport and Environmental Sustainability: Research and Strategic Management*, (2020).

<sup>96</sup> Pamela S Chasek, "Us Policy in the Un Environmental Arena: Powerful Laggard or Constructive Leader?," *International Environmental Agreements: Politics, Law and Economics* 7, no. 4 (2007).

<sup>97</sup> Alberto Aragón-Pérez, "The Influence of the 1992 Earth Summit on the 1992 Olympic Games in Barcelona: Awakening of the Olympic Environmental Dimension," *The International Journal of the History of Sport* 36, no. 2-3 (2019).

Olympics, there was broad and exclusive attention was directed at addressing myriads of environmental issues.<sup>98</sup> In 1995, the IOC Sport and Environment Commission was mandated to embark on environmental governance. The Olympic Charter in 1996 opted for environment as their third pillar of the game. The 1998 Nagano Olympic Winter Games, coined the term ‘harmony with nature’, to showcase their seriousness with environmental issues.<sup>99</sup> By the end of 20<sup>th</sup> century in 1999, there was the Olympic Movement under the auspice of Agenda 21 advocating for Sport for Sustainable Development, applying the UN’s Agenda 21 to sport, was agreed and published.

There was continuation of sports, diplomacy and environmental security issues associated with the mega sporting events. By the year, 2000, The Sydney Olympiad incorporated environmental thoughts into the Games.<sup>100</sup> In 2005, IOC printed a guide on and sport and environment incorporating them into sustainable development with a transformative theme of the Olympic Movement’s Agenda 21.<sup>101</sup> Environment was also a major theme in the 2006 Turin Winter Olympic Games which allowed for cooperation of the event organizers with UNEP to implement environmental associated projects.<sup>102</sup> In 2007, there was a link up between IOC and UNEP through the Earth Award to recognize environmental leadership. In 2008 Olympics, the Chinese authorities improved Beijing’s persistent pollution creating a cleaner city with environmental awareness with planting of tree campaigns.<sup>103</sup> The 2012

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<sup>98</sup> Stefan Cristian Popa, “Earth Games: The 1994 Lillehammer Winter Olympic Games, or the Failure of the Ecological Project” (The Open University, 2019).

<sup>99</sup> Alice N Tejkalová, "Twenty Years After: Czech Heroes and Fallen Heroes of the Nagano 1998 Olympic Games," *Medienjournal-Zeitschrift für Medien-und Kommunikationsforschung* 43, no. 1 (2019).

<sup>100</sup> Graham Brown, "The Games of the XXVII Olympiad in Sydney (2000)," *Olympic tourism*, (2008).

<sup>101</sup> Justine Paquette, Julie Stevens, and Cheryl Mallen, "The Interpretation of Environmental Sustainability by the International Olympic Committee and Organizing Committees of the Olympic Games from 1994 to 2008," *Sport in Society* 14, no. 03 (2011).

<sup>102</sup> Chito Guala, "To Bid or Not to Bid: Public Opinion before and after the Games. The Case of the Turin 2006 Olympic Winter Games," in *The Olympic Legacy. People, Place, Enterprise. Proceedings of the first annual conference on Olympic Legacy* (2009).

<sup>103</sup> Andrew Glazener and Haneen Khreis, "Transforming Our Cities: Best Practices Towards Clean Air and Active Transportation," *Current environmental health reports* 6, no. 1 (2019).

Winter Youth Olympic Games at Innsbruck in Austria participated in a programme designed to enhance environmental security issues.<sup>104</sup>

There have also been reports of inclusion of environmental themes in sports in Kenya. Environmental conservation has become a pressing national issue and sport has helped educate the youth on what they can do to prevent more damage to the planet. There are a number of sports diplomacy associated cases in Kenya that have bolstered environmental security. The first among these is the football-based sports. The Champions for Cheetahs Football Tournament Makueni County<sup>105</sup> focusing on sports and the importance of environmental conservation for cheetah habitat. In 2015, the Mazingira Cup Football tournament was organized in Nairobi as an antecedent to the World Environmental Day to teach children about their duty in caring for their environments.<sup>106</sup>

In Athletics, Lewa Safari Marathon, an annual event that is often held at the Lewa Wildlife Conservancy aims to avail funds to aid the community in environmental conservation efforts. There is a biennial event at the Maasai Olympics based at Sidai Olong Wildlife Sanctuary where the Maasai warriors and other warriors compete, with a view to prevent lion hunting. The Last Male Standing Rhino Cup is a cricket sports carried out at Ol Pejeta Conservancy to help in the conservation of rhinos in Kenya. The annual Rhino Charge conducted at the Rhino Ark Kenya involves an off-road driving competition in which participants gather points after excruciating tour of 13 points (guard posts) within a 100 km rough terrain. The event, raise money to help conserve and protect Kenya's mountain ranges.

In Kenya there are also other golf tournaments such as "Lungs for Kenya" Charity Golf Tournament at Nature Kenya which raise funds that allow for forest restoration and

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<sup>104</sup> Georg Spazier, "The Legacies of the Innsbruck 2012 Winter Youth Olympic Games—a Practitioner Perspective," in *7<sup>th</sup> International Sport Business Symposium* (2016).

<sup>105</sup> Laurie Marker, Jack Grisham, and Bruce Brewer, "A Brief History of Cheetah Conservation," *Cheetahs: Biology and Conservation*, (2018).

<sup>106</sup> Gabriel Tabona and Maryanne Muriuki, "Football: A Tactical Way to Understand Environmental Issues in Kenya," in *International Platform on Sport & Development Project*, ed. Paul Hunt, Hélène Bennès, Ben Sanders, and Simon Lansley (sportanddev.org, 2016).

support adjacent communities to manage and sustain plantation as part of the forest rehabilitation.<sup>107</sup> Cycling at the Rhino in Lake Nakuru National Park (KWS) aims to raise funds for conservation of the endangered rhino species. The Eburu Forest Cycle and run event hosted by Great Rift Valley Lodge raise funds for Mau Eburu Forest reforestation.

In spite of some of these sporting events being in the public domain, and help in conservation efforts, there are still less studies that have been done to directly link sports diplomacy and environmental security in Kenya. Beside most of the reported events are not categorized as studies but educational events that have being given less emphasis.

### **1.5.2.3 Actors and strategies of sports diplomacy in environmental security**

In the 21<sup>st</sup> century, multi-stakeholder involvement to enhance sports, diplomacy and environment while taking cognizance of a range of actors.<sup>108</sup> Thus the practice of international sport, diplomacy and environment necessitates manifold panoply of actors, required to make local, national or international collaboration among themselves to see success in any or combination of these issues.<sup>109</sup> Many of these actors come together in *ad hoc* associations of polyilateral discreet arrangement. Aggregation of actors creates architectural organizations replicated in sports, diplomacy and environmental management which necessitate exploration of further understanding of the relationship among actors in sports, diplomacy and environmental conservation. Research initiatives to explore actors in sports, diplomacy and environmental conservation has intensified over the last five decades where most research continue to the explore actors state, non-states actor, institutions and individuals.<sup>110</sup>

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<sup>107</sup> Njororai, in *Kenya after 50*(Springer, 2016).

<sup>108</sup> James Pamment, "Rethinking Diplomatic and Development Outcomes through Sport: Toward a Participatory Paradigm of Multi-Stakeholder Diplomacy," *Diplomacy & Statecraft* 27, no. 2 (2016).

<sup>109</sup> Betty C Tonui, "The Role of Non-State Actors in Resolving Environmental Conflicts in the Horn of Africa: A Case Study of Olposmoru Forest in the Mau Complex Kenya" (university of nairobi, 2018).

<sup>110</sup> Peter Hays Anderson, "Quantifying the Value of Sport Diplomacy to Non-State Actors" (University of Oregon, 2017).

The main actor in global diplomacy, politics, and environment are states which include countries, their governments or representatives of the countries/governments with ability to make binding decision on behalf of the country or state.<sup>111</sup> Official representatives of state can be able sign, vote, as well as be able to enforce agreed treaties in the areas of jurisdiction. Sovereign governments will use their power to legislate on environmental associated matters beneficial to their populations.<sup>112</sup> States will also use an assortment of resources, from several arms of government organize sporting event.<sup>113</sup> In conventional international relations theory, posits that states or government is actively engaged as an actor for issues that they have direct benefits.<sup>114</sup> The benefits can be predetermined, or altered through commitment through international diplomacy.<sup>115</sup> Nevertheless there are also some actors in the sport diplomacy and environmental field.

There are a number of non-state actors in sports and environment. These actors are in the form of individuals, think tanks, grassroots organizations, research associations, individual interest groupings, higher learning institutions, businesses groupings, trade setups, environmental managers, media fraternity, religious organizations, sub-national/county governments, members of political organizations, foundations, and entrepreneurs.<sup>116</sup> While there is tendency to overlook the implication of these actors in sports, diplomacy and environmental management, several scholars recognize the significance of global sports and environmental governance, a view that has profiled conversations in diplomacy and

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<sup>111</sup> Magnus Marsden, Diana Ibañez-Tirado, and David Henig, "Everyday Diplomacy: Introduction to Special Issue," *The Cambridge Journal of Anthropology* 34, no. 2 (2016).

<sup>112</sup> K William Kapp, *The Implementation of Environmental Policies* (De Gruyter Mouton, 2018).

<sup>113</sup> Bing Zhang, Kunling Qin, Qian Yang, and Zhisheng Liu, "Government Functions and Role Analysis in Sports Industry and Tourist Industry Integrative Development," in *2016 National Convention on Sports Science of China* (EDP Sciences, 2017).

<sup>114</sup> Derek Beach and Rasmus Brun Pedersen, *Analyzing Foreign Policy* (Red Globe Press, 2020).

<sup>115</sup> Flor Avelino and Julia M Wittmayer, "Shifting Power Relations in Sustainability Transitions: A Multi-Actor Perspective," *Journal of Environmental Policy & Planning* 18, no. 5 (2016).

<sup>116</sup> Michael Emerson, Rose Balfour, Tim Corthaut, Jan Wouters, Piotr Maciej Kaczyński, and Renard L Thomas, "Upgrading the EU's Role as Global Actor: Institutions, Law and the Restructuring of European Diplomacy," *Upgrading the EU's role as global actor, CEPS Paperbacks* 1, (2011).



environmental governance. Obviously, the role of the varied non state actors in environmental aspects may be much important than envisaged.

At the global level, there are a number of organization working for charity, a non-governmental organization (NGO), governmental or intergovernmental group may form part of the actors in diplomacy and environmental security.<sup>117</sup> These may include the Earth System Governance Project (ESGP), Global Green Growth Institute (GGGI), Global Environmental Facility (GEF), Conservation International (CI), European Environment Agency (EEA) Intergovernmental Panel on Climate Change (IPCC), International Union for Conservation of Nature (IUCN), UNEP, Partnerships in Environmental Management for the Seas of East Asia (PEMSEA), International Analog Forestry Network and World Wide Fund for Nature (WWF). There are also a battery of Non-governmental organizations (NGOs) involved in diplomacy and environment one such being the Confederation of European Environmental Engineering Societies (CEEES), Earthwatch, Environmental Defense Fund (EEDF), Friends of the Earth, Worldwatch Institute, Sierra Club (USA, Canada), World Resources Institute (WRI), and Greenpeace among other lesser ones.<sup>118</sup>

In sports diplomacy the actors are the individual players, sports clubs, national leagues associations, clubs, sponsors and fans.<sup>119</sup> During preparation of sporting events, the actors include players, teams, sport governing bodies, spectators as well as service providers. In the aura of environmental security, the actors include environmentalists, researchers, environmental managers, foresters, local communities adjacent to environments, industry players.<sup>120</sup> There are also continental bodies that are involved in diplomacy and at the same time protecting the environment including Environmental Foundation for Africa (EFA),

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<sup>117</sup> Sobhan Tayebi, "Diplomacy and Environment; Conflict of Interest or Need for a Legal Regime?," *International Social Science Practice and Research* 1, no. 1 (2021).

<sup>118</sup> Stefan Partelow, Klara Johanna Winkler, and Gregory M Thaler, "Environmental Non-Governmental Organizations and Global Environmental Discourse," *PloS one* 15, no. 5 (2020).

<sup>119</sup> Meredith A Whitley, Kelly Farrell, Eli A Wolff, and Sarah J Hillyer, "Sport for Development and Peace: Surveying Actors in the Field," *Journal of Sport for Development* 7, no. 12 (2019).

<sup>120</sup> Diarmuid Torney and K Mai'a, "Environmental and Climate Diplomacy: Building Coalitions through Persuasion," in *European Union External Environmental Policy*(Springer, 2018).

African Conservation Foundation (ACF) and Women Environment Programme in Africa (WEPA), Climate Action Network (CAN), European Environmental Bureau (EEB), while in North Africa they are Environmental Protection Agency and Inter-Tribal Environmental Council.

Kenya has various actors in sports and environmental programmes. Kenya is known for its prowess in athletics but also engage in football, rugby, hockey, cricket, volleyball, handball and javelin. Several actors take part in these sporting events including government, officials, players and fans. Sports has also for sometimes been useful tool in bringing about harmony and peace in societies that are involved in forest conservation.<sup>121</sup> However, there is much less information available on the actors involved in sports diplomacy, with more gaps on how the mentioned actors directly affect environmental security and forest conservation.

### **1.5.3 Knowledge Gaps**

The link between sporting events and environmental management has been discussed extensively in literature. There exist wide arrays of studies that shed more light on the realm of sport and diplomacy in several countries where there are conflicts.<sup>122</sup> Nevertheless, there is no logical attempt to recognize sport and its role in diplomacy and how these result in environmental security.

From the foregoing, there is vast amount of literature on sporting events around the world with less emphasis on how diplomacy is incorporated into sports to help in solving issues relevant to environment. Most of the literature highlight on sports with more emphasis on literature of sporting event from developed countries with less emphasis on literature from developing countries of the world.

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<sup>121</sup> Joseph Muiruri Njoroge, Lucy Atieno, and Daniele Vieira Do Nascimento, "Sports Tourism and Perceived Socio-Economic Impact in Kenya: The Case of Machakos County," *Tourism and hospitality management* 23, no. 2 (2017).

<sup>122</sup> Wolfram Manzenreiter, "The 'Benefits' of Hosting: Japanese Experiences from the 2002 Football World Cup," *Asian Business & Management* 7, no. 2 (2008); Rofe, *Diplomacy & statecraft* 27, no. 2 (2016).

This section established that the sports industry in Africa and particularly sports celebrities in Kenya are often perceived to radiate the national ideals and values, illustrating the significance of sports diplomacy, as these top athletes are held to a high standard to be role models, environmental ambassadors and represent the best morals and values.

## **1.6 Justification of the Study**

This sought to establish sports diplomacy in advancing environmental security through forest conservation. The findings form part of the solution that can be used by several stakeholders in the course of their duties as outlined in the next sub section on academic and policy justification.

### **1.6.1 Academic Justification**

Sports diplomacy can be a powerful tool in cultivating a positive image for the continent around the world. It could showcase Africa's prowess in many diverse fields and get foreigners interested in the continent's diverse culture and norms. This could enhance relationships with foreign partners in the fields that the continent is engaged in. Relationships such as these can be built from the local level to the national as well as global level. Hence this study intends to strengthen sports diplomacy advancement and academicians to develop new knowledge that are driven to enhance sports diplomacy for forest conservation in Kenya.

### **1.6.2 Policy Justifications**

The key think tanks and government departments have been looking into sports as a means of enhancing diplomatic relations around the world. This is because forests are very critical for the achievement of the Kenyan Vision 2030 and the Big 4 Agendas and attainment of 10% forest cover. Sports diplomacy has been in existence for quite some time now, therefore this study will result in formulation of a policy to enhance the role of sports diplomacy in

advancing environmental security in Africa particularly of forest conservation in Kenya. It is for this reason that this study aims to contribute to subject matter experts, strategic thinkers, policy makers and policy by the Government and several actors in Kenyan sports and forest conservation.

## **1.7 Theoretical Framework**

The theoretical framework helps to establish what theory among the available pool is significant to advance the issues related to sports, diplomacy and the environment. The theoretical framework should clearly be linked to the variable(s) under study and should strive to provide a link between the variables. This study used three theories to understand the relationships between sports diplomacy and environmental security. The theories were Soft power theory, institutional theory and conservation of resource (COR).

### **1.7.1 Soft Power Theory**

This study employed Soft Power theory<sup>123</sup> which proposes that to achieve diplomacy and international peace, there is need for the actors to attract and co-opt, but not coerce people into action. Soft power in this aspect is supposed to appeal to emotions so that engagement can be done in natural way. During the study there was an inherent need to establish ways of relating sports to diplomacy and achieve some beneficial effects geared towards enhancing sports diplomacy and environmental security in Kenya. While sports unite people across all the divisions of religion, race, and region, it has the ability to attract and persuade thus achieving diplomacy in a rather “soft way”.

Kenya which has ratified all the international sports has given sports the capacity for enhancing diplomacy instead of applying military power where there seems to be conflict.

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<sup>123</sup> Umut Yukaruc, "A Critical Approach to Soft Power," *Bitlis Eren Üniversitesi Sosyal Bilimler Dergisi* 6, no. 2 (2017).

Kenya has allowed the sports diplomacy strategic significance and hence will likely act to shore up diplomatic relationships. Therefore, this framework was useful to build the relationship between sports and diplomacy which was the first objective of this study.

### **1.7.2 Institutional Theory**

This research study employed the institutional theory<sup>124</sup> to understand resilient social arrangement and actors in sports and diplomacy arena. The theory argues that the processes by which formations, regulations, standards, and schedules are created as solid principles for collective behaviour. The institutional theory of organizations lay more emphasis on institutions and places them at the center of analysis when looking at the organizational blueprint. Institutions, should look at the convictions, standards, help in the shaping the institutionalized recommendations as way of obtaining legitimacy, intelligence and enable the actors to achieve their desired goals.

Sports organization which are taken as institutions, compete with each other and in the process, they need to ensure that they adhere to the common norm, beliefs and standards of the organizations as prescribed in the institutional theory. The institutional theorists allow for the existence of a kind of mutualism or symbiotic relations between and among the organization that have agreed to take part in sporting events.<sup>125</sup> Whenever they are able to work as an institution, then they can achieve a lot more than when they follow the routes of single individuals.

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<sup>124</sup> Sarah Gilmore and John Sillince, "Institutional Theory and Change: The Deinstitutionalisation of Sports Science at Club X," *Journal of Organizational Change Management*, (2014).

<sup>125</sup> Ivano Cardinale, "Beyond Constraining and Enabling: Toward New Microfoundations for Institutional Theory," *Academy of Management Review* 43, no. 1 (2018).

### **1.7.3 Conservation of Resource (COR) Theory**

The Conservation of Resources (COR) Theory proposed by Dr. Stevan E. Hobfoll in 1989 owes its origin in psychology where it was launched as a theory in stress management.<sup>126</sup> The COR theory was formulated to allow for enlightenment of issues connected to stress as a construct.<sup>127</sup> Hobfoll posits the occurrence of psychological stress under three circumstances: first is occurrence of a threat to resource loss, actual loss of resource, and deficiency of increased resources after depletion of the original one. The COR theory illustrates the inspiration that allow humans to preserve their current resources while trying by all means to obtain new ones. By stating the resources, one has then the theory can be applicable outside the realm of psychology into natural resource management field. This can be achieved by defining resources as valuable objects including environmental goods and services that are helpful to individuals. According to COR when these types of resources are loss, then they will become stressed.<sup>128</sup> Therefore COR's main principles is protection of resources to avoid stressful situation.<sup>129</sup> Therefore loss of resource is abhorred than gain of resources. In this study, it is painful to lose environmental and forest resources and therefore the need to conserve it. The process of forest conservation will therefore be approached through different lenses.

## **1.8 Hypotheses of the Study**

The following hypotheses guided the study:

**1.8.1** Sports can be used to advance diplomacy in Africa

**1.8.2** Sports diplomacy can be utilized in advancing environmental security in Africa

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<sup>126</sup> Stevan E Hobfoll and John Freedy, "Conservation of Resources: A General Stress Theory Applied to Burnout," in *Professional Burnout*(Routledge, 2017).

<sup>127</sup> Ibid, (2017), p. 30.

<sup>128</sup> Laura Madden, Deborah Kidder, Kimberly Eddleston, Barrie Litzky, and Franz Kellermanns, "A Conservation of Resources Study of Standard and Contingent Employees," *Personnel Review*, (2017).

<sup>129</sup> Joel Carnevale, Lei Huang, and Peter Harms, "Speaking up to the "Emotional Vampire": A Conservation of Resources Perspective," *Journal of Business Research* 91, (2018).

### 1.8.3 The actors and strategies involved in sports guide in forest conservation in Kenya

## 1.9 Research Methodology

Research methodology consists of many formal procedures in designing the study, data collection and final analysis.<sup>130</sup> Therefore research methodology clearly illustrates the need for choosing a particular research method. This subsection was therefore subdivided into: research design, target population, design of sampling and sample size, research instruments, validity of the instruments, reliability of the research instrument, data collection procedure and conclude with data analysis procedure.

### 1.9.1 Research Design

The study adopted exploratory research design to investigate how sports diplomacy in advancing environmental security in Africa by looking at forest conservation in Kenya. Exploratory research is useful to examine an issue that is yet to be well defined.<sup>131</sup> This design allows for conducting a research to expand much better facts of the problem being explored, but the results will remain inconclusive. The researcher begins by exploring the basic thought and employs this research to recognize matters useful for future research focus. This research design allowed the research to change his/her direction upon discovering the insights from new data sets. Thus, the design was important for this research that was at the preliminary stage for which very little is known.

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<sup>130</sup> Jayanta Kumar Nayak and Priyanka Singh, *Fundamentals of Research Methodology Problems and Prospects* (SSDN Publishers & Distributors, 2021).

<sup>131</sup> Nicoli Natrass, "In Defence of Exploratory Research: A Reply to Critics," *South African Journal of Science* 116, no. SPE (2020).

### **1.9.2 Target Population**

The target population comprised anybody in the field of sports, diplomacy and environment. They included the diplomats, environmental envoys, members from athletes Kenya, marathoners, coaches, sports officials, Ministry of Foreign Affairs Officials, Environmentalists, KFS, KWS, NEMA, Water Resources Authority (WRA), Kenya Water Towers Agency (KWTA) officers, Multi- Security Agencies Officers, policy makers, environmental advocates and other relevant stakeholders.

### **1.9.3 Sampling Design and Sample Size**

It is worth noting that since the target population was not easy to determine due to changes in the rate of sports persons involved and wider stakeholders involved in sports diplomacy, environmental security protection and forest conservation within a short time framework, the sample size was determined using purposive and snowballing techniques. The researcher strived to cover as many stakeholders as possible from a cross-section of the targeted population.

### **1.9.4 Research Instruments**

This study utilized primary and secondary data. Primary qualitative data was gathered using a questionnaires and interview schedule <sup>132</sup> among the various targeted groups. Interview schedule was basically a list having a set of structured questions organized to serve as a guide for interviewer(s), researchers and investigators to gather data about a specific topic or issue under consideration.<sup>133</sup> This helped capture what has already been done on sports, human development, environmental security and forest conservation from a global, regional, and national to the local level and bring together sports and forest conservation actors and

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<sup>132</sup> Jane Helleiner, "Interview Schedule," in *Borderline Canadianness*(University of Toronto Press, 2018).

<sup>133</sup> Ibid.



agencies. Secondary data was collected through published articles, published interviews, books, journal, databases and periodicals.

### **1.9.5 Validity of the Instruments**

The researcher developed the research instruments to ensure it has optimal validity. Validity of an instrument is enhanced by expert judgment.<sup>134</sup> Experts are asked their opinion on whether the intended concept is measured by an instrument. In this study, content validity of the instruments was sought by incorporating expert advice from the supervisors and other experts from the Department of Institute of Diplomacy and International Studies (IDIS) of University of Nairobi reviewing the items.

### **1.9.6 Reliability of the Instruments**

Reliability involves the degree to which the researcher can comfortably rely on the information collected for analysis from various data sources.<sup>135</sup> In order to successfully test the research tool for reliability, research undertook a pilot study on a selected separate set of research participants and consulted other experts. This was purposely done to ascertain the research tools construct and content reliability. The experts examined the content and construct reliability in order to determine whether items to be measured are as they are supposed to be determined. They established whether the numbers of items (study indicators) are adequate for the purpose of the intended research.

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<sup>134</sup> Jianping Shen, Xin Ma, Nancy Mansberger, Louann Bierlein Palmer, Walter Burt, Robert Leneway, Patricia Reeves, Sue Poppink, Dennis McCrumb, and Elizabeth Whitten, "Developing and Validating an Instrument Measuring School Renewal: Testing the Factorial Validity and Reliability," *International Journal of Leadership in Education*, (2021).

<sup>135</sup> Haradhan Kumar Mohajan, "Two Criteria for Good Measurements in Research: Validity and Reliability," *Annals of Spiru Haret University. Economic Series* 17, no. 4 (2017).

### **1.9.7 Data Collection Procedure**

It is worth appreciating that before the data collection exercise, the respondents were contacted in advance and asked to organize their time for the research. The researcher personally administered the interview schedule. The researcher made prior visits to the study area to assist in defining timings and distribution of research instruments.

### **1.9.8 Data Analysis and Presentation**

All interviews were captured electronically following participants' consent and transcribed verbatim.<sup>136</sup> The interview questions were in the form of audio-recording, where transcription, re-familiarization with the collecting data, and the phased coding procedures and finally introduction of the narrative were involved in the analysis.

### **1.9.9 Ethical Issues and Considerations**

Participation in the study relied on the ethical principle of anonymity, informed consent and confidentiality. Anonymity was encouraged by not gathering information including individuals' real identity. Informed consent for full participation in the study was obtained from the study participants. Confidentiality was guaranteed by not divulging the identity of the respondents or their organizations. These measures are believed to be enhanced by the willingness and objectivity of the respondents.

### **1.9.10 Study Limitations**

This study faced some daunting limitations due to the complexity of the subject matter experts, owing to the complex and technical nature of the study. Thus, in order to mitigate this, the researcher strived to identify the research prospects in advance, possible through snowballing.

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<sup>136</sup> Nicholas Loubere, "Questioning Transcription: The Case for the Systematic and Reflexive Interviewing and Reporting (Srir) Method," in *Forum Qualitative Sozialforschung/Forum: Qualitative Social Research* (2017).

## **1.10 Outline of the Study**

**Chapter One:** Introduction to the study.

This chapter makes up the introduction of the main research study, including the background of the study, problem statement, research questions, objectives, literature review, justification of the study, theoretical framework, hypothesis and final section being the methodology

**Chapter Two:** The means sports can be incorporated in advancing diplomacy. This chapter shows the means by which sports can be utilized as a tool to enhance matters of diplomacy.

**Chapter Three:** The role of sports diplomacy in advancing environmental security in Africa.

This chapter illustrated the role of sports diplomacy in advancing matters to do with environmental security in the African perspective.

**Chapter Four:** The actors and strategies using sports diplomacy in forest conservation in Kenya.

This chapter clearly demonstrates how various actors use sports diplomacy in advancing forest conservation in the Kenyan perspective.

**Chapter Five:** Data Presentation, Analysis, Results and Discussion

**Chapter Six:** Summary, conclusions and recommendations.

This section acts as the final verdict, giving a conclusion and recommendations of all the issues addressed by the research.

## CHAPTER TWO

### INCOPERATION OF SPORTS IN ADVANCING DIPLOMACY

#### 2.0 Introduction

This chapter present a discussion on the means by which sports can be incorporated in advancing diplomacy. The true definition of the term sports varies, in the context of development. The section therefore delves into brief historical background on sports, role of sports in humanity, and finally the application of sports in diplomacy which is conducted that the global perspective, regional perspective and local perspective. There is also the summary of the chapter.

#### 2.1 Brief historical background on sports

There is almost a universal definition of sports owing to the origin and functional role that it plays in the contemporary society. Etymologically, sport derived its name from an old Latin word '*deportare*' meaning to have fun. Based on dictionary.com definitions, sport is defined to mean an athletic activity which requires skill or physical prowess.<sup>137</sup> Merriam Webster dictionary on the other hand defined sports as physical activity engaged in for pleasure.<sup>138</sup> Mentioned sports include "racing, baseball, tennis, golf bowling, wrestling, hunting and fishing" as sports. Oxford Dictionary defines sport as "an activity involving physical exertion and skill in which an individual or a team competes against another or others for entertainment". According the United Nations Inter-Agency Task Force on Sport for Development and Peace (UNIATFSDP), sports is "all forms of physical activity that contribute to physical fitness, mental well-being and social interaction, such as play, recreation, organized or competitive sport, and indigenous sports and games".<sup>139</sup> Finally

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<sup>137</sup> Education Special, "Dictionary. Com," *Lexico Publishing Group. Retrieved May 7, (2012).*

<sup>138</sup> Inc Merriam-Webster, *Merriam-Webster's Manual for Writers and Editors* (Merriam-Webster, 1998).

<sup>139</sup> United Nations. Inter-Agency Task Force on Sport for Development and Peace, *Sport for Development and Peace: Towards Achieving the Millennium Development Goals* (United Nations Publications, 2003).

Britannica defines sports as the physical contests which is pursued for the ultimate goals and challenges they entail.<sup>140</sup> Based on these definitions, it can be concluded that sports involve a physical activity, there should be some skills involved, there is fun or pleasure involved and it involves more than one person and can include multitude of people.

It is apparent that sport is part of every culture in the past, culminating in each culture defining sports according to their own custom. In more contemporary traditional society, the most valuable definitions of sports make clear the connection of sports to contests, games, and play.<sup>141</sup> Sport was clearly defined as an activity that resulted in some form of contest but play was not considered as part of sports.<sup>142</sup> Play was defined as purposeless activity, for its own sake, or a meaningless activity that humans engage in since they want to. Play here is depicted as autotelic with its own aspirations. They give an example of what play is actually entails. If unruly children forced by teachers or parents to compete in football or athletics then it is not considered sports but play.

In actual sense, there is none who can accurately state when sports began. Therefore, there is tendency to rely on historical records to trace the chronology of sports from ancient times. The earliest recognized though historical records dates to approximately 3,000 years ago<sup>143</sup> with more meaningful records dated to 700 to 450 BCE in ancient Greece.<sup>144</sup> In Greece, sports was training for war, mainly through throwing of spears, archery, shot-puts, and rocks and seeing how the opponents react to it.<sup>145</sup> To prepare the combatants, some forms of sports held were boxing, footrace, long jump, javelin, wrestling, pentathlon (five events held in

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<sup>140</sup> Encyclopaedia Britannica, "Url= Http://Www. Britannica. Com," *EBchecked/topic/97764/cascade* (7 October 2014), (2010).

<sup>141</sup> Robert Scott Kretchmar, *Practical Philosophy of Sport and Physical Activity* (Human Kinetics, 2005).

<sup>142</sup> Tim McGarry, David I Anderson, Stephen A Wallace, Mike D Hughes, and Ian M Franks, "Sport Competition as a Dynamical Self-Organizing System," *Journal of sports sciences* 20, no. 10 (2002).

<sup>143</sup> Jacques Defrance and Jean Marc Chamot, "The Voice of Sport: Expressing a Foreign Policy through a Silent Cultural Activity: The Case of Sport in French Foreign Policy after the Second World War," in *Sport and Foreign Policy in a Globalizing World*(Routledge, 2013).

<sup>144</sup> Steven Wayne Pope and John Nauright, *Routledge Companion to Sports History* (Routledge, 2009).

<sup>145</sup> Jacques Defrance and Jean Marc Chamot, "«the Voice of Sport»: Participating to a Foreign Policy through a Silent Cultural Activity. The Case of Sport in the French Foreign Policy after Wwii," *Sport in Society* 11, no. 4 (2008).

sequence), the pankration (wrestling and boxing), horse racing, and chariot races.<sup>146</sup> According to these antiquity records the first Olympic Games was held in 776 BC, from where sports as described in the primeval times spread to the entire world in a formal way.<sup>147</sup> These games continued into early Christian times, inspiring the modern games.

Between 17<sup>th</sup> and 19<sup>th</sup> century, sport was more popular in the middle-class population, in Europe followed by other rest of the world.<sup>148</sup> Owing to this democratization of sport, many spectators started demanding an elitist competition where the level of competition can be recognized as 'best' at the global front.<sup>149</sup> The dawn of the modern Olympics game by early sportsman Baron de Coubertin in 1896 and the organization of the World Cup soccer (originally referred to as football) event in the early 20<sup>th</sup> century are some of the symbolics of the process.<sup>150</sup> Currently, sporting events is global, involve bigger and more sophisticated infrastructure and has economic activities linked to it.

In Africa, the advent of modern sporting occurred during the colonial period.<sup>151</sup> Sports such as cricket, football, rugby and hockey were spread by European Colonialists as part of their civilizing and conquering programs. Although the Europeans appeared to have started sports in Africa, the continent also had its own unique sports that were at variant with the Europeans sports.<sup>152</sup> This is not withstanding the fact that the African people had their own sporting events.<sup>153</sup> In the period of decolonization, the Africans started emerging independently in their sporting events, organizing Pan African Games and later on, All

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<sup>146</sup> Martin Polley, *Sports History: A Practical Guide* (Macmillan International Higher Education, 2006).

<sup>147</sup> Moses I Finley and Henri Willy Pleket, *The Olympic Games: The First Thousand Years* (Courier Corporation, 2012).

<sup>148</sup> Rory Summerley, "The Development of Sports: A Comparative Analysis of the Early Institutionalization of Traditional Sports and E-Sports," *Games and Culture* 15, no. 1 (2020).

<sup>149</sup> Dolf Zillmann, Jennings Bryant, and Barry S Sapolsky, "Enjoyment from Sports Spectatorship," in *Sports, Games, and Play*(Psychology Press, 2012).

<sup>150</sup> John Sugden and Alan Tomlinson, *Fifa and the Contest for World Football: Who Rules the People's Game?* (Polity Press, 1998).

<sup>151</sup> Hikabwa D Chipande and Davies Banda, "Sports and Politics in Postcolonial Africa," in *The Palgrave Handbook of African Colonial and Postcolonial History*(Springer, 2018).

<sup>152</sup> Grace Olapeju Otinwa, "African Perspectives on Physical Education and Sports," (2012).

<sup>153</sup> Cora Burnett, "Traditional Sports and Games in Eastern, Central and Southern Africa," in *Sport in the African World*(Routledge, 2018).

African games.<sup>154</sup> Sports in Africa were categorized into three broad areas: team sports including football, basketball, cricket, rugby and hockey; individual sports which includes athletics, cycling, golf, tennis, etc.; and combat sports that comprise boxing, judo, taekwondo.

In East Africa, sports is widely embraced as a form of entertainment and fun as well as for trophies from the local level, national stage in some instances at the global front.<sup>155</sup> Most of the teams were formed during the colonial times by the British and Asian contractors in 1920.<sup>156</sup> As a result numerous sports and sporting events were staged in Kenya during those early times bullfight, athletics, hockey, netball, hunting, stick throw, stick fights, non professional wrestling, among other. In East Africa arrays of variety of sports have now increased and include: archery, badminton, baseball, basketball, canoeing, track and field athletics event, squash, cricket, cycling, football, golf, handball, several martial arts such as boxing, judo, karate, kickboxing, and taekwondo, horse racing/equestrianism, tennis, motor sports, netball, polo, roller sports, rounder, rugby, squash, shooting, softball, swimming, table tennis, volleyball, weightlifting and wrestling.

In Kenya, before the British colonial rulers in the 19<sup>th</sup> century, some of the native took part in a number of physical exercises as part of the life daily routine.<sup>157</sup> Meanwhile there were tremendous developments in the sphere of sports over the years. There were a number of traditional sports expressed in material ability. More competitive games included wrestling, running (athletics), stone throwing (shotput), mountain climbing, swimming, canoe racing, and with mock fights occurring among herders.<sup>158</sup> Riding on animal backs was also common form of sport in those olden days. The successful sportsmen in the Kenyan sporting setup were accorded high status, where the winners were admired, well recognized and respected.

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<sup>154</sup> Bea Vidacs, "Through the Prism of Sports: Why Should Africanists Study Sports?," *Africa Spectrum*, (2006).

<sup>155</sup> Leah Rosenzweig and Yang-Yang Zhou, "Team and Nation? How Sports Affect National and Pan-African Identification in Kenya and Tanzania," (2019).

<sup>156</sup> Peter Bramham, Kevin Hylton, and Dave Jackson, *Sports Development: Policy, Process and Practice* (Routledge, 2007).

<sup>157</sup> Edwin EK Wamukoya, *An Analysis of Secondary School Physical Education Curriculum in Kenya* (The University of Manchester (United Kingdom), 1993).

<sup>158</sup> Ibid.

Following the realization of independence in 1963, less efforts was put towards sports in the postcolonial government. Kenyans participated in sports as pastime resulting in participation of few sportsmen and women.<sup>159</sup> As times went by - several countries in Africa attained independences, there was more recognition of African in the international events and this further spurred sports development in Kenya.<sup>160</sup> The development of continental level sporting mega-events such as All African Games further allowed more Kenyans to partake sports and the number of spectators subsequently grew further. This saw development of Kenya as sports powerhouse and other sports were introduced at commercial level such as athletics, boxing, cricket, cycling, safari rally, football, rugby, archery, volleyball, basketball, swimming and diving, handball, netball, rounder, baseball, karate, kickboxing, judo, and taekwondo, lawn tennis, table tennis, squash, mountain sports, badminton, golf, canoeing, chess, goal ball, equestrianism, polo, weightlifting, wrestling and roller sports.<sup>161</sup>

## **2.2 Role of sports in humanity**

Since time immemorial, sport is an appealing activity for many people due to its inspirational and motivational characteristics which cut across all ages. The development of sporting as competitive physical undertaking is now embraced by billions of people at the global front, which renders it to be important globally. In the ancient times, the Greeks and Romans believed that sports provided a prospect to reinforce societal relationship among different groups of people sharing common themes.<sup>162</sup> In those primeval epochs, the intercultural types of sporting events were a fundamental endeavor to develop the interface among diverse

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<sup>159</sup> Njororai, in *Kenya after 50* (Springer, 2016).

<sup>160</sup> Francis M Mwangi, "Development of Physical Education and Sports in Kenya in the 21<sup>st</sup> Century: An Early Appraisal," *The Russian Journal of Physical Education and Sport* 11, (2016).

<sup>161</sup> John Bale and Joe Sang, "Out of Africa: The 'Development' of Kenyan Athletics, Talent Migration and the Global Sports System'," *The global sports arena: Athletic talent migration in an interdependent world*, (2013).

<sup>162</sup> Nigel B Crowther, *Sport in Ancient Times* (Greenwood Publishing Group, 2007).



groups of people and cultures.<sup>163</sup> Sport was used to promote harmony, individual values, human self-esteem and intellectual knowledge.

In the present world, sport offer opportunities for physical activity which promote healthy life and well-being and offers an opportunity for social rapport and chance for thorough skills.<sup>164</sup> Sport thus is important for construction of capabilities among individuals and groups to allow them to take part in cultural and socio-economic activities. By creating opportunities for persons and communities to come together, sport act as an instrument of cohesiveness laying foundation for a strong and flourishing nation.<sup>165</sup> Sports here becomes like social glue, which create a bonding capital by increasing social connectedness and a sense of belonging. In all it is clear that engagement in sports will create a potential for the individual participant which then can be harnessed through soft power to bring harmony and peace.

In Africa there are three main roles for sports that has been recognized based on review of several extant literature. First, sport is perceived as an appliance for peace, harmonious coexistence, camaraderie, and team spirit which are important instrument to foster peace and stability. This has been used with some degree of success in countries that have long term issues of armed conflicts such as regions of the horn of Africa, internal problems in most East African state, as well as in several West African states such as Ivory Coast, Sierra Leone, and in the Central African countries such as Chad, the Democratic Republic of Congo (DRC), and Central African Republic (CAR).<sup>166</sup> Secondly, sports also

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<sup>163</sup> Albrecht Sonntag, "Promoting a Strategic Approach to Eu Sports Diplomacy" (Edge Hill University, UK, 2020).

<sup>164</sup> Packianathan Chelladurai and Shannon Kerwin, *Human Resource Management in Sport and Recreation* (Human Kinetics, 2018).

<sup>165</sup> Ingrid Beutler, "Sport Serving Development and Peace: Achieving the Goals of the United Nations through Sport," *Sport in society* 11, no. 4 (2008).

<sup>166</sup> Emeka U Mong, Iribemi Ben-Suru, BN Ohuruogu, and Pat Ngwakwe, "Role of Sports in Development and Maintenance of Peace among African Countries," *International Journal of Physical Education* 3, no. 5 (2016).

directly contribute to employment, revenue from events, consumables and general taxation.<sup>167</sup> Thirdly through sport, and sport fetes, minorities, the oppressed or the gender segregated can be recognized and in this way empower them to advocate for the things that are close to their hearts. There is however, more studies needed in the African continent to explore ways through which sports can contribute beyond the mention aspects.

In East Africa, the role of sports is fairly well acknowledged with a broader consensus that the role of sports in East Africa was to enhance regional peace in conflict prone regions.<sup>168</sup> In the region there is the Council for Eastern and Central Africa Football Associations (CECAFA) which manage all matters of football in Eastern and parts of Central Africa. The members of CECAFA are Burundi, Djibouti, Eritrea, Ethiopia, Kenya, Rwanda, Somalia, Sudan, Uganda, Tanzania and Zanzibar.<sup>169</sup> It has contributed and partnered with many worthwhile environmental organizations around the region to raise awareness on environmental issues.<sup>170</sup> It has contributed to the conservation and protection of many species that would have become extinct but for their tourism value.

Kenya has a long tradition of sports and therefore many people aptly understand its role in the country.<sup>171</sup> This first stemmed from the understanding of the colonial government of the function of sports in the agenda of national unity especially between British and African natives. There were slight changes in the post-independence Kenya, where sport was used to foster unity and development. Kenya, new from independence, used sports to forge a narrative of decolonization, dialoging with the past while building platforms for the future. This was done due to the realization that country was much ethnically divided and needed some form of unifying physical activities for which sports was supposed to resolve. Unfortunately, there are

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<sup>167</sup> Felicity Clarke, Aled Jones, and Lee Smith, "Building Peace through Sports Projects: A Scoping Review," *Sustainability* 13, no. 4 (2021).

<sup>168</sup> Margee Ensign and Jean-Pierre Karegeye, *Religion in War and Peace in Africa* (Routledge, 2020).

<sup>169</sup> Wycliffe W Simiyu Njororai, "Organizational Factors Influencing Football Development in East African Countries," *Soccer & Society* 20, no. 1 (2019).

<sup>170</sup> Kisiangani Emmanuel, "Kenya's Regional Relations: Between Principle and Practice," in *African Perspectives. Global insights* (Policy Briefing 113, 2014).

<sup>171</sup> Muiruri Njoroge, Atieno, and Vieira Do Nascimento, *Tourism and hospitality management* 23, no. 2 (2017).

very little published studies stressing the position of sport towards matters that are not regarded as development such as diplomacy in Kenya.

### **2.3 Sport and diplomacy**

The definition of term sports diplomacy is mired in controversy among different proponents. By definition, diplomacy refers to the statements and contacts by states, individuals, societies, communities, policy makers to realize favorable picture of the country and eventually accomplish foreign policy objectives.<sup>172</sup> Traditional form of diplomacy entails the influence of governments on each other by persuasions.<sup>173</sup> In addition to negotiation the use of message, knowledge gathering, propagation, illustration and reduction of abrasion in international affairs is also observed. The practice of traditional diplomacy rarely employs unconventional strategies to intensify its point.<sup>174</sup> Basing on the foregoing, sports diplomacy refers to using sports for improvement of inter-state program that is significant in improving diplomatic relations.

When one attempt to classify and adjudicate the sport diplomacy in the domain of public and/or cultural diplomacy runs the peril of furthering foreign sentiments. Politically speaking, sports diplomacy use sport as a podium for passing planned or objective statement with a view to resolve international dilemmas and improve linkage. Therefore, the key question that has populated international sports and diplomacy literature is whether sport has any role to play in fostering diplomacy? Answer to this question has been investigated by several researchers in the sports, diplomacy studies and also the specialists in sports diplomacy related studies. In trying the decipher and provide solution to this pertinent

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<sup>172</sup> Corneliu Bjola, Jennifer Cassidy, and Ilan Manor, "Public Diplomacy in the Digital Age," in *Debating Public Diplomacy*(Brill Nijhoff, 2019).

<sup>173</sup> Geoff R Berridge, *Diplomacy: Theory and Practice* (Springer, 2015).

<sup>174</sup> Ilan Manor, "Overcoming the Limitations of Traditional Diplomacy," in *The Digitalization of Public Diplomacy*(Springer, 2019).

question, it has been advocated that one must first study the context of the issue as independent entities vis: sports, diplomacy and sports diplomacy.

Over the years, there have been rapid advances in exploring other forms of diplomacy away from the traditional ones. Analysis of sport-diplomacy can be done at two levels. First, there is more political talks among the common public and scholars concern sports. The second underlying principle for examination of sports-diplomacy as soft power to plead with and dissuade people into accepting cessation of hostility or partaking of peace.

The idea of public diplomacy came into force in 1960s to allow for interaction between foreign governments in their pursuit of commitment to publics at the international level<sup>175</sup> to enable states/governments, individuals and organizations to outline public opinions, foreign policies. In the exercise of public diplomacy especially after the conclusion of cold war, there was a need to come up with a way to engage the entire stakeholders in international cycle not just the government but also the publics to agree to the objective of improved foreign relations. Public diplomacy was therefore applicable several stakeholders to achieve the goal of influencing the agenda at hand. Often, the goals of public diplomacy were to achieve an improved socio-political and fiscal image of the nation.<sup>176</sup>

Over the past few years, sports and diplomacy have developed into an exciting field of inquest pertinent to several opinionated stakeholders. Being at the crossroads of numerous fields (social, political, and economic relations, organizations, and, nation-states in global affairs), they raise elemental questions of diplomacy politics, and statecraft.<sup>177</sup> Antecedents of sports diplomacy enable diplomatic actions to be carried out by sportspersons at the behest of state or governments.<sup>178</sup>

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<sup>175</sup> Nye, *Journal of Political Power* 14, no. 1 (2021).

<sup>176</sup> Eytan Gilboa, "Media-Broker Diplomacy: When Journalists Become Mediators," *Critical Studies in Media Communication* 22, no. 2 (2005).

<sup>177</sup> James Pamment, "Special Issue on Sports Diplomacy," (Springer, 2019).

<sup>178</sup> William M Simons, "Sports Diplomacy: Origins, Theory and Practice: By Stuart Murray (London: Routledge, 2019), 262 Pages," (Taylor & Francis, 2021).

Sports diplomacy apply the collective enthusiasm for sports to allow for the people from all walks of life with different cultural and socioeconomic backgrounds and different languages and beliefs.<sup>179</sup> By means of using sports, the state image may be modified in the eye of the public, enclosed and inappropriate. The use of sports in diplomacy is appealing since all those involved would leave to see the end of violence in the world especially in the 20<sup>th</sup> century. The publics will therefore be more willing to welcome any aspect of soft power coming their way.<sup>180</sup>

In attempting to advance diplomacy, many actors have now recognized that sport plays significant part of the worldwide discourse. Sports improve the perceptions of the foreign policies of the diplomatic stance, image and communication. In a nutshell, several countries of the world have utilized sports diplomatic tool not only targeting foreign powers but as a diplomatic tool among its own people. Sport interactions between different communities expose all communities to each other and therefore their other cultural interaction to feel real. These promote mutual understanding and therefore cooperation between its peoples and promote coexistence which will build lasting relationships. However, concern is raised at the low number of independent studies on sports diplomacy in many countries of Africa including Kenya.

#### **2.4 Application of sports in diplomacy**

Sport, and diplomacy have long been well-suited and thus there have intricate links. The link of sports and diplomacy has its origin that dates to 3000 years BCE in ancient Greece, where King Lycurgus of Sparta, King Cleosthenes of Pisa and King Iphitos of Elis, signed the

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<sup>179</sup> Stuart Murray, "Sports-Diplomacy: A Hybrid of Two Halves," in *Artigo apresentado no International Symposium on Cultural Diplomacy. Anais... Berlim* (2011).

<sup>180</sup> Pierre Arnaud and Jim Riordan, *Sport and International Politics: Impact of Facism and Communism on Sport* (Routledge, 2013).

international treaty back in the 9<sup>th</sup> century BC.<sup>181</sup> The treaty guaranteed immunity to sportspeople at Olympia, and was ratified by other Greek cities. After those early times, sports diplomacy was thereafter ignored for centuries but revived by politics with the formation and growth of official governing bodies like the IOC and FIFA formed in 1894 and 1904 respectively.<sup>182</sup>

In the last century, sports was engaged in playing a diplomatic function by endorse partnership such as “Ping Pong Diplomacy<sup>183</sup>, a table tennis game that led to official relations between the United States and communist People’s Republic of China, a joint host of the 2002 World Cup by Japan and South Korea. However, sports also became a platform for political boycotts such as between the Olympic boycotts of the United States and the Soviet Union during the 1980s and political exclusions, like in the case of South Africa, which was excluded from the Olympic movement while it was under the Apartheid Regime.

International sport creates opportunities for governments to demonstrate various types of superiority, from their athletic prowess to the ideology of a particular system of state. Governments are well aware of the power of the opiate of the masses and have long been drawn towards sport and sporting festivals. All kinds of governments: have endorsed international sporting competition as a testing ground for the nation or for a political ‘system’. The mixing of sport, diplomacy and politics is part of the milieu of international relations.

Sport plays an important role when it comes to international relations. For instance, sports history allows for understanding of political memorandums that project management priorities, the rising institutional and organized organization of sports diplomacy has brought into fore the consequence in international relations.<sup>184</sup> The function of sports can be seen as a

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<sup>181</sup> Corneliu Bjola and Markus Kornprobst, *Understanding International Diplomacy: Theory, Practice and Ethics* (Routledge, 2018).

<sup>182</sup> Trunkos and Heere, *Case studies in sport diplomacy*, (2017).

<sup>183</sup> Erik Bao, ““Ping-Pong Diplomacy”: The Historic Opening of Sino-American Relations During the Nixon Administration,” URL: <https://docplayer.net/25456253-Ping-pong-diplomacy-the-historic-opening-of-sino-american-relationsduring-the-nixon-administration.html> (accessed: 06.05. 2018), (2011).

<sup>184</sup> Kobierecki, (Lexington Books, 2020).

way to express soft power. A good example would be local sporting events which are sponsored by the government or NGOs to promote local based causes like to educate people on non-communicable diseases or sensitize the public on challenges faced by disabled people or even on terminal illness.

#### **2.4.1 Global perspective of sports and diplomacy**

At the global level, there is a clear relationship between diplomacy and sport. In the beginning of this century there has been a keen interest by some researchers to make these connections and figure out how these two entities affect each other. Sport and diplomacy in recent times has played out in public domain in the form of high-profile sporting events, such as the Ping-pong diplomacy, cricket diplomacy for Pakistan and India, the hockey diplomacy engaging Canada and Russia among others. A good example of sports diplomacy is the Ping-Pong Diplomacy which relieved nervy relations in the USA and China owing to the Korean war of 1950. Hockey diplomacy between USSR and Canada relations in post war era. North and South Korea joint bidding on 12<sup>th</sup> February 2019 for Summer Olympics of 2032 Olympics.

Over the last thirty years, several UN agencies, sport associations and federations, and International Non-Governmental Organizations (INGOs) have managed to achieve peace through sporting measures. Proponent of soft power argues that one of the best ways to use soft power to attain national interests is through sporting activities. In 2008, hosting the Olympic Games brought the Chinese a lot of prestige on the world stage, especially considering the spectacular show they put on during the opening and closing ceremonies.<sup>185</sup> The Olympic project is an exercise in public diplomacy; hence the Beijing game was used by China as form of soft power.<sup>186</sup> It is not only governments that are growing in power through

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<sup>185</sup> Elizabeth C Economy and Adam Segal, "China's Olympic Nightmare: What the Games Mean for Beijing's Future," *Foreign affairs*, (2008).

<sup>186</sup> Solveig Straume and Kari Steen-Johnsen, "On the Terms of the Recipient? Norwegian Sports Development Aid to Tanzania in the 1980s," *International review for the sociology of sport* 47, no. 1 (2012).

sporting events but also Non State Actors (NSAs) such as FIFA and even individuals are becoming icons and sporting ambassadors due to the sports they are engaged in such as David Beckham, Lionel Messi, James Lebron, Usain Bolt, David Rudisha, and others in the global arena.<sup>187</sup> The choice of China as a host of 2008 Olympic Games was described as a courageous move by IOC.<sup>188</sup>

To combat racism, discrimination and intolerance in football, clubs employ sports to show stance on the course.<sup>189</sup> The football governing body - UEFA has anti-racism campaigns designed to influence the actions and opinions of fans and create peaceful attitudes towards others. The UEFA champions League matches also practice anti-racism messages especially in the recent show where players take a bow. There are also giant screens with logo adorning messages of anti-racism. Athletes such as Cristiano Ronaldo, Arda Turan, Thomas Buffel, Fraser Forster and Fernando Torres also got involved to convey an image of football that the players represent.

A new form of strategy is now to employ sport diplomacy at the grassroots sport diplomacy. Some of its benefits include massive public diplomacy occasion which often portray sporting activities as normal, cognizant and practical instruments in diplomatic endeavor helping to resolve myriad of diplomatic challenges. It can rise above animosity in diplomatic rapport, propose unfamiliar grounds, and conglomerate nations and individuals. What has come to recently be known as digital diplomacy where social media is used to reach out to as many people a particular diplomatic message can work well in tandem with sport diplomacy where sporting events can be put on line to be streamed by millions of followers.

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<sup>187</sup> John Nauright, *Sports around the World: History, Culture, and Practice [4 Volumes]: History, Culture, and Practice* (Abc-Clio, 2012).

<sup>188</sup> Economy and Segal, *Foreign affairs*, (2008).

<sup>189</sup> Håvard Mokleiv Nygård and Scott Gates, "Soft Power at Home and Abroad: Sport Diplomacy, Politics and Peace-Building," *International area studies review* 16, no. 3 (2013).



### 2.4.2 Sports Diplomacy in the African Perspective

The use of sports to achieve diplomacy in Africa is diverse. Perhaps the most important one is in South Africa, where sport was used as a diplomatic tool during the apartheid era.<sup>190</sup> South Africa was banned from many international sporting events due to their apartheid policies. In 1961 South Africa was banned from international football by FIFA.<sup>191</sup> A ban that lasted up to 1992 when democratic rule returned, and in 1970 South Africa was suspended from the Olympic Games which prompted the Prime Minister of the time, John Vorster to issue an edict stating that European South Africans and other races may compete against each other in the Davies Cup but may not play together in integrated teams.<sup>192</sup> By 2010 South Africa was hosting the world cup football final. At this point only African teams were allowed to bid and South Africa beat out Morocco and Egypt as the other two serious contenders.<sup>193</sup> It was the first time that the world cup finals were being hosted on African soil and its chief campaigner was none other than the iconic former head of state Nelson Mandela.<sup>194</sup>

In Africa, there is less use of sports in achieving political influence and diplomacy. Nevertheless, there is growing awareness of the use of sports to achieve diplomacy in the continent. Participation in mega-events like the All African games, Commonwealth games, Olympics and world championship is beginning to awaken the continents elites concerning the benefits of sports in diplomacy.<sup>195</sup> The willingness by those who engage in sports and abide by the rules, allow the sport to bridge cultural differences existing nations, individual and any other stakeholder. For example, when the World cup was held in South Africa, it did not matter if the hosting nation, millions of sport fans in Africa and beyond. Nigeria, through

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<sup>190</sup> Peter Alegi and Chris Bolsmann, *South Africa and the Global Game: Football, Apartheid and Beyond* (Routledge, 2013).

<sup>191</sup> Sonntag, Albrecht. *Promoting a Strategic Approach to European Union Sports Diplomacy Transnational Actors in Sports Diplomacy*. Edge Hill University, United Kingdom, (2020), pp. 3-7.

<sup>192</sup> Trunkos, Judit and Heere, Bob. *Sport Diplomacy: A Review of How Sports Can be Used to Improve International Relations*. University of Texas, United States of America. (2017), pp. 7-11.

<sup>193</sup> Ibid. (2017), p. 23.

<sup>194</sup> Mabillard, Vincent. *Sports Diplomacy: A Timeline*. Research Gate, University of Libre de Brussels, Switzerland. (2012), pp. 5-9.

<sup>195</sup> Dr Yakubu Musa Abeku and Moses Emmanuel Musa, "The Role of Sports in Economic Development of African States," in *World Educators Forum*, viewed on (2018).

FIFA's Football for Hope initiative, has used football as a cohesive tool, to impact lives and tackle problems faced by people with intellectual disabilities such as discrimination, fear, social stigma, exploitation, prejudice and exclusion from family or social life, in a fun and interactive learning environment. Special Olympics Nigeria stated that the initiative was previously designed to focus on empowering and socially integrating people with intellectual disability through unified football training, skills acquisition and competition. Rugby world cup was held in South Africa 1995, after the collapse of Apartheid. The game championed unity and allowed rugby to be transitioned from white to all-colour sport. The game was a step towards South Africa's integration and reconciliation in the post-Apartheid era. Hosting of these sporting events allowed South Africa as anti-apartheid diplomacy.

A unique example of sports diplomacy occurred in East Africa, where sports contributed to political diplomacy in Tanzania. Before the union when there was the Tanganyika and Zanzibar islands which were two different autonomous political units, there were two popular football teams belonging to each side and they used to have an annual dual of sorts which would attract thousands of fans from both sides of the isle so to speak.<sup>196</sup> As part of the reconciliation process, Rwanda has used sports as a unifying factor after the 1994's genocide. Rwanda is using cricket as a reconciliation tool past the 1994 genocide. The Gahanga Cricket Stadium, the first cricket stadium in Rwanda, is constructed close to the genocide's fields. The stadium's objective is to boost cricket and be a unifying factor as the players are directly and indirectly victims of the genocide. Cricket is thus an instrument of peace. In 2012, the World Bank planned the Great Lakes Peace Cup football tournament in Kampala to help young soldiers reconstruct bonds with their neighboring countries and communities.<sup>197</sup> The Peace cup also aimed to break down barriers and prejudice left behind

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<sup>196</sup> Ng'wanza Kamata, "The Economic Diplomacy of Tanzania: Accumulation by Dispossession in a Peripheral State," *Agrarian South: Journal of Political Economy* 1, no. 3 (2012).

<sup>197</sup> Paul Omach, "Uganda in the Great Lakes Region: Obstacles to Peace and Security," in *War and Peace in Africa's Great Lakes Region*(Springer, 2017).

after years of conflict. The teams consisted of community members and former combatants. Other countries involved included Burundi, Democratic Republic of Congo and Rwanda.

### **2.4.3 Sports Diplomacy in the Kenyan Perspective**

Sports diplomacy as an instrument of foreign policy has been used by Kenya to maintain and strengthen alliances, increase national prestige and pursue her national interests abroad, to promote her foreign policy goals. These objectives can be met through sports diplomacy. Kenya has a foreign policy that allows for sports as part of the culture to promote peace, international relations and to some extent diplomacy. Sports is used as a pillar to elevate her foreign policy, position and stature in the world. That explains the large variations of sporting activities which have given Kenyan reputable names in the international arena. Athletic is the prowess for Kenya where several athletes like Paul Tergat, Kipchoge Keino, Brigid Kosgei, Eliud Kipchoge, Daniel Komen, and Tegla Loroupe have conquered the world. These athletes also hold multiple world records in marathons including the under two-hour marathon challenge which was dubbed 'INEOS 1:59:59 Challenge'. The power of athletics diplomacy was seen in New York's high-profile diplomatic event. These successful individuals were co-opted as Kenyan ambassadors. The athlete icons were also roped in to synergize her campaign for the United Nations Security Council (UNSC) non-permanent seat in 2019.

Kenya uses sports as an instrument of foreign policy to achieve its national goals and objectives for a globally competitive, peaceful and prosperous country. Sources informing Kenya's foreign policy include sessional papers, ruling party manifestos, Kenya Vision 2030, executive pronouncements and circulars. Kenya Foreign Policy (2014) states that Kenya's foreign policy objectives that pursue the state's national objectives include; 1. Promoting regional and sub-regional cooperation and integration 2. Advancing the economic prosperity of Kenya's and her people 3. Enhancing regional and global peace and security 4. Projecting Kenya's image and prestige 5. Protecting Kenya's territorial integrity and sovereignty 6.

Promoting multilateralism and international cooperation 7. Enhancing partnership with Kenya's descendants and Kenyan diaspora.

Sports diplomacy can be used to promote the above foreign policy goals in Kenya's relations at the international, continental or regional level. Kenya's Cultural Diplomacy Strategy 2018- 2022 (2017) argues that sports is part of Kenya's cultural diplomacy pillar, recognized by Kenya's constitution, Kenya's Vision 2030 and Kenya's development blueprint, to boost Kenya's political, socio-economic and cultural development. Sports diplomacy is thus a strategy to inform the bid to promote Kenya's foreign policy goals.

## **2.5 Chapter Summary**

The reviews in this chapter signify that there is a relationship between sport and diplomacy, which render the prospective of sports diplomacy to be promising in many fronts. Sports allow for building intermediaries to assemble positive associations across social and cultural hegemony. The significance of sports in the 21<sup>st</sup> century cannot be overlooked together with a probable theoretical and practical anomalies arising from trying to understand diplomacy through the eye of sports. Thus, one of the findings that this section has been able to establish is that sporting events may behave like double-edged sword for fun and for diplomacy. Sports can bring people together or exacerbate tension between communities and lead to clashes occurring. It is therefore important for inter cultural sporting events to be encouraged on regular intervals in order to build a camaraderie between peoples and show that it is not just about rivalry but about building up excellence and getting to know each other.

In this section it has also been established that sports not only has physical benefits for the individual but also has a social function. Sport has been proven by research to benefit the cardiovascular system of a human being thereby decreasing chances of heart disease and blood clots. Socially it brings people together and offers entertainment as well as analogous life lessons for the individual and society as a whole.



## CHAPTER THREE

### SPORTS DIPLOMACY AND ENVIRONMENTAL SECURITY

#### 3.0 Introduction

Today, in several states, sport and the environment remain highly important subject matter. Scientists and conservationists explore the issues pertaining to sports and environmental conservation aiming to establish an association linking sports diplomacy and environmental security. This chapter therefore articulates the functions of sports diplomacy in advancing environmental security. This section looks at the detailed discussion on the conception of environment, sports and environment, sports for enhancing environmental agenda, and concludes with sports diplomacy in advancing environmental security

#### 3.1 The concept of environment and challenges

Several plausible definitions of environment may exist depending upon the subject and area where it is applied. The simplest definition suggests that environment signifies anything surrounding us, which can include living (biotic) or non-living (abiotic) things.<sup>198</sup> According to Merriam Webster dictionary environment is: “aggregate of social and cultural conditions influencing life of an individual or community”. Meanwhile, the environmental encyclopedia, depict environment as the total of the things or circumstances around any living or non-living matter. Thus, based on a synthesis of these and several other definitions, environment characterizes the totality of the surroundings including physical factors, plants, animals, micro-organisms and cultural factors, including biological factors of animals and plants.<sup>199</sup>

Basically there are three types of environments.<sup>200</sup> First the physical environment composed of all the solid, liquid and gaseous features surrounding human and include but not

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<sup>198</sup> Arthur D Hall and Robert E Fagen, "Definition of System," in *Systems Research for Behavioral Sciencesystems Research*(Routledge, 2017).

<sup>199</sup> Peter H Raven, Linda R Berg, and David M Hassenzahl, *Environment* (John Wiley & Sons, 2012).

<sup>200</sup> Dragos Simandan, "Kinds of Environments—a Framework for Reflecting on the Possible Contours of a Better World," *The Canadian Geographer/Le Géographe canadien* 55, no. 3 (2011).

limited to the neighborhood, land, soils, the air and water, natural resources, the availability of physical facilities.<sup>201</sup> The second type involves the social environment which is made up of all the people, especially those that interact with physical environment such as family and friends.<sup>202</sup> Finally the final type of environment refer to the cultural environment which is a collective beliefs, behaviors, customs, norms, principles and values, of particular individuals, community, group, or nation. Some cultures ignore the terminology of environment owing to the lack of distinction between people and their view of natural world, and their surroundings.<sup>203</sup> For the purpose of this study, environment will refer to physical environment, an area with natural resources such as forest and wildlife for which human interact.

The natural environment includes living as well as the non-living items in nature.<sup>204</sup> This describes common natural physical features lacking any clear limits. This includes air, soil, water, that does not owe its origin from human intervention. The conception of natural environment including all living groups, non-living components, climate, and resources impacting human, animal and plant survival.<sup>205</sup> In broader terms, the natural environment is classified based on several elements of ecological units devoid of human intervention, including the plant life, macro- and micro-organisms, soil, including physical and biological phenomenon within their boundaries.<sup>206</sup>

Essential to conception of the environment is the thought that existing components are persistently interacting with each other in an exceedingly interconnected form of associations

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<sup>201</sup> Peter M Wohlgenuth, Ken R Hubbert, Trent Procter, and Suraj Ahuja, "Chapter Seven. Fire and Physical Environment Interactions Soil, Water, and Air," in *Fire in California's Ecosystems*(University of California Press, 2018).

<sup>202</sup> Paul Rabinow, *French Modern: Norms and Forms of the Social Environment* (University of Chicago Press, 1995).

<sup>203</sup> Philip E Vernon, *Intelligence and Cultural Environment (Psychology Revivals)* (Routledge, 2014).

<sup>204</sup> Taciano L Milfont and P Wesley Schultz, "Culture and the Natural Environment," *Current Opinion in Psychology* 8, (2016).

<sup>205</sup> Gordon S Blair, Peter Henrys, Amber Leeson, John Watkins, Emma Eastoe, Susan Jarvis, and Paul J Young, "Data Science of the Natural Environment: A Research Roadmap," *Frontiers in Environmental Science* 7, (2019).

<sup>206</sup> Giovanna Calogiuri and Stilian Chroni, "The Impact of the Natural Environment on the Promotion of Active Living: An Integrative Systematic Review," *BMC public health* 14, no. 1 (2014).

with each other in their vicinity.<sup>207</sup> Thus, units including individuals, organisms, and communities in an area that network with physical environment, living as well as nonliving components outline the environment. Many environments contain large number of resources such as plants and animals that are required by humans resulting in increased pressure on the environment. Numerous animals, herbs, and plant species are threatened or at risk due to environmental changes induced by humans and other natural events.<sup>208</sup> This continued pressure to gather environmental resource forms the basis of the modern environmental challenges on natural resource by human in this period of the Anthropocene.<sup>209</sup>

Assorted environmental disputes which impact air, water and soil quality as well as biodiversity threatened developed and developing states in a similar way.<sup>210</sup> Additionally, degradation of the environment is increasing the impacts to humans and other organisms on the earth. Environmental problems bear unevenly across the world: some regions are affected more directly and severely than others which can be exacerbated by territorial conflicts or vice versa.<sup>211</sup>

### **3.2 Conception of environmental security**

In conventional literature, security refers to the absence or lack of any serious threat. But in the security dialogue, ‘security’ denotes the exact opposite: which pointing at the occurrence of a significant amount of hazard.<sup>212</sup> Security in this sense refers to considerable risk or threat to the existential. Environmental security directly and more concretely affects human security.

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<sup>207</sup> Raden Gamal Tamrin Kusumah, Rambat Nur Sasongko, Muhammad Kristiawan, Ahmad Walid, and Meri Andaria, "Assessment to Measure Problem Solving Ability in the Lesson of the Interaction of Living Things with the Environment," *Jurnal Studi Guru dan Pembelajaran* 4, no. 1 (2021).

<sup>208</sup> Gerhard Petschel-Held, Matthias KB Lüdeke, and Fritz Reusswig, "Actors, Structures and Environments: A Comparative and Transdisciplinary View on Regional Case Studies of Global Environmental Change," in *Coping with Changing Environments*(Routledge, 2018).

<sup>209</sup> Will Steffen, Paul J Crutzen, and John R McNeill, "The Anthropocene: Are Humans Now Overwhelming the Great Forces of Nature?," in *The New World History*(University of California Press, 2016).

<sup>210</sup> Mathieu Chevalier, James C Russell, and Jonas Knape, "New Measures for Evaluation of Environmental Perturbations Using before-after-Control-Impact Analyses," *Ecological Applications* 29, no. 2 (2019).

<sup>211</sup> Sarah Al Doyaili-Wangler, *Democracy, Interest Groups and Compliance with the Kyoto Protocol-an Empirical Assessment* (Friedrich-Schiller-University Jena, 2021).

<sup>212</sup> Laura Sjoberg, "Failure and Critique in Critical Security Studies," *Security Dialogue* 50, no. 1 (2019).



Theoretically, public matter may be viewed on the scale bearing massive security risk/threat or lack of any security risk, suggesting that the issue may present substantial danger, that call for critical appraisal and feats to contain it.<sup>213</sup> Issues that carry with them massive security threats or risks, legitimizes extra-ordinary measures in dealing with it. In more recent years, more focus continues to look at the environmental issues and risks to the environment.

The concept of environmental security encompasses a variety of subject matter whose logics is that humans live beyond earths carrying capacity and thus pose serious risks to the resources if left unchecked.<sup>214</sup> Environmental security looks at how changes in the environment may threaten the survival of individuals, communities or nations. Environmental insecurity comes out as a dangerous due to human civilization and manipulation of nature. Environmental insecurity occurs due to continuously increasing population and human activities for economic gains that have spiraled in the second half of the 20<sup>th</sup> century.<sup>215</sup> Environmental security has to do with: (1) disruption of ecosystems which includes climate change, biodiversity changes, desertification, erosion; and accumulation of toxic substances in the environment, (2) depletion of natural resources such as wood, (3) population explosion creating myriads of problems such as epidemics, food security, poverty, famines, loss of fertile soils and (4) violent conflicts related to demands for environmental resources

Environmental security issues have increased the security plan and conversation of many states at the international level. Moreover, the environmental security impacts the lives of humans, collective justice, interior safety, economic prosperity and environmental health of the state. Useful in this respect is that proper enforcements of environmental security allows for maintenance of well functioning biosphere that can sustain all lives on it. A key feature of

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<sup>213</sup> Mark B Salter, Carol Cohn, Andrew W Neal, Annick TR Wibben, J Peter Burgess, Stephan Elbe, Jonathan Luke Austin, Jef Huysmans, RBJ Walker, and Ole Wæver, "Horizon Scan: Critical Security Studies for the Next 50 Years," *Security Dialogue* 50, no. 4\_suppl (2019).

<sup>214</sup> Hugh Dyer, "Environmental Security: The New Agenda," in *International Security in a Global Age*(Routledge, 2020).

<sup>215</sup> J Maximillian, ML Brusseau, EP Glenn, and AD Matthias, "Pollution and Environmental Perturbations in the Global System," in *Environmental and Pollution Science*(Elsevier, 2019).

notion is the difference between what threatens the environment that need to be managed through securitization of the environment and the risks emanating from the environment, which change the focus from protecting the environment to protection of the people surrounding the environment.<sup>216</sup> In particular debates about endangered species, such as those of medicinal plants, common recreational plants and endangered wild animals show the extent to which concern for the environment can stretch.

The global politics of environmental security is to ascertain what disputes affect the environmental security measures.<sup>217</sup> The accomplishment of environmental security is likely to be part of the daily political debate in the long run. Therefore the key needs that have to be achieved in environmental security is to transform environmental security matters into national security duties with a broader plan on tackling new one.<sup>218</sup> Consequently, environmental security components should be interrelated with administrative blueprints, human-induced threats to the ecosystem, global health systems and comprehensive framework aiming to realize sustainable environmental management.<sup>219</sup> Environmental management and environmental securities will therefore dictate the availability of natural resources.<sup>220</sup> Whenever in unstable countries rebel groups rely on natural resources such as gas, oils, gems, timbers in sustaining their activities then it is a classical example of environmental security related to internal security.

In Africa, there is increasing to the centrality of environmental security issues to global order since the mid-1980s. In the debates on this issue, Africa has not received much prominence in the issues of controlling environmental security. The dimensions of environmental conflict and security in Africa revolve around recognizing the threat posed by

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<sup>216</sup> Dyer, in *International Security in a Global Age*(Routledge, 2020).

<sup>217</sup> Paul G Harris, *International Equity and Global Environmental Politics: Power and Principles in Us Foreign Policy* (Routledge, 2017).

<sup>218</sup> Hough, *Global Security: Health, Science and Policy* 4, no. 1 (2019).

<sup>219</sup> Robert Falkner, "Global Environmental Politics and Energy: Mapping the Research Agenda," *Energy Research & Social Science* 1, (2014).

<sup>220</sup> Alexis Rwabizambuga, "Environmental Security and Development," *Conflict, Security & Development* 7, no. 1 (2007).

the link between ecology and politics.<sup>221</sup> Land degradation, natural resource extractions and water scarcity have been at the forefront of leading to increased environmental security challenges.<sup>222</sup> Structural adjustment programmes (SAPs), with their emphasis on allowing local resource to be harnessed and extraction for use have deepened existing environmental security challenges since the 1980s. To prevent the further deterioration of the environmental security challenges in Africa's, it has been advocated that Africa need to secure its environment by resolving any conflict. However, such efforts seem not to making major headways since studies on the environmental security threats and how they can be resolved is largely absent.

In the Sub Saharan Africa, existing events demonstrate that environmental security often result in serious conflict, as witnessed in Rwanda, Somalia, and Darfur.<sup>223</sup> In fact, the incidence of environmentally triggered conflict is like old wine in a new wine bottle in the region. The main cause of environmental security in certainty is aggravated by population explosion, scarcity of natural resource, and natural vulnerability.<sup>224</sup> Evidence suggests that this trend will persist due to weak environmental governance.<sup>225</sup> There are several non-sustainable practices in the environment induced by human activities especially in developing countries which negatively affect environmental health and security challenges. Such happenings are severe in regions with imbalances natural resource distribution, delicate political setups, backward cultural systems, and susceptible population especially the youth who can easily pick up conflict when the situation arises.<sup>226</sup> In SSA, there high dependency on natural resources for economic sustenance especially on forest and therefore chances of

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<sup>221</sup> Cyril Obi, "Environmental Security in Africa: Some Theoretical Concerns and Emerging Issues," *Africa insight* 28, no. 1-2 (1998).

<sup>222</sup> Rita Abrahamsen, *Conflict & Security in Africa*, vol. 2 (Boydell & Brewer Ltd, 2013).

<sup>223</sup> Amy Richmond Krakowka, Natalie Heimel, and Francis A Galgano, "Modeling Environmental Security in Sub-Saharan Africa," *Geographical Bulletin* 53, no. 1 (2012).

<sup>224</sup> Ibid.

<sup>225</sup> Thomas F Homer-Dixon and Marc A Levy, "Environment and Security," *International Security* 20, no. 3 (1995).

<sup>226</sup> Sam Moyo, "Environmental Security in Sub-Sahara Africa: Global and Regional Environmental Security Concepts and Debates Revisited," in *Facing Global Environmental Change*(Springer, 2009).

conflict over the resources are often highly likely to occur given that most of these countries manifest weak governance. Moreover, increased environmental security is turning out to be cause and consequences of conflicts with an environmental component. Thus, an efficient outline for appreciating complexity of environmental security issue for each region remains a priority that will provide environmental security in these regions.

### **3.3 Sports - environment Nexus**

Sport and environment are subjects that also feature prominently in the agenda of sustainable development of several nations.<sup>227</sup> Yet sports also have several ways that they can intimately correlate with environment. First is the association between environment impact on sport and the second explores how sports influence environment. Either way, the paramount issues is how sports can have an impact on the environment or vice-versa and therefore the key issue that need to be resolved is whether sports is a cause or consequence of environment. Thus far, sociologists of sport have a tendency to highlight the role of sports or sporting events on environmental impacts. In their conception of sports and environment, The United Nations Interagency Task Force (UNIATF) defined sport as “all forms of physical activity that contribute to physical fitness, mental well-being, social interaction and recreational space”.<sup>228</sup> As much as the definitions focus on sports refers to physical activities, it is important to note the assertion that sport environment where healthy way of life is encouraged, physically and mentally. In this regard, sports authorities are mandated to provide a serene and/or secure environment for sporting events.

In order to decipher the intricate link between sport and environment, analysis of the environment where sports, sporting events and sporting organizations operate. The

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<sup>227</sup> Brian P McCullough and Timothy B Kellison, *Routledge Handbook of Sport and the Environment* (Routledge, 2017).

<sup>228</sup> F Clarke, A Jones, and L Smith, "Building Peace through Sports Projects: A Scoping Review. Sustainability 2021, 13, 2129," (s Note: MDPI stays neutral with regard to jurisdictional claims in published ..., 2021).

importance of the sport and the environment discourse is the fact that they epitomize a significant part of people's lives.<sup>229</sup> Several sports federations and organizations, factor in aspects of the environment in their operational embodiment<sup>230</sup> Moreover, issues concerning sports and environment gained more prominence in the environmental debates starting in 1992 with holding of World Conference on Environment in Rio de Janeiro (Brazil)<sup>231</sup> which swiftly followed by concerns of the Kyoto Protocol of 1997. In the conferences, there was resolution to guarantee third dimensionality of environment in sports.<sup>232</sup> The IOC President Samaranch remarked:

*“The International Olympic Committee is resolved to ensure that the environment becomes the third dimension of the organization of the Olympic Games, the first and second being sport and culture”.*<sup>233</sup>

The above statement points out that sports and environment has much greater link recognized by some of the leading global bodies. After the conventions, IOC and other sporting bodies have made more efforts to moderate negative environmental impacts, through sports legacies.

In recent years unprecedented issues of sports in relation to the environment has been observed.<sup>234</sup> Decisive aspects relating to linkages between sports and environment are categorized according to the degree, strength and kind of sport as well as elasticity of the environment under consideration.<sup>235</sup> In principle, sport development should not be allowed to go on when there is evidence that sports will not ultimately lead to any improvement in

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<sup>229</sup> Gregory Dingle, "Sport, the Natural Environment, and Sustainability," (2020).

<sup>230</sup> Toby Miller, "Greenwashed Sports and Environmental Activism: Formula 1 and Fifa," *Environmental Communication* 10, no. 6 (2016); Allen R Sanderson and Sabina L Shaikh, "Economics, Sports, and the Environment," *Routledge handbook of sport and the environment*, (2017).

<sup>231</sup> Victor I Danilov-Danil'yan and Igor E Reyf, "Programs of Change: Stockholm—Rio De Janeiro—Johannesburg—Rio+ 20," in *The Biosphere and Civilization: In the Throes of a Global Crisis*(Springer, 2018).

<sup>232</sup> Brian Wilson and Brad Millington, "Sport and Environmentalism," in *Routledge Handbook of the Sociology of Sport*(Routledge, 2015).

<sup>233</sup> Björn Langenbach and Jörg Krieger, "Emergence of the Environment Policy of the International Olympic Committee: A Historical Analysis," *Journal of Qualitative Research in Sports Studies* 11, no. 1 (2017).

<sup>234</sup> Zhang, in *IOP Conference Series: Earth and Environmental Science* (IOP Publishing, 2021).

<sup>235</sup> J Feehan, "Tourism, Environment and Community Development," *Culture, tourism and development: the case of Ireland.*, (1994).

quality of the environment.<sup>236</sup> At the global front, some mega sport events occurred in summer of 2016 mainly the Rio Olympic followed by Paralympic Games, mega soccer in Europe (Euro 2016) held in France, whose intention was to bring into fore the complex relationship between sports and environment with a theme ‘green games’ whose efforts was aimed at reducing the carbon footprint through various strategies.<sup>237</sup> Earlier, the Vancouver 2010 Olympic Games, was designed to ensure that all venues constructed were in such a way as to reduce the veracity of environmental perturbations.<sup>238</sup>

Environmental markers are beginning to be advocated as a way to ensure healthy sports and environment relationships.<sup>239</sup> Using golf courses as an example, which requires proper and environmentally savvy ways ensuring that even though sports are successfully done, the environment is well maintained. In many instances, during large football sporting events, there are always recommendations to ensure that there is good quality of indoor air quality, and that spectators maintain the venues in better form than they found it and as a result many such event sponsors are tasked to ensure that they coordinate environmental management before, during and after the event.<sup>240</sup>

### **3.4 The role of Sports Diplomacy in Environmental Security and conservation**

Sport as a form of diplomacy has been used many times to mitigate environmental security concerns.<sup>241</sup> In this regard, the UNDP identified seven sectors where sports and environmental security may converge: community, economic, food security, health concerns, environment

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<sup>236</sup> Wilson and Millington, in *Routledge Handbook of the Sociology of Sport*(Routledge, 2015).

<sup>237</sup> Valerie Viehoff and Gavin Poynter, *Mega-Event Cities: Urban Legacies of Global Sports Events* (Routledge, 2016).

<sup>238</sup> Kiki Kaplanidou and Kostas Karadakis, "Understanding the Legacies of a Host Olympic City: The Case of the 2010 Vancouver Olympic Games," *Sport Marketing Quarterly* 19, no. 2 (2010).

<sup>239</sup> Marijke Taks, "Social Sustainability of Non-Mega Sport Events in a Global World1," *European Journal for Sport and Society* 10, no. 2 (2013).

<sup>240</sup> Weng Xiquan Wu Yanbo Lin Wentao and Wan Yuxin, "Research on the Protection of Urban Ecological Environment for the Large-Scale Sports Games [J]," *Sports & Science* 5, (2003).

<sup>241</sup> Yu Ping Tao, "Research on the Carrying Capacity of Outdoor Environmental Resources and Ecological Environmental Security for Sports," in *Advanced Materials Research* (Trans Tech Publ, 2012).

and political discourse.<sup>242</sup> At the global front, sports was used to expand environmental security in 1994 winter Olympics in Lillehammer, Norway, when planning and construction of the winter Olympics facilities gave careful consideration to the environmental safety nets.<sup>243</sup> The Organizing Committee made sure that all aspects of the games were environmentally friendly. The 1994 Olympics set the standard for the rest of the industry on how to be conscious about environment security which has led to some initiatives being invoked to minimize ecological footprint through sports, while using sports to confer environmental security.

Sports have also been a powerful tool in inducing regulations, friendly to environmental security.<sup>244</sup> A good example is the Olympic movement which rose in the 1980s had become a powerful economic actor by affecting sponsorship structures and the sale of broadcasting rights and using its clout in advocating for environmental safety issues. In the modern days, employing friendly sports regulations and policies to boost environmental security is vast.<sup>245</sup> Nevertheless, the glaring gap in the sports related policies and laws should be filled and a conversation held among stakeholders to improve the sports policies as away to advance environmental security. Environmental security is of paramount concern not only to nation states but also to global bodies that organize some of the mega sporting events.<sup>246</sup> Naturally, without environmental security, the sports bodies content that there will be no grounds to engage in sports.

There are numerous examples where sports organization has done to help improve environmental security. First are organizers of the FIFA World Cup who have taken into

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<sup>242</sup> Braden R Allenby, "Environmental Security: Concept and Implementation," *International Political Science Review* 21, no. 1 (2000).

<sup>243</sup> Olav R Spilling, "Mega Event as Strategy for Regional Development the Case of the 1994 Lillehammer Winter Olympics," *Entrepreneurship & Regional Development* 8, no. 4 (1996).

<sup>244</sup> Andrey Makarychev and Alexandra Yatsyk, "Introduction: Sports, Politics and Boundaries: Playing the Inclusion/Exclusion Games," in *Mega Events in Post-Soviet Eurasia*(Springer, 2016).

<sup>245</sup> WB Matias and F Mascarenhas, "Influences of Mega Sports Events on the Agenda and Sports Policies: Planning, Institutional Arrangement, Legal Order, and Financing," *Pensar a Prática* 20, no. 1 (2017).

<sup>246</sup> Hugh C Dyer, "Environmental Security as a Universal Value: Implications for International Theory," in *The Environment and International Relations*(Routledge, 2005).

account environmental concerns, FIFA has included environmental protection and security in its bidding agreements to circumvent, diminish and/or countenance environmental perturbation during hosting of sporting events. As a follow-up, FIFA world Cup of 2006 was the first of the series of world cups which was climate neutral international tournament including making the Berlin's Olympic Stadium more energy efficient. Fans purchased reusable drink cups while in the stadium, to reduce litter. In 2010, the soccer leaguer, Indian Premier League (IPL) vowed to go green in their soccer tournaments. In FIFA World Cup of Brazil in 2014, the theme was green world and included electric or bio-diesel amalgamated buses to reduce fossil fuel emissions. In fact, as of 2018 and later bids, FIFA demands that countries that need to host the world cup, should have include environmental security in their bidding documents.

Cricket has also laid elaborate plans to cater for environmental security by going green through elaborate programmes to limit emissions of greenhouse gases. In basketball The National Basketball Association (NBA) embarked on activities such as tree-planting days, clean-up days and assist in e-waste recycling through eco-friendly light-bulbs initiatives. Hockey also undertook elaborate plans in 2011 through the National Hockey League (NHL) to conserve water at the venues hosting the tournament and in the process helped to conserve approximately 3,780 m<sup>3</sup> of Oregon's Deschutes River water.

There is no continent where the nexus between sports and environmental security should be top of the priority agenda like in Africa.<sup>247</sup> Africa have numerous challenges that affect environmental security such as resource use conflicts, exploitation of biodiversity, unlawful trade in threatened plant and animal species, and climate change.<sup>248</sup> There are numerous challenges in Africa, affecting environmental security issues that result to direct

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<sup>247</sup> WG Schulze, "Introduction to Sports Law in South Africa, Edited by R. Cloete: Book Review," *SA Mercantile Law Journal* 18, no. 2 (2006).

<sup>248</sup> E. Drake, "Water Stress and Conflict Severity: A Study on How Environmental Changes Affect Conflicts in Africa." (University of North Carolina, 2018).



social, environmental and economic impacts. There have been little attempts at using sporting events to help alleviate challenges facing environmental security. As a result, there are relatively fewer studies on the topics linking sporting events and environmental security in the region.

After the United Nations Conference on Environment and Development (UNCED) there was a resolution to discuss tangible action plans that would allow sports to tackle issues of environmental security.<sup>249</sup> This followed other programmes that aimed at fostering environmental protection through sports such as the Intergovernmental Panel on Forests (IPF) from 1995 to 1997, the Intergovernmental Forum on Forests (IFF) between 1997 and 2000 and the United Nations Forum on Forests (UNFF) in 2000 to the present, whose aim was an international drive to attain legally binding agreement to enhance environmental security.

In Kenya, yet this study reveals little emphasis on the issue of taking care of the sporting environment both materially e.g., the states of sporting venues like the stadia and immaterial e.g. the ambiance and circumstances surrounding sporting events.

### **3.5 Chapter Summary**

This section found that first and foremost, sports can be effective for the development which has implication for environment issues. This section found that the difference in approaches toward the concept of environmental security with the soundest arguments is regarding what sports was indeed quite comprehensive at the international arena. This section found that the manner in which sports may be used to build upon environment is an increasingly relevant concern, especially for the environmentalist concern with sustainable management of natural resources.

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<sup>249</sup> Ewald Rametsteiner, "Governance Concepts and Their Application in Forest Policy Initiatives from Global to Local Levels," *Small-scale Forestry* 8, no. 2 (2009).

Sports come out clearly as a way that can help in enhancing environmental security and conservation. The literature leaves no doubt that programmes that are showcasing the use of sports in environmental management are just starting to emerge and if the issues continue to be emphasized then it will lead to more examples of how environmental security can be bolstered through sports. It is also clear that there are still too few local studies that showcase the use of sports to enhance environmental security and management.

**CHAPTER FOUR**  
**THE ACTORS AND STRATEGIES IN SPORTS DIPLOMACY FOR FOREST**  
**CONSERVATION**

**4.0 Introduction**

This chapter presented the actors and strategies in the use of sports diplomacy in advancing forest conservation. The better part of the whole research specifically articulates issues related to the key actors and strategies in the use of sports diplomacy in advancing forest conservation in the Kenyan perspective.

**4.1 Actors in sports**

In order to achieve diplomacy through sports, numerous international organizations which act as drivers of the sporting or diplomatic events has been highlighted.<sup>250</sup> These actors are specific for each sports. First there are set of individual actors in sports. These are individuals who are quite wealthy and on their own they can sponsor teams. In the football arena such sponsors are numerous like Roman Abramovich who purchased and now owns and sponsors Chelsea football Club in England. Manchester United one of the richest football clubs is owned and partially sponsored by Glazers family.

The state form a major part of sports actors. State or governments are the leading actors because they are the ones that formulate and implement the sports policies. The government is the one that outlines the role of sports in advancing the countries agenda, image and diplomatic relationships and therefore provide the positive energy needed to move it forward. Many states/governments/countries have formulated national policies linking sport with environmental concerns. States can also act through cooperation with other states in developing sports. As a result of the active role of states in sports, there are several

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<sup>250</sup> Kobierecki, (Lexington Books, 2020); Thierry Côme and Michel Raspaud, "Sports Diplomacy: A Strategic Challenge for Qatar," *Hermes, La Revue*, no. 2 (2018).

intergovernmental organizations set up to improve sport policy frameworks<sup>251</sup>. These include Policy Framework for Sustainable Development of Sport in Africa (PFSDSA), African Union Sport Council (AUSC), as well as the Vientiane Declaration on Sports Cooperation (VDSC). Sports governing bodies exist on the international level, for example the International Olympic Committee, or the national level, such as the National Football League (NFL). They are responsible for setting and enforcing regulations within the sport. Like intergovernmental organizations, they can work with national governments to ensure sport is implemented into policy.

There are international actors of mega-sports events across the world. In the Olympic the main actor is the International Olympic Committee (IOC) that is tasked to manage Olympic Games. In football the main global actor is the “*Fédération Internationale de Football*” (FIFA), with branches in Europe known as UEFA, in Africa is the Confederation of African Football (CAF) and in Asia is the Asian Football Confederation (AFC). There is the International Tennis Federation (ITF) organizing and managing tennis sport.<sup>252</sup> Athletics is organized by the International Athletic Association Federation (IAAF). The Commonwealth has a task of organizing the commonwealth games in which teams that were former colonies of Britain participate. These governing bodies were formed to organize, conduct and promote global sports. These sporting events thus became avenues for political leverage and national competition, where countries would assert their presence internationally and gain admiration from other countries.

At the global level, there is also battery of sponsoring companies in sports such as Apple, Red Bull, Samsung, Addidas, Chevrolet, Reebok, Fly Emirates, Nike, Coca-Cola, Puma, Delloite, Budweiser Beer etc. As long sports club procure sponsor, they can effectively

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<sup>251</sup> Efthalia Chatzigianni, "Global Sport Governance: Globalizing the Globalized," *Sport in Society* 21, no. 9 (2018).

<sup>252</sup> Anja Scheu and Holger Preuss, "Residents' Perceptions of Mega Sport Event Legacies and Impacts," *German journal of exercise and sport research* 48, no. 3 (2018).

participate in sports. There are a number of global reports that indicate that these companies used a staggering 20 billion dollars for sports sponsorship in the year 2019-2020. There are also a number of banks that sponsors football such as Barclays Bank, Standard Chartered Bank, Amalgamated Banks of South Africa (ABSA). Apart from companies there are also institutions that sponsor sports like UNICEF, World Bank is also involved in sponsoring football in developing countries, there are also universities that sponsor teams in national leagues <sup>253</sup>.

The Commonwealth remains one of the leading actors in sports and has advanced sports through creation of several policies to guide sports development. The Commonwealth also has a youth based sporting organization known as Youth Sport for Development and Peace Network (CYSDP) which has mandate of promoting the utilization of sport as a vehicle of youth empowerment and development. They have expertise to help in crafting lasting policies in sport that can contribute positive to the development and environmental management objectives.

## **4.2 Actors in diplomacy**

Diplomacy is a traditional bastion of the states. In modern practice, diplomatic recognition goes hand in hand with state and in turn to gain admission into the diplomatic cycles, one need recognition from the state.<sup>254</sup> The rules and practices of conventional diplomacy owes its origin as a result of the rise of statehood in early 19<sup>th</sup> century Europe. The state as a major actor in diplomacy allowed the diplomats a platform to mingle with members of the government from another states well as with other professional and officials at times that

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<sup>253</sup> Mei Rose, Gregory M Rose, Altaf Merchant, and Ulrich R Orth, "Sports Teams Heritage: Measurement and Application in Sponsorship," *Journal of Business Research* 124, (2021).

<sup>254</sup> William Snow, Thierry Balzacq, Frédéric Charillon, and Frédéric Ramel, *Global Diplomacy: An Introduction to Theory and Practice* (Springer Nature, 2019).

issues of diplomacy were urgently needed.<sup>255</sup> The simplicity and increasing importance of contacts and ease of communication transversely over the state borders during sports events has managed to allow state actors to perfect the art of diplomacy and at the same time rope in several non state actors.<sup>256</sup> This has given rise to network diplomacy away from the club diplomacy in which diplomats from the state interact with other diplomats from other countries to advance diplomacy. Many of these network diplomats also work with governments, as well as other international organizations.

There are a number of actors in international diplomacy that are well recognized such as Amnesty International, International Rescue Committee (IRC), Save the Children International and Greenpeace which have deliberate mechanisms for communicating diplomatic issues among concerned, coordinating actions in international diplomacy and coordinating diplomatic actions through various state/governments, intergovernmental organizations, and worldwide corporations.<sup>257</sup> Acting in various diplomatic issues affecting humans, these international diplomatic organizations have enable several transnational social movement organizations (TSMOs) expand and achieve the objectives of building diplomatic capacity in the world. Some of the international organizations have also liaised with the UN to ensure that the objective of diplomacy reaches many of the regions that need it. When well funded, these transnational organizations have innovative solutions to the diplomacy in the world today.

There are large actors in diplomacy that operate in a network with state diplomats which include Civil society actors, non-governmental organizations (NGOs), business associations, employer organizations transnational firms, party associations, religious organizations, labor unions, and scientists. Many NGOs and civil societies are currently

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<sup>255</sup> Hasan Saliu, "The Evolution of the Concept of Public Diplomacy from the Perspective of Communication Stakeholders," *Medijska istraživanja: znanstveno-stručni časopis za novinarstvo i medije* 26, no. 1 (2020).

<sup>256</sup> Sophie Nanyonga, "How Globalization Has Changed Diplomacy," in *Proceedings of the 14th International RAIS Conference on Social Sciences and Humanities* (Scientia Moralitas Research Institute, 2019).

<sup>257</sup> Kobierecki, (Lexington Books, 2020).

getting access to work with various governments in a multilateral diplomacy to bring about diplomatic solutions. They help in multilateral diplomacy by offering expertise, advocacy, promotion, and set global diplomacy agenda as well as implement programs that ensure international commitments to diplomatic aspects.<sup>258</sup> For instance, states in EU have allowed over 4,000 NGOs and civil society groups as consultative bodies with the UN. This opening up of NGOs, civil societies and other non state actors have allowed harmonious working between several states and non states in transnational diplomatic action.<sup>259</sup> Historically only 277 NGOs participated in Stockholm Conference on the Human Environment in 1972, while in 1986 15,000 NGOs participated in the Johannesburg World Summit on Sustainable Development. By the year 1990s up-to the early 2000s, civil societies and NGOs characteristically were more than states actors in climate change.

There is also the issues diplomatic activity reminiscent of non central government such as county government and cities referred to “paradiplomacy”.<sup>260</sup> In large cities there may also be governments who will engage in diplomatic activities and thus can develop relationships with partner municipalities in another country and work together in international forum to bring about diplomacy. There are several of these arrangements in USA, Europe and even in Africa where cities can have their functioning government under the national government and they can cooperate with other city government for diplomatic ties.

### **4.3 Actors in Environmental security**

The environment whether it is degradation, conservation or security has very complex global politics and hence unique set of environmental actors. The actors involved in environmental security have been active since the inception of the environmental security concept in the

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<sup>258</sup> Michael W Manulak, "Why and How to Succeed at Network Diplomacy," *The Washington Quarterly* 42, no. 1 (2019).

<sup>259</sup> Thomas Diez, "Diplomacy, Papacy, and the Transformation of International Society," *The Review of Faith & International Affairs* 15, no. 4 (2017).

<sup>260</sup> Thomas Jackson, "Paradiplomacy and Political Geography: The Geopolitics of Substate Regional Diplomacy," *Geography Compass* 12, no. 2 (2018).

1970s to 1980s. Today, global environmental security and governance has numerous policy formulators, implementers and enforcers playing at multiple different tiers. These actors are also classified into state and non-state actors.<sup>261</sup> States are still at the heart of policy formulation and enforcements but several non-state actors are increasingly shaping the outcomes of environmental security politics. Since the 1980s towards more recent years, actors in environmental security at the global level has becoming more transnationalised, by getting involved with an increasing number of non-state actors.<sup>262</sup>

The proliferation of key non-state actors in environmental security debate has changed the results of international environmental politics.<sup>263</sup> New environmental security actors have come in including the military<sup>264</sup>, business organizations, civil society and researchers in multilevel environmental security and diplomacy networks.<sup>265</sup> In several instance, environmental security policy makers allow themselves the process of trans-nationalisation that involves network approach and has been found to be more effective. In environmental security, more opportunities of engaging the non-state actors have helped to solve the challenges facing many international institutions operating solely.

The existence of NGOs, civil environmental lobby groups, and advocates are on the rise in the last fifty years since the realization that environmental changes are likely to affect humans in a more significant way. A consequence of the growth of environmental actors is the continuous need to educate the people on the importance of maintaining environmental peace, security and safety.<sup>266</sup> There have been increasing presence of the NGOs and civil

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<sup>261</sup> Philipp Pattberg and Fariborz Zelli, *Environmental Politics and Governance in the Anthropocene: Institutions and Legitimacy in a Complex World* (Routledge, 2016).

<sup>262</sup> Saleem H Ali and Rebecca Pincus, "The Role of the Military in Environmental Peacebuilding," *Routledge Handbook of Environmental Conflict and Peacebuilding*, (2018).

<sup>263</sup> Alan Tomlinson, "Diplomatic Actors in the World of Football: Individuals, Institutions, Ideologies," in *Sport and Diplomacy*(Manchester University Press, 2018).

<sup>264</sup> Ali and Pincus, *Routledge Handbook of Environmental Conflict and Peacebuilding*, (2018).

<sup>265</sup> Mely Caballero-Anthony, "Ii. State and Non-State Actors and Nts Governance in Southeast Asia and Beyond," in *Negotiating Governance on Non-Traditional Security in Southeast Asia and Beyond*(Columbia University Press, 2019).

<sup>266</sup> Carolyn Deere-Birkbeck, "Global Governance in the Context of Climate Change: The Challenges of Increasingly Complex Risk Parameters," *International Affairs* 85, no. 6 (2009).



society groups in the field of environmental pollution, climate change, environmental laws, governance and sustainability which has culminated in more international negotiations towards environmental safety.<sup>267</sup> The NGOs and environmental lobbyist have continued to provide logistics, financial, scientific, technical and/or legal forum for improved environmental governance. Naturally, the number of NGOs and environmental lobbies as well as other civil society groups who operate vary widely with geographical distribution and availability of funds.<sup>268</sup>

#### **4.4 Actors in forest conservation**

Environmental security actors are also the state and non state actors. The non state actors include up-to five groups concerning the environmental security. These are: Corporate Interest Groups (CIGs), local Communities (ECs), Intergovernmental Organizations (IGOs), International Non-Governmental Organizations (INGOs), and Transnational Corporations (TNCs). During the last decades, forest related initiatives or projects attempt increasingly on fostering participation and partnerships, institution and capacity building, independently/additionally to their thematic focuses or specific goals. The study examines the composition and role of various actors in forest initiatives (development cooperation projects of European donors: Germany, Finland, Sweden, Austria), around the globe (in Africa, Asia, America), and those of European forest initiatives, with a focus on the Bavarian Climate Program 2020 (South Germany) and the governmentally led forest initiatives that base on it.

Since 2008 the Bavarian Climate Programme 2020 supports about 150 governmental forest initiatives. Through participatory involvement of actors they have lead to i.e. intensified forest management, increased sustainable wood mobilisation, intensified forest conversion

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<sup>267</sup> B Art and I Visseren-Hamdkers, "Forest Governance: A State of the Art Review, Forest-People Interfaces," *Arts B., van Bommel S. et al., Wageningen Academic Publ*, (2012).

<sup>268</sup> David Freestone, "The United Nations Framework Convention on Climate Change-the Basis for the Climate Change Regime," *The Oxford handbook of international climate change law*, (2016).

and/or sustained protective functions.<sup>269</sup> First results from quantitative analyses show that governmental actors (i.e. forest authorities, communes) and non-governmental actors (i.e. forest owner associations/cooperatives, harvesting enterprises, private forest owners as groups) can attain strong roles in the networks of these initiatives.<sup>270</sup>

There are three recognizable courses of displacement of state power: (1) upward in which state power is directed to international associations and inter-governmental groups termed globalization, (2) downward from the state to sub-national authorities, city-governments county governments and to the members of public (decentralization/devolution), and (3) and outward to private sector which is terms privatization.<sup>271</sup> The multi-actors allow for collaboration between and among public and private actors originating from the state, and/or several of the non state actors at multiple scales in common interaction.<sup>272</sup> Accordingly the state requires that once it transfers authority to the lower level then that power should be practiced responsibly on behalf of the state through a forum of decentralized or participatory governance.

Environmental governance can be invoked by the state through the local communities, civil society groups, NGOs among others. In forest governance and environmental security also apply to “hybrid modes of governance across the state-market-community divisions”. In provision of forest security and governance the multi-level powers may practice it through three dimensions including decentralization/devolution, concessions and as well as forest certification.<sup>273</sup> Two main forest certifications are recognized which include those by the

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<sup>269</sup> Peter K Aurenhammer, "Nudging in the Forests—the Role and Effectiveness of Nepis in Government Forest Initiatives of Bavaria," *Forests* 11, no. 2 (2020).

<sup>270</sup> PK Aurenhammer, Špela Ščap, Matevž Triplat, Nike Krajnc, and Andrej Breznikar, "Actors' Potential for Change in Slovenian Forest Owner Associations," *Small-scale forestry* 17, no. 2 (2018).

<sup>271</sup> Denis Dobrynin, Elena Smirennikova, and Irmeli Mustalahti, "Non-State Forest Governance and 'Responsibilization': The Prospects for Fpic under Fsc Certification in Northwest Russia," *Forest Policy and Economics* 115, (2020).

<sup>272</sup> Art and Visseren-Hamdkers, *Arts B., van Bommel S. et al., Wageningen Academic Publ.* (2012).

<sup>273</sup> Hamish van der Ven and Benjamin Cashore, "Forest Certification: The Challenge of Measuring Impacts," *Current Opinion in Environmental Sustainability* 32, (2018).

Forest Stewardship Council (FSC) while the second one is Programme for Endorsement of Forest Certification (PEFC) where FSC is deemed as private.

#### **4.5 Strategies for sports diplomacy in enhancing environmental security**

There are several strategies put in place to ensure that sports and sports diplomacy enable one to achieve environmental security. A key strategy that enables sports to be used in diplomacy is the sports diplomacy solidarity, which create a formal diplomatic situation within the country and then channel all the actions through that path.<sup>274</sup> Absence of such solitary diplomatic situation will lead not maximize efficiency of diplomatic relationships. This idea entails officials of sports in a country having the same messages concerning the country they represent in the diplomatic cycle. A good example in the international arena has to do with FIFA World Cup of 1998 where the officials of Iran national soccer teams resolve to use the solitary diplomatic situation in France. Again, in the year 2000, the USA invited Iran to a soccer match and Iran again applied the same kind of diplomacy to ease tensions between the two countries.

The second approach in enhancing sports diplomacy to enhance environmental security involves is to enable sports diplomacy to try and achieve the intended outcomes through the use of competent cultural ambassadors.<sup>275</sup> The cultural ambassadors liaise with individuals, team's fans, players, managers and officials to bridge the gap that exist between sports and diplomacy. These ambassadors can be national or universal ones. Competent cultural ambassadors employ national ethos to help the cause of the nation.

A high performance strategy is another approach for diplomacy. This has two components termed as best records and best management. Best record allows for win-win

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<sup>274</sup> Abdi, Talebpour, Fullerton, Ranjkesh, and Jabbari Nooghabi, *International area studies review* 21, no. 4 (2018).

<sup>275</sup> Rachel Boveja, "Multicultural Health Diplomacy: A Proposed Culturally Competent Diplomacy Model for Health Professionals," *Athens Journal of Health and Medical Sciences*, (2021).

situation in the hearts and minds of people by attracting to the people's emotions<sup>276</sup>, this is achieved by allowing the diplomats to freely mingle with people and appeal to their attention. On the other hand, best management, include handling of managerial matters, phases, and logistics in sporting event. This is achieved by ensuring that mega events are handled in the most efficient and error-free methods to bring out the best in them, since the tiniest managerial errors in security can annul all the probable outcomes in sports diplomacy.<sup>277</sup>

Finally, a common smart strategy to ensure sports diplomacy has the best environmental security outcomes is huge media coverage. Mass media coverage is the current strategy applicable to mega-sporting events like the FIFA World Cup or International Athletics Championships as well as the Olympics. When large audience is targeted with the best message of sports diplomacy and environmental security, positive outcomes will be envisaged due to influential behaviour change. A key advance of this strategy is to allow diplomacy to use tools available to it in the international mass media, radio, television, and currently the use of internet. Therefore, the immense media exposure has brought the enthusiasm of sports to practically everyone.<sup>278</sup>

Although there may be so many strategies available to use and to ensure that sports diplomacy help in environmental conservation and security, there are very few studies especially in Africa where there is urgent need for environmental security. Therefore, this study will hopefully provide more literature to bridge this obvious gap.

#### **4.6 Chapter summary**

This section found that first and foremost, that there are many actors in the sports diplomacy for environmental security and conservation. It is due to the role played by the actors in sports and environment that environmental security can be realized. This section found that the

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<sup>276</sup> Murray and Pigman, *Sport in Society* 17, no. 9 (2014).

<sup>277</sup> Nygård and Gates, *International area studies review* 16, no. 3 (2013).

<sup>278</sup> Murray and Pigman, *Sport in Society* 17, no. 9 (2014).

difference in approaches used by actors of sports and environmental security will ultimately affect the achievement of objects aimed at improving environmental security.

It is clear from this section of the review that the manner in which actors of environmental security and sport are gradually becoming more prominent, particularly for people mandated to manage sport and intent to achieve the best for the environment. This section further found a concern in the immense literature especially among the stakeholders of sports and environmental management is coordination among actors to achieve environmental security. In this realm it is clear that more studies are needed in this field to fulfill the huge gap in knowledge that exist especially in developing countries which need such kind of solutions to environmental security challenges.

## CHAPTER FIVE

### DATA ANALYSIS AND PRESENTATION

#### 5.0 Introduction

This chapter presents, analyze and discuss on the data that was collected from the targeted population of the study. This study collected qualitative and quantitative primary data and reinforced the data using sources from the secondary data sources. The data were gathered using questionnaires and interview schedule. The field data were sorted and analyzed using thematic and content analysis, based on themes emerging from the study participants. The final result from the participants was eventually presented in the forms of tables, figures and synthesized thematic texts or narrative format.

This chapter was divided into six sub-sections in the order of hierarchy of the initial key objectives under study. Section 5.2 provides the response rate of the questionnaires; section 5.3 discusses the socio-economic status of the respondents. Section 5.4 specifically examined the means by which sports is incorporated in environmental security, section 5.5 illustrated the role of diplomacy in advancing environmental security in Africa, section 5.6 demonstrated various actors in sports and strategies they use in advancing forest conservation in Kenya. Finally, the chapter concluded on section 5.7 which concisely summed-up the whole research findings and gave a comprehensive verdict of the key issues being addressed in this research.

#### 5.1 Participant response rate and missing data

The study sought to collect data from 100 respondents using questionnaires. The researcher distributed a total of 100 questionnaires from which a total of 92 questionnaires were successfully completed which translate to a response rate of 92%. The researcher only considered the dully filled and completed questionnaires for analysis from where a total of 90 questionnaires were used, which resulted in final response rate of 90%. A response rate of

90%, taking cognizance of the nature of the study, is quite sufficient since it is generally agreed that a response rate of over 70% validate any survey based studies.<sup>279</sup> Response rates can be influenced by several factors such as the mode of distribution, incentive provided, respondents loyalty, perceived benefit, demographics etc.<sup>280</sup> High response rate may have been due to methods of distribution, where it has been established that if the researcher personally distributes and collects the questionnaires, high response rate may be elicited. Therefore, the response rate in this study may have been due to the mode of distribution, respondent loyalty or demographics but not incentives as no incentive was provided.

Missing data were checked through qualitative missing value analysis (MVA).<sup>281</sup> The missing value analysis results showed that the percentage of missing values was less than 2%. Considering this in comparison to the sample size, this percentage of missing values was negligible and could not significantly affect the outcome. This was consistent with most studies with large sample sizes given that almost any procedure for handling missing values was expected to yield similar results.<sup>282</sup>

## **5.2 Socio-demographic characteristics of the respondents**

The socio-demographic considered were: gender, age, level of education, and work experience. The data were summarized using frequency distribution and percentages.

### **5.2.1 Distribution of the respondents by gender**

The respondents were asked to indicate their gender. The results are shown in Table 5.1. The results indicate that males were the most dominant (n = 75, 83.5%) of the respondents while

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<sup>279</sup> Richard Hendra and Aaron Hill, "Rethinking Response Rates: New Evidence of Little Relationship between Survey Response Rates and Nonresponse Bias," *Evaluation review* 43, no. 5 (2019).

<sup>280</sup> David M Berman, LL Tan, and Tina L Cheng, "Surveys and Response Rates," *Pediatrics in review* 36, no. 8 (2015).

<sup>281</sup> Wei-Chao Lin and Chih-Fong Tsai, "Missing Value Imputation: A Review and Analysis of the Literature (2006–2017)," *Artificial Intelligence Review* 53, no. 2 (2020).

<sup>282</sup> Ryan M Cook, "Addressing Missing Data in Quantitative Counseling Research," *Counseling Outcome Research and Evaluation*, (2020).

female gender was only 16.7% (n = 15). Dominance of males in sports and diplomacy activities was expected in Kenya and concurs with several studies in Sub Saharan Africa which indicate that female are grossly under-represented in the workforce in the region.

**Table 5.1:** Respondents gender

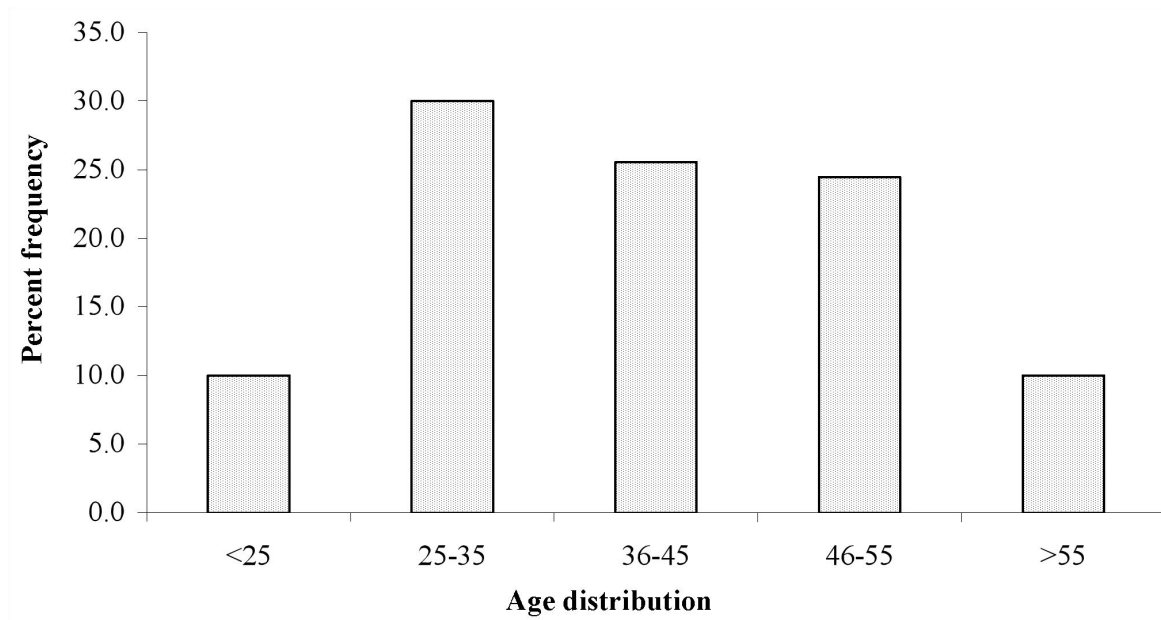
Gender	Frequency	Percent
Male	75	83.3
Female	15	16.7
Total	90	100

**Source:** Field Data (2021)

**5.2.2 Distribution of the respondents by age**

Information on age of the respondents is shown in Figure 5.1. The results shows that the highest number of participants were in age range 25-35 years at (n = 27, 30%) followed with 25-35 years (n = 23, 25.6%). This can be taken as an indication that most of the research participants were quite experienced, highly knowledgeable, mature and reliable as research study participants.





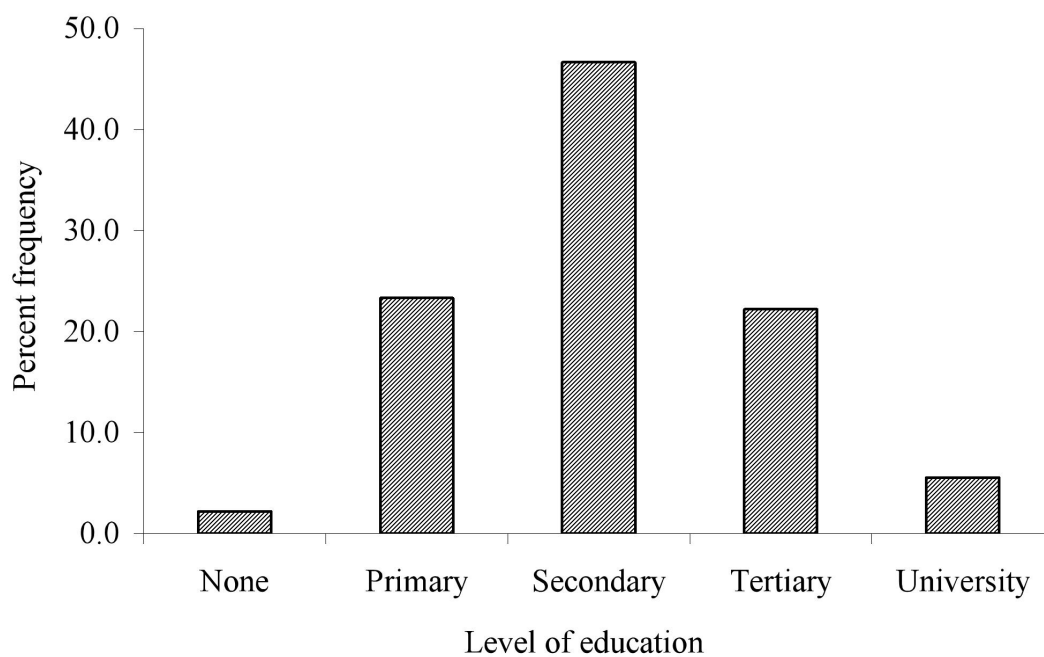
**Figure 5.1:** Respondents age

**Source:** Field Data (2021)

### 5.2.3 Distribution of the respondents by education level

During the study, the respondent's level of education was categorized into those without education (none), primary, secondary, tertiary and university as summarized in Figure 5.2. The findings depicted that majority 42 (46.7%) of the respondents had attained secondary levels of education, followed by primary level (n = 21, 23.3%) and then those with tertiary levels of education were one fifth (n = 20, 22.2%). The number of respondents with no education (n = 2, 2.2%) as well as those with university education (n = 5, 5.6%) were few among the respondents. The result of this study is consistent with other studies in the Sub Saharan Africa where majority of the people are reported to have either primary or secondary school level of education.<sup>283</sup>

<sup>283</sup> Tristan McCowan, "Quality of Higher Education in Kenya: Addressing the Conundrum," *International Journal of Educational Development* 60, (2018).



**Figure 5.2:** Respondents level of education

**Source:** Field Data (2021)

#### **5.2.4 Respondents profession**

The study analyzed organizations that the respondents were working in or profession, their professions and work experience (Table 5.2). The findings depicted that majority (23.3%) of the respondents were from sports, followed by those from academia (15.6%) and then those from KFS (14.4%). The table shows that most targeted participants were subject matter experts, thus they were considered viable and fit for the research study.

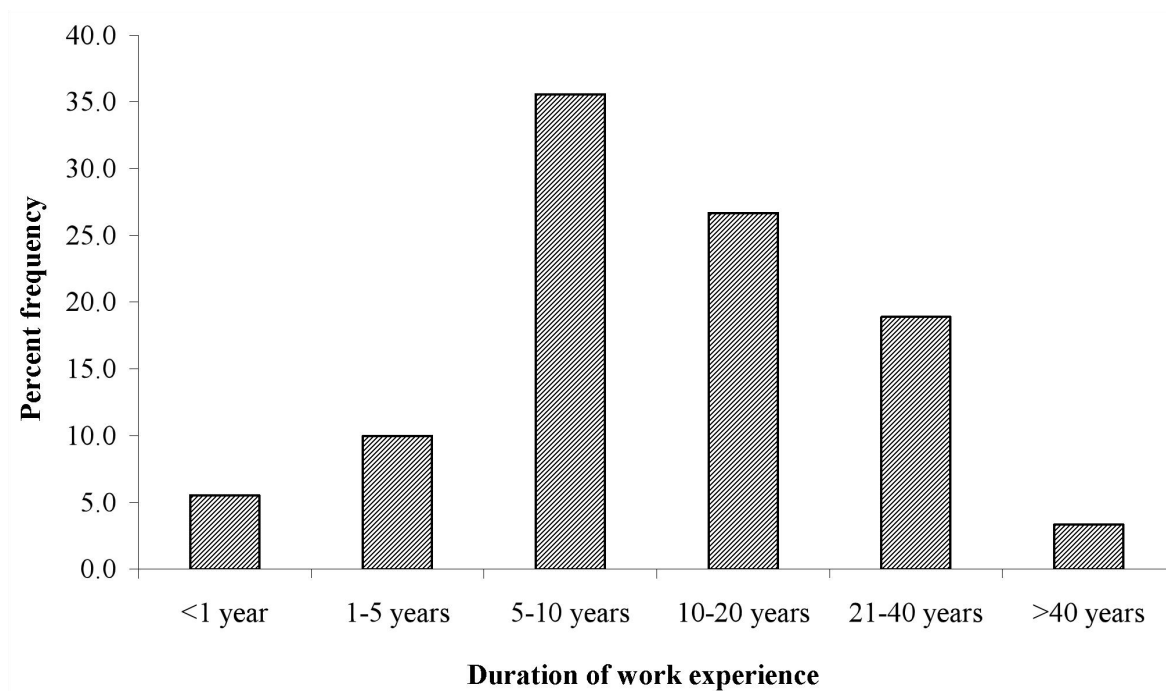
**Table 5.2:** Respondents organizations

Organization	Frequency	Percent
Academia	14	15.6
Sports	21	23.3
Aviation	5	5.6
Defence	5	5.6
Diplomats	5	5.6
Foreign Affairs	4	4.4
Kenya Forest Service	13	14.4
Kenya Wildlife Service	4	4.4
Kenya Water Towers Agency	8	8.9
Others	11	12.2
Total	90	100.0

**Source:** Field Data (2021)

**5.2.5 Respondent work experience**

The work experience of the respondents is shown in Figure 5.3. The data reveal that vast majority of the respondents had between 5 and 10 years working experience (n = 32, 35.6%), followed by those with 10 to 20 years (n = 24, 26.7%) and then 21-40 years working experience (n = 17, 18.9%). Respondents with less than 5 years as well those with more than 40 years working experience were few. These results suggest that most of the respondents had spent more time in their profession, career and therefore in terms of reliability, the results they provide should be more reliable than those who are just starting to work in their professions.



**Figure 5.3:** Respondents work experience at their working stations

**Source:** Field Data (2021)

### 5.3 Means of incorporating sports in diplomacy

The researcher determined from the respondents how long they have been in sports industry in any capacity (Table 5.3). According to the result presented in Table 5.3 there were a total of 29 respondents (32.2%) involved directly with sports. This shows that sports as an industry have more people involved in their management echelon which is consistent with other studies in Kenya.<sup>284</sup> Majority of these were involved in sports management (12%) even though some of the sports managers were later determined to have been involved in sports. The occurrence of high number of managers can be possible due the fact that sport is taken as a major event in Kenya and there are management officials from the ministry of sports, from the county governments as well as private based management officials. However, given that the respondents were being selected purposively it cannot be conclusive that there are more sports officials than sportspersons. Based on actual sporting categories, majority of the

<sup>284</sup> Byron and Chepyator-Thomson, *International Journal of Sport Policy and Politics* 7, no. 2 (2015).

respondents were in athletics (n = 7, 7.8%), followed by those involved in football (n = 4, 4.4%). There were also respondents from other sports fraternity such as handball, hockey, golf and volleyball. This concurs with other studies in Kenya which may suggest that most of the sportspersons in Kenya are in involved in athletics or football considering that it is the most successful sports in Kenya.<sup>285</sup>

**Table 5.3:** Length of the respondents in sports

Sports industry category	Frequency	Percent
Athletics	7	7.8
Football	4	4.4
Handball	2	2.2
Hockey	2	2.2
Golf	1	1.1
Volleyball	2	2.2
Sports management	11	12.2
Total	29	32.2

**Source:** Field data (2021)

The respondents involved in sports (n = 29) were further asked how successful the sporting events have been over the last 10 year. The results are as shown in Table 5.4. Highest rating of sports success in Kenya was for athletics followed by volleyball and golf with those in hockey and football decrying lack of any success. From the discussion above, athletics is successful in most of the regions in the North Rift, also volleyball is quite popular with Kenya often winning the African championships. Such can be seen from the following verbatim:

*“In June of 2015, Kenya women’s volleyball team and the coaching staff led by David Lungaho ... did the country proud by winning the African volleyball championships in grand style. They overpowered every team including arch-rivals Cameroon, Algeria and Tunisia, winning every match without losing a set. It was one of the most dominant performances ever by this team and they deserve the support of everyone”.*<sup>286</sup>

<sup>285</sup> L. O. Otieno and K. Omide, "Analysis of Competitive Advantages of Kenya’s Sports Industry," *International Journal of Advanced Research in Management and Social Sciences* 9, no. 1 (2020).

<sup>286</sup> <https://kenyapage.net/commentary/kenya-sports-commentary/taking-kenya-volleyball-to-next-level/>

The study also determined how success of the organized events in the last 10 years (Table 5.4). The respondents indicated that the most successful aspect of the sports in Kenya was athletics (mean = 3.57/5.00), volleyball (mean = 3.5/5.00) and golf (mean = 3.00/5.00). According to these results athletics and volleyball can be described as successful but cautioned is urged against making the same for golf which had only one respondent who had very high regard to golf. The success of athletics in Kenya cannot be downplayed given the major honours Kenya has earned over the last 50 years in that sporting event. During the interview the following were obtained from the interview:

*“Kenya has been participating in the Olympic Games since 1956 and over the same time period....eh... the country has won (Olympic) medals in two major areas: In boxing in 1987 and athletics [Marathoner #1, Athletics coach #1]. Looking at the history, athletics account for 79 of the 86 medal won by Kenyans....” [Marathoner #1, AK official]. Kenya has also achieved world records in long-distance running mainly in 800 m, 1500 m, 5000 m and 10,000 m and marathon [Long distance Athlete #1, Marathoner #2 and AK official]. I remember in Rio 2016 Olympic Games a Kenyan female called Jemina Sumsong won (her) a gold medal in the female marathon [Atheletic coach #2]”.*

**Table 5.4:** How successful have the sporting event been over the last 10 years

Sports category	Very successful		Successful		Moderate		Not successful		Means	SD
	Freq.	%	Freq.	%	Freq.	%	Freq.	%		
Athletics	5	71.4	1	14.3	1	14.3	0	0.0	3.57	0.13
Football	0	0.0	1	25.0	1	25.0	2	50.0	1.75	0.06
Handball	0	0.0	1	50.0	1	50.0	0	0.0	2.50	0.09
Hockey	0	0.0	0	0.0	0	0.0	2	100	1.00	0.04
Golf	0	0.0	1	100	0	0.0	0	0.0	3.00	0.11
Volleyball	1	50.0	1	50.0	0	0.0	0	0.0	3.50	0.13
Sports management	2	18.2	5	40.3	2	18.2	2	18.2	2.64	0.10

**Source:** Field data (2021)

The respondents were asked whether they are familiar with concept of sports related diplomacy for which 73.4% attested that they are aware of sports diplomacy. This support the notion that sports diplomacy is well known concept in Kenya among various personalities

which concurs with some of the few published studies.<sup>287</sup> The results showing whether sports has improved diplomacy in Kenya among the respondents showed varied results (Table 5.5). The results showed that 53.3% of the respondents were aware of sports advanced diplomacy. In one of the previously published work, it was established that sports can to some extent improve diplomacy by promoting Kenya's foreign policy goals<sup>288</sup> and advancing national interests of Kenya.<sup>289</sup> Most of the respondents from diplomacy, Kenya Forest Service, sports and aviation attested that indeed sports enhanced diplomacy in Kenya perhaps due to the fact that these respondents were directly involved in sports and its outcomes.

Meanwhile respondents from the academia, KWS and KWTA did not seem to concur with sports in Kenya enhancing diplomacy which could be interpreted to mean that although sports can advance diplomacy less was being done to advance sports diplomacy in Kenya and thus sports diplomacy has not been fully realized in Kenya. The following statements seems to concur with the results of the interview:

*“Sports in Kenya is not well funded by both the county governments and national government and therefore its full potential and role in Kenya is below par compared to some of the countries where potential of sports is a well-developed industry [Academia #1]. In fact when you see Kenya athletes win gold medals in Olympics, Common Wealth Games, All African Games and World Championships ..... it all boils down to individual hard work, commitment and dedication coupled with very vigorous training... the government has very little input, how then does such neglect of sports improve diplomacy [Ex footballer, AK coach #2]. If you look at football, you can see that it is not an individual sport and the government has refused to support it so how can it advance diplomacy [Academia #2, Kenya Water Tower Agency official #1, Footballer #1]”.*

Once again since the KWS was represented by only a single respondent, while Kenya Water Towers Agency had only two respondents so caution is urged when presenting their view since two few respondents may suffer from statistical power of a test.<sup>290</sup>

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<sup>287</sup> Bukhala(University of Nairobi, 2018).

<sup>288</sup> Mutisya(United States International University-Africa, 2019).

<sup>289</sup> Bukhala(University of Nairobi, 2018).

<sup>290</sup> John Joseph Dziak, Lisa C Dierker, and Beau Abar, "The Interpretation of Statistical Power after the Data Have Been Gathered," *Current Psychology* 39, no. 3 (2020).

**Table 5.5:** Responses on sports advancement of diplomacy among the respondents

Sports category	Freq.	%
Academia	4	28.6
Sports	14	66.7
Aviation	3	60.0
Defence	1	20.0
Diplomats	4	80.0
Foreign Affairs	2	50.0
Kenya Forest Service	10	76.9
Kenya Wildlife Service	1	25.0
Kenya Water Towers Agency	2	25.0
Others	4	36.4
Total	48	53.3

**Source:** Field data (2021)

Responses on whether sports advance diplomacy in over the past years among the sportspersons was also determined (Table 5.6). The responses indicate that most of the respondents from athletics, golf and volleyball were affirmative that sports advance diplomacy in over the past years in Kenya. Success of athletics in advancing diplomacy has been highlighted in the past studies.<sup>291</sup> Given that these were also some of the most successful sports in Kenya, it is plausible to suggest that most of the people in Kenya who participate mainly in athletics and volleyball believe that advancing diplomacy using these sports and the sportsperson was being done albeit silently in Kenya. According to the interview:

*“When you see children from war ravaged areas like West Pokot and Turkana putting their differences aside to participate in sports like football, athletics and volleyball then what evidence do we need that sports is not achieving diplomacy in Kenya? [Marathon #2, Athlete #1, Academician #2]”.*

<sup>291</sup> Bukhala(University of Nairobi, 2018); Busolo(University of Nairobi, 2016).



**Table 5.6:** Responses on sports advancement of diplomacy among the sportspersons

Sports category	Freq.	%
Athletics	6	85.7
Football	2	45.0
Handball	1	50.0
Hockey	1	25.0
Golf	1	100.0
Volleyball	1	50.0
Sports management	5	45.5
Total	17	58.6

**Source:** Field data (2021)

The respondents involved in sports (n = 29) were asked to rate degree of sports influence on diplomacy over the last 10 years (Table 5.7). Highest rating of sports advancement in Kenya over the said period occurred among sportspersons from Sports management (mean = 3.09/5.00), volleyball (Mean = 4.00/5.00), and athletics (mean = 2.57/5.00). Again, these outcomes are not surprising and concur with previous studies. Success of athletics in advancing diplomacy has been highlighted in the past studies.<sup>292</sup> Being the most successful sports in Kenya, they are more likely to enhance diplomacy than the less successful sports like golf, handball and hockey rated the role of sports in advancing diplomacy. According to the interview:

*“The stakeholders of sports in Kenya from any non-athletics even such as hockey, golf, tennis, boxing...[maybe in the past]...badminton....(by the way I played badminton in secondary [school]....) are not serious in ensuring that these sports play their active roles in Kenya. So if they cannot attract Kenyans into them then they cannot be meaningful in diplomacy [Diplomat #1, Football player #1, Academician #1]. If they are to be nurtured to play meaningful role in diplomacy then the stakeholders and managers in those sporting events must wake up to the near reality [Ex-volleyball player #1]”.*

<sup>292</sup> Bukhala(University of Nairobi, 2018); Busolo(University of Nairobi, 2016).

**Table 5.7:** The degree of sports influence on diplomacy over the last 10 years

Sports category	Very high		High		Moderate		Low		Means	SD
	Freq.	%	Freq.	%	Freq.	%	Freq.	%		
Athletics	2	28.6	3	42.9	0	0.0	1	14.3	2.57	0.37
Football	0	0.0	2	50.0	1	25.0	1	25.0	2.25	0.56
Handball	0	0.0	0	0.0	1	50.0	1	50.0	1.50	0.75
Hockey	0	0.0	0	0.0	1	50.0	1	50.0	1.50	0.75
Golf	0	0.0	0	0.0	1	100.0	0	0.0	2.00	2.00
Volleyball	2	100.0	0	0.0	0	0.0	0	0.0	4.00	2.00
Sports management	5	45.5	3	27.3	2	18.2	1	9.1	3.09	0.28

**Source:** Field data (2021)

The respondents were asked to state how sports are used to advance diplomacy in Kenya. One of the ways sports advanced diplomacy was through peace initiative. Peace was one of the pillars of diplomacy determined from several respondents. Therefore, the researcher determined from the respondents concerning how sports promote peace especially among the warring communities in Kenya. Summarized outcomes on the level of achievement gained in organized peace competitions in educating, sensitizing, creating awareness are presented in Table 5.8.

**Table 5.8:** Responses on extent of success of the sport event for peace

Peace building advocacy statement	Mean	SD
Sports has been effective in educating communities to respect human rights	3.81	0.26
Sports has been effective in educating communities to respect the rule of law	4.23	0.25
Sports rules once communicated to the local communities they start to understand the importance of obeying the law	4.03	0.19
The sports has managed to bring out equality among participants to aid in building peace	4.44	0.21
Total		

**Source:** Field data (2021)

According to Table 5.8 highest rating for sports was to bring out equality among participants to aid in building peace, which was followed by using sports in educating communities to respect the rule of law. This was followed by using sports rules once communicated to the local communities they start to understand the importance of obeying the law while the least of the role of sports is to be effective in educating communities to respect human rights.

It emerged from the interview that:

*“...athletic races are avenue for educating community members to allow them to respect outcome of the games. When the local respect the outcomes, they realize that they cannot win throughout or lose throughout and therefore it start to educate them that sometime life needs a compromise.... [Marathoner #1, Footballer #1]. Indeed one of the former victim of the conflicts in the North Rift Region stated: “When we were not interacting with members of the opposite community, I had this strong urge to kill anyone I meet with from that tribe but once the sporting event started organized by Tegla Loroupe Peace Foundation (TLPF), we started feeling much closer and even friendship developed..... Something that was termed a taboo in the past...” [AK Official]”.*

In terms of effectiveness of the sports in warriors disarmament in regions of Kenya such as North Rift due to forest resources shows that sports is a tool that can allow the warring communities to lay down their weapons and embrace peace. This implies that sports organized in some regions are important for disarmament endeavors. Based on an interview one of the previous victims of the violence clashes among warring communities, it emerged that sport for peace-building had established 24 Coordination Centers (cells). This is important because normal government disarmament efforts had failed in the region. They observed that: “sports for peace-building used a different approach to get the warriors as opposed to governmental approaches”.

The respondents were tasked to express the magnitude of success of the sport events for sports for peace foundation (Table 5.9). The responses to all the statements on the success of the sport events for sports for peace yielded relatively high mean values (> 4.8/5.0). The respondents ranked highly concerning rehabilitating warring communities (mean = 4.95/5.00). Also, the rating of the respondents on how sports has encouraged reformed warriors to be ambassadors of peace was high (mean = 4.93/5.00). As well, the rating of the utilization of

sports to encourage youths to shun drugs and other substances that can cause violent behaviour among warring communities was also high (mean = 4.81/5.00).

**Table 5.9:** Magnitude of success of the sport events for sports for peace foundation

Peace building advocacy statement	Mean	SD
Sports has been involved in rehabilitating warring communities	4.95	0.21
Sports has encouraged reformed warriors to be ambassadors of peace	4.93	0.15
Sports encourage youths to shun drugs and other substances that can cause violent behaviour among warring communities	4.81	0.11
Total	2.91	0.17

**Source:** Field data (2021)

Based on these results, sports hugely benefited the warring communities to allow them to achieve peace. Indeed, one of them, “John”, is an athlete and has completed form 4. He said that “I regret having had to abandon school to become a powerful cattle rustler”. Some of the beneficiaries of the peace programmes brought by were now in vocational training programmes such as in masonry, mechanics, driving and wood-work. In terms of education, it emerged from the interviews that

*“...some of the children of the reformed warriors and orphans (resulting from the conflict) are taken to attend school at the sports for peace building Academy [Marathoner #1]. It is notable that the sports for peace-building were hitherto a training camp but was transformed into a school” [AK Official]”.*

A response on contribution of the sports events for peace foundation is presented in Table 5.10. The highest ranking was reported for the role sports had to minimize large scale conflicts warring communities, which was followed by using sports towards reducing ethnic raids among warring communities. The least was using sports to reduce the frequency of occurrence of ethnic conflicts among warring communities. These results suggest that the local communities were aware that sports for peace in the region were important tools for managing various forms of conflicts.

**Table 5.10:** Responses on contribution of the sports events for peace foundation

Peace building advocacy statement	Mean	SD
Sports has been significant contribution towards reducing ethnic raids among warring communities	4.31	0.32
Sports has reduced large scale conflicts warring communities	4.33	0.28
Sports has encouraged promotion of culture of peace tolerance among warring communities	4.01	0.23
Sports has reduced the frequency of occurrence of ethnic conflicts among warring communities	2.25	0.17
Total		

**Source:** Field data (2021)

From the interview it deciphered that:

*“.... Some of the reformed warriors had been working with local administrators and church leaders to preach peace among the warring communities [Marathoner #2]. The reformed warriors, together with the elders were involved in disarmament and, at times, they were sent to the forest to talk to current warriors to surrender [KFS Official #1]. Some of the Youths who were involved in conflicts were utilized as ambassadors of peace even in far flung counties in the country such as Tana River between the Oromo and the Pokomo communities over grazing lands resulting to destruction of property, loss of lives and anarchy in the region (KDF/Environmental Soldier)”.*

The researcher gathered that sports was incorporated in diplomacy in variables way.

First was through social, ethics and moral values/skills where it was revealed that;- *“...through powerful nature of the sport, communities were taught social, ethics and moral values. (KFS Official #1), they also learned social skills, life skills and other positive values [Volleyball Coach]. These activities improved their skills and they became more socially active [Academician #1]. It is difficult for uneducated young people to differentiate between ethical and unethical behavior, these activities taught them moral, ethics and social values which help to avoid involvement in harmful activities [Foreign Affairs official]”.*

The second way was through unity, trust, and team building. This came out clearly during the interview: *“...trust promotes harmony which change group into a team [Marathoner #1]. During team-based sport for peace building actions the contestants remained united/together in the society [Marathoner #2] these games also brought people together [KFS Official #1]. The participant in some of sports for peace said: “....I learned unity, trust, and team-building in sport for peace building activities” [Athlete #2]”.*

Among the athletes, sports for peace were found to improve diplomacy when one of them stated:- *“...Participants felt importance as a member of the team which is a constructive*

*feeling together they build trust with each other; it helps to work together and eliminate the risk of radicalization by extremist groups [Athlete #1]”.*

Sports for peace also encourage diplomacy through loyalty and friendship. This was clear when one of the facilitators of the sports for peace stated: “...*participants learned and experienced loyalty and friendship during sport for peace building activities. Trust factor in a team for other teammates helped them to generate loyalty as a team for each other and trust helped them to make friends, which reduce the risk of isolation and radicalization [Athlete #2]”*

During the study based on the interviews with varied number of respondents, it was therefore clear that sports for peace improved diplomacy by inculcating constructive assessments which altered their deviant or negative behavior. The sports for peace programmes allowed for the promotion of peace and assisted to neuter the violent conflicts and thus one of the greatest forms of sports diplomacy in the local regions.

#### **5.4 Role of sports diplomacy in advancing environmental security in Africa**

The second objective of the study was to determine the role of sports diplomacy in advancing environmental security in Africa using Kenya as a case in point. This entailed collecting relevant information concerning view on environmental security, rate the extent to which sports diplomacy enhanced environmental security, ways that sports were used to enhance environmental security, practical examples that sports diplomacy has been used to enhance environmental security, and finally how sports diplomacy is used in advancing environmental security.

The first aspect that was determined from the respondents was their view on environmental security in Kenya. A total of 81 (90%) respondents attested that there is indeed low environmental security in Kenya. In terms of knowledge about environmental security the respondents stated:

*“The concept of environmental security in many concerned the effects humans have on the environment and how if any danger is posed to certain communities or individuals. It does not just deal with heterogeneous communities but it also looks at cross border environmental effect or human effects on the environment [KDF/Environmental Soldier].” Moreover, “Environmental security examines threats posed by environmental events and trends to individuals, communities or nations. Environmental security deals with ecological changes that result in such issues as softening ice tops and carbon outflows to value, conflict, and poverty” [KWS Official #2]”.*

By acknowledging that there are environmental issues point to the existence of threats to the environment as already observed in other studies.<sup>293</sup> During the interview the occurrence of environmental security issues one of the respondents stated:

*“In Kenya, there are threats to environment such as climate change, deforestation, depletion of natural resources, loss of biodiversity; and pollution. These problems occur due to population growth and poor forest governance in the country. Eventually these problems cause violent conflicts among communities due to water and forest resource shortage [Academia #1]”.*

The respondents were also asked to rate the extent to which sporting events enhanced environmental security and the results are as shown in Table 5.11.

The respondents rated the use of sporting events in enhancing environmental security (Table 5.11). The rating of sports in enhancing environmental security was highest among the respondents from diplomats, defence, aviation, sports, Kenya Forest Service and Kenya Wildlife Service.

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<sup>293</sup> Sjoberg, *Security Dialogue* 50, no. 1 (2019).

**Table 5.11:** Rating of use of sporting event to enhance environmental security

	Very high		High		Moderate		Low		Means	SD
	Freq.	%	Freq.	%	Freq.	%	Freq.	%		
Academia	2	14.3	6	42.9	5	35.7	1	7.1	2.64	0.19
Sports	8	38.1	7	33.3	5	23.8	1	4.8	3.05	0.15
Aviation	2	40.0	2	40.0	1	20.0	0	0.0	3.20	0.64
Defence	3	60.0	1	20.0	1	20.0	0	0.0	3.40	0.68
Diplomats	4	80.0	1	20.0	0	0.0	0	0.0	3.80	0.76
Foreign Affairs	2	50.0	0	0.0	0	0.0	2	50.0	2.50	0.63
Kenya Forest Service	5	38.5	3	23.1	2	15.4	3	23.1	2.77	0.21
Kenya Wildlife Service	2	50.0	1	25.0	1	25.0	0	0.0	3.25	0.81
Kenya Water Towers Agency	1	12.5	2	25.0	4	50.0	1	12.5	2.38	0.30
Others	2	18.2	3	27.3	5	45.5	1	9.1	2.55	0.23

**Source:** Field data (2021)

The respondents involved with sports were also asked to rate the level of sports in enhancing environmental security (Table 5.12). The rating of sports in enhancing environmental security was highest among the respondents from athletics, volleyball and golf.



**Table 5.12:** Rating on the use of sports to enhance environmental security

Sports category	Very high		High		Moderate		Very low		Mean	SD
	Freq.	%	Freq.	%	Freq.	%	Freq.	%		
Athletics	5	71.4	1	14.3	1	14.3	0	0.0	3.57	0.13
Football	0	0.0	1	25.0	1	25.0	2	50.0	1.75	0.06
Handball	0	0.0	1	50.0	1	50.0	0	0.0	2.50	0.09
Hockey	0	0.0	0	0.0	0	0.0	2	100	1.00	0.04
Golf	0	0.0	1	100	0	0.0	0	0.0	3.00	0.11
Volleyball	1	50.0	1	50.0	0	0.0	0	0.0	3.50	0.13
Sports management	2	18.2	3	27.3	5	45.5	1	9.1	2.55	0.23

**Source:** Field data (2021)

There were several ways that sports were used to enhance environmental security as shown in Table 5.13. These include Training of the people on skills to enable them earn a living which has also been established in earlier studies.<sup>294</sup> Sports also assisted in achieving conservation efforts as well as creating awareness of the significance of peace. Some of these strategies have also been highlighted in some study done earlier.<sup>295</sup>

**Table 5.13:** Strategies that sports is used as a tool for advancing environmental security

Strategies	Frequency	Percent
Training of the people on skills to enable them earn a living	34	37.8
Sensitization about the importance of peace	21	23.3
Creating awareness of the significance of peace	29	32.2
Help in achieving conservation efforts	33	36.7
During sports, there are warning about environmental security	20	22.2
Keeping the playing field clean	13	14.4

**Source:** Field data (2021)

There were interviews to seek more information from the respondents and the following was stated:

<sup>294</sup> Krakowka, Heimel, and Galgano, *Geographical Bulletin* 53, no. 1 (2012).

<sup>295</sup> Chevalier, Russell, and Knape, *Ecological Applications* 29, no. 2 (2019).

*“The accomplishment of environmental security is likely to be achieved in Kenya by having the best strategies, but the current strategies do not seem effective and sports is just an indirect route. The environmental security challenges are exacerbated through increased population pressure, forest resource shortages, environmental change, and natural hazards. Strategies that solve environmental security challenges should be directed at curbing land degradation, natural resource extractions and water scarcity have been at the forefront of leading to increased environmental security challenges.<sup>296</sup> This trend will persist due to weak environmental governance.<sup>297</sup> Non-sustainable environmental practices, migration, and resource shortages”.*

The respondents were tasked to mention practical examples that sports diplomacy has been used to enhance environmental security. The following was the statement extracted:

*“The results indicated that there are numerous strategies that have been used one being the health aspect of sports through the Beyond Zero Marathon campaigns. There are also advocacy for water conservation during sports especially through the Ndakaini Dam Marathon [Athletic #4]. A number of athletics and football events have been organized to improve resource management and reduce resource conflicts such as the annual “Koth biro” tournament in Nairobi. When sports are organized, they ensure they perform environmental clean-up which help improve the health of the environment. There are some marathons that take place in the national parks and game reserves such as the Lewa Marathon, Maasai Mara Marathon, Nakuru and Hells Gate National Parks which enhance biodiversity conservation. There is the Kakamega Ingoo Forest Marathon and Mau Forest - Egerton University Cross Country which enhances forest Conservation. Eldoret City marathon and Mau - Egerton Cross Country race which are strategies to enhance climate change action and tree growing.”*

Finally, the study determined how sports diplomacy is used in advancing environmental security. Firsts, Kenya has seen an increase in sporting activities supported by various actors who are linked to conservation efforts. Therefore, it was established that:

*“The main objective of sports diplomacy is to enhance environmental security by actively advocating for increase in tree cover and reverse forest degradation through sustainable forest management and have well managed forests that can be sustainably utilized for forest-based economy, keeping in mind the environmental benefits but without neglecting the developmental role too, including development and improvement of livelihoods of forest adjacent and dependent communities (KFS Officer)”.*

The results on weather sports diplomacy enhance environmental security is presented in form of an interview thus:

*“There are diplomats in Kenya who have the capability and ability to use their training and experience in bringing sports diplomacy in environmental security measures but that is rarely achieved [Diplomat #1]. There are instances where*

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<sup>296</sup> Abrahamsen, vol. 2 (Boydell & Brewer Ltd, 2013).

<sup>297</sup> Homer-Dixon and Levy, *International Security* 20, no. 3 (1995).

*Kenya trains many environmentalists but they rarely engage in sporting event in their crusade for protection of the environment (Academician #1]. The use of sports diplomacy can be used to achieve environmental security in Kenya but there are no strategies put in place to achieve such in large scale of things [AK Coach]. The environmental security challenges are exacerbated through increased population pressure, forest resource shortages, environmental change, and natural hazards and therefore applying sports diplomacy may not solve these problems so in my opinion using sports diplomacy cannot help in achieving environmental security [KDF/Environmental Soldier]. The Cross country, whose theme is 'Run for the Mau Forest Restoration', is geared towards creating environmental awareness, promoting environmental security and raise funds for the rehabilitation and restoration of the Mau forest ecosystem, and is organized by the Egerton University in partnership with the Ministries of Environment and Forestry, Natural Resources and Regional Development Authorities and other stakeholders, this is a classic example of using sports diplomacy for resolving environmental security”.*

Another of the respondents stated that:

*“Sporting has been used as a means for providing a contact-platform for interaction between various groups involved in environmental and forest conservation.” Further states that, “Athletics is also a strategy (essentially for popular sports) for youth development and integration into a new cultural consciousness for tree growing, peace and enhancing environmental security”.*

One of the areas which was consistent through the study is that environmental conservation efforts were being encouraged through sports and thus through such initiatives, it was easier to improve environmental security. This was determined through an interview with one of the marathoners.

*“The renowned athlete and World record holder Eliud Kipchoge EGH has adopted fifty hectares of forest land in the Kaptagat Forest, boosting government’s conservation efforts. Kipchoge said forests; especially Kaptagat has played a key role in his endeavors. “Eliud Kipchoge shocked the world when he ran Inspec Ethylene Oxide Specialities (INEOS) marathon under two hours, setting unbeatable world record”.*

This section was able to demonstrate the role of sports diplomacy in advancing environmental security in Africa. The findings in this section align with, Alleny who contended that most environmental security issues are not restricted to a certain region. This is because environmental degradation usually links to the global ecology as a whole.<sup>298</sup> Nevertheless, trans-boundary environmental problems, challenges or concerns such as trans-boundary

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<sup>298</sup> Alleny, Braden. *Environmental Security. Concept and implementation*. Volume 1, (2000), pp. 5-9.

resource conflicts in nature should be handled at the regional and continental level preferably through diplomacy.<sup>299</sup>

## 5.5 Actors and their strategies in advancing forest conservation in Kenya

The third and final objective of this study was to establish actors and their possible strategies used in advancing forest conservation in Kenya. During the interview it was clear that some of the respondents out of the majority (80%) stressed that;

*“The key actors strategies in the use of sports diplomacy in forest conservation are communities bordering the forests commonly known as Community Forest Association (CFA), Kenya Forest Service, Kenya Wildlife Service (KWS), Kenya Water Towers Agency, donor funded projects such as Green Zone Project funded by African Development Bank, Previously Miti Mingi Maisha Bora projects supported by the Government of Finland in collaboration with Government of Kenya.”<sup>300</sup>*

The respondent’s knowledge about the non-state actors was determined and there was 100% agreement that they know the actors in advancing forest conservation. When asked to mention the actors, the results were exhaustive and included: Athletics Kenya, Football Kenya Federation (FKF), Ministry of Sports and Youth Affairs, Ministry of Interior and National Government Coordination, Kenya Water Towers, KWS, KFS, all sportsmen and women in Kenya. This section found out that some of the respondents out of the majority stressed that:

*“The key actors ideally are the local organizations which are better placed to deliver information and training to local communities, but they also require tools that are appropriate for community audiences and skills in training design, resource mobilization, awareness creation, sensitization and delivery.”*

The roles of the actors in sports diplomacy and environmental security was also determined (Table 5.14).

**Table 5.14:** Roles of actors in sports diplomacy and environmental security in Kenya

<sup>299</sup> Ibid, (2000), p. 13.

<sup>300</sup> The Respondent Serial Number 21. Field data, (2021).

Strategies	Frequency	Percent
Training of the people on skills to enable them earn a living	34	37.8
Sensitization about the importance of peace	21	23.3
Awareness of the significance of peace	29	32.2
Help in achieving conservation efforts	33	36.7
During sports, there are warning about environmental security	20	22.2
Keeping the playing field clean	13	14.4

**Source:** Field data (2021)

Extent of coordination among actors in sports diplomacy to achieve environmental security and forest conservation was determined and the respondents stated that there was moderate levels of coordination (n = 45, 50%), high level (n = 26, 28.9%) and low level of coordination (n = 24, 24.4%)

There were several strategies used by actors to enhance environmental conservation as shown in Table 5.15. The strategies were involved in enhancement of tree planting by the communities and building resilience to the local communities to the effect of climate change, Natural Resource Management (NRM) project and other Non-Governmental Organizations such as Worldwide Funds for Nature (WWF), Rhino Ark and Lewa Trust. They have played a role in supporting conservation and management work of forests in Kenya.<sup>301</sup> The sports strategies that attracted more positive responses were: Mobilization of people on environmental agenda, diversifying the ways of making living for the people away from forest resources, and Participation in forest conservation efforts as well as awareness of the significance of forest conservation.

**Table 5.15:** Sports strategies as a tool for advancing environmental conservation

<sup>301</sup> Ravizza, D.M., and Matonak, E. *Peaceful play: Strategies for resolution to conflict in sport*. Manual: Salisbury, Maryland, (2011), pp. 90-94.

Strategies	Freq.	Percent
Mobilization of people on environmental agenda	44	48.9
Diversifying the ways of making living for the people away from forest resources	47	37.8
Education of the locals on environmental initiatives	31	23.3
Awareness of the significance of forest conservation	29	32.2
Participation in forest conservation efforts	33	36.7
Environmental enforcements among the participants	20	22.2
Providing prizes for environmental experts and ambassadors	13	14.4

**Source:** Field data (2021)

## 5.6 Chapter Summary

This section established that sport actors were numerous in Kenya and they had invaluable strategies used for enhancing environmental security. The success of sports, and sportsperson in several of the international events therefore seems to ease acceptance of sports in Kenya. However, grabbing the opportunity to use sports in enhancing environmental security appear still to lag.

Sports diplomacy incorporates political and ideological contentions, and utilizations of the dialect of influence and backing forest conservation. It can be utilized as a weapon in political fighting and be helpful in accomplishing customary objectives of considering the peace as critical for economic development and environmental security.

## CHAPTER SIX

### SUMMARY, CONCLUSION AND RECOMMENDATIONS

#### 6.0 Introduction

This chapter presents the summary, conclusion and recommendations of the study. This research examined the role of sports diplomacy in advancing environmental security in Africa using a case study of forest conservation in Kenya.

#### 6.1 Summary

The main purpose of this study was to determine sports diplomacy in advancing environmental security in Africa using a case study of forest conversation in Kenya. The study covered three main objectives: 1) To determine the means sports can be incorporated in advancing diplomacy; 2) To examine the role of sports diplomacy in advancing environmental security in Africa; and 3) To explore the actors and their strategies using sports diplomacy in advancing forest conservation in Kenya. The three objectives were postulated into three research questions: 1) Sports can be used to advance diplomacy in Africa; 2) Sports diplomacy can be utilized in advancing environmental security in Africa; and 3) the actors and strategies involved in sports guide in forest conservation in Kenya. Preliminary analyses focused on assessing the respondents' characteristics and response descriptions of the study variables measurements. This section provides of the summary of the study findings.

A total of 32% of the respondents were directly involved with sports either as a sportsperson or in sports management which was possible due to the seriousness attached to sports in Kenya. Due to the fact that most respondents were from athletics and volleyball, and that these sports are the most successful sports in Kenya point to the fact that Kenyan love sports and most of the sportspersons will most likely be associated with more successful sports. The study also reported that sports related diplomacy was known by 73.4% of the respondents. It was also clear that sports has improved diplomacy in Kenya with an approval

rating of 53.3%. Those that concurred with the notion that sports support diplomacy were from Kenya Forest Service, sports and aviation attested that indeed sports enhanced diplomacy in Kenya, perhaps due to the fact that these respondents were directly involved in sports and its outcomes. More respondents from athletics, golf and volleyball were affirmative and high rated sports to advance diplomacy in Kenya probably due to the fact that these sports can attract more people and thus the diplomatic prowess of the sports can be relatively strong.

Sports was also found to enhance diplomacy through several strategies such as peace initiative. Sports was established to bridge relationships across society, by creating shared characteristics Sports events were also triumphant in educating and encouraging the people in the troubled area to uphold and respect the rule of law. Sports through organized peace races were effective in promoting equality amongst in the communities. It was also discernable to note that sport helped in educating people in areas with conflicts. By helping the disarmament programme, sports was significant as diplomatic tool to bring peace.

Occurrence of low level of environmental security was attested by 90% of the respondents. Occurrence of environmental issues point to the existence of threats to the environment such as climate change and deforestation. These problems occur due to population growth and poor forest governance in the country. Eventually these problems cause violent conflicts among communities due to forest resource shortage. This study established that rating of sports in enhancing environmental security was highest among the respondents from diplomats, defense, aviation, sports and Kenya Wildlife Service. Among the sportspersons, rating of sports in enhancing environmental security was highest among those from athletics, volleyball and golf.

There were several strategies used by actors to enhance environmental security and conservation. The methods involved training of the people on skills to enable them earn a living (37.8%), sensitization about the importance of peace (23.3%), awareness of the significance of peace (32.2%). Help in achieving conservation efforts (36.7%) and also



through improved security (22.2%). Practically sports have enhanced environmental security through Beyond Zero campaigns, advocacy for water conservation during sports especially through the Ndakaini Dam Marathon, improve forest resource management and reduce resource conflict, sports related environmental clean-up which help improve the health of the environment and finally sports in national parks and game reserves which enhances biodiversity, forest Conservation and climate change action.

## **6.2 Conclusion**

Sporting event in athletics and volleyball resulted to improved diplomacy in several areas of Kenya through strategies such peace initiatives among warring communities to reduce animosity among communities. Peace was promoted by sports through respect for the rule of law, and equality among the conflicting groups. It was also clear that sports bridged relationships across communities that were involved in conflicts. Sports also enhanced unity, trust, loyalty, friendship and team building among the conflicting communities.

Sports diplomacy advanced environmental security in Kenya, which was better for athletics and volleyball. Engaging in sports enhanced environmental security through training of the people on skills to enable them earn a living, sensitization about the importance of peace, conservation efforts, and environmental education. Several campaigns for water conservation, environmental resource management, environmental clean-ups, and biodiversity conservation efforts through a number of sports events. Sport events also led to interaction between various groups involved in environmental and forest conservation.

There were numerous actors who were at the forefront of enhancing environmental security and conservation efforts. States are the main actors such as KFS, KWS, Kenya Water Towers Agency, Ministry of Sports and Youth Affairs, Ministry of Interior and National Government Coordination, Green Zones Project of African Development Bank, with several non state actors Tegla Loroupe Peace Foundation, Lewa Trust, Rhino Ark among others.

There was moderate level of coordination among the actors in sports diplomacy to achieve environmental security and forest conservation. These actors employed diverse strategies to achieve sports diplomacy and environmental security.

### **6.3 Recommendations**

Based on the study results, the following are the recommendations

#### **6.3.1 Managerial Recommendations**

Sports diplomacy should be used in most of the regions in Kenya experiencing environmental perturbations and the current strategies should be incorporated into the sports diplomacy and environmental security to solve the perennial challenges of forest conservation in Kenya. The government is also encouraged to appoint more sports ambassadors with proper environmental knowledge to help in environmental management

The role of academicians in sports diplomacy and environmental security was found to be minimal. Therefore, this study recommends that academicians should be at the forefront as the 21<sup>st</sup> century diplomats be incorporated into sports to be local ambassadors in helping the other non state actors to develop sports to enhance diplomacy and environmental security.

Perceiving the significance of sports diplomacy and environmental security, there is need for coordination between various national and county governments to coordinate their efforts and in the process they should bring on board even the non sports actors to boost the role of sports in diplomacy, environmental security and forest conservation.

#### **6.3.2 Policy recommendations**

The study should be useful for policy makers to formulate policies, rules, regulations and laws which can help to assist in the advancing environmental security and forest conservation by incorporating sports and sports diplomacy. This can be done through revision to the sports,

forest and environmental Acts to allow the two disciplines to work together in tandem to achieve their goals of ensuring that sporting events must have elements of environmental protection and forest conservation.

### **6.3.2 Academic Recommendations**

The study has formed an avenue for academicians and diverse scholars have an array of opportunities to accumulate knowledge on sports diplomacy, environmental security and environmental conservation which will contribute to the Sustainable Development Goals (SDGs), goal of environmental health. Kenya scholars can then help building the relationships between sports-diplomacy-environmental security.

There is need to involve the Kenyans both locally and in diaspora to use the soft power of diplomacy with all the actors to make in-roads into areas where there are environmental challenges that cannot be resolved through hard power. There is also a need to incorporate the academician into the mix to allow for the implementation of the same with minimal effort and force.

### **6.3.4 Recommendation for further studies**

Future researchers should consider further research on Kenya's sports diplomacy and foreign policy on areas such as multilateralism, digital diplomacy and diaspora relations. There is also need to research on how the Sports Act 2013 influences the relationships between Kenya's sports on diplomacy and environmental security.

There is need for other research studies to establish the influence of other intervening variables such as the role of sports rewards and cultural diplomacy on the relationships between sports relative to diplomacy and environmental security.

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# APPENDICES

## Appendix 1: Research Official License

 REPUBLIC OF KENYA	 NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION
Ref No: 399942	Date of Issue: 12/October/2020
<b>RESEARCH LICENSE</b>	
	
<p>This is to Certify that Mr.. BENJAMIN MUTUKU KINYILI of University of Nairobi, has been licensed to conduct research in Elgeyo-Marakwet, Nairobi, Uasin-Gishu on the topic: <b>THE ROLE OF SPORTS DIPLOMACY IN ADVANCING ENVIRONMENTAL SECURITY IN AFRICA: A CASE STUDY OF FOREST CONVERSION IN KENYA</b> for the period ending : 12/October/2021.</p>	
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## Appendix 2: Research Data Collection Authority

Telephone: 254-2-38840  
Fax: 254-2-3883545  
E-Mail: [info@ndc.go.ke](mailto:info@ndc.go.ke)  
When replying please qu



National Defence College  
Warai North Road  
P.O Box 24381  
Karen - Nairobi  
Kenya

Ref No: NDC/A/172

28 October 2020

TO WHOM IT MAY CONCERN

**RE: INTRODUCTION TO CONDUCT THESIS RESEARCH INTERVIEWS**  
**BENJAMIN MUTUKU KINYILI**

The above Senior Officer is a Participant at the National Defence College enrolled in Course 23-2020/2021 class pursuing a Master of Arts Degree in International Studies conducted in collaboration with the University of Nairobi.

He is currently undertaking a research on a thesis entitled: *The Role of Sports Diplomacy in Advancing Environmental Security in Africa. A case study of Forest Conservation in Kenya.* Part of the data collection for this research requires him to collect information from your office/ organization/ department.

The purpose of this letter is therefore to request you to allow him conduct a Key Informant Interview during working hours. The information to be collected will be strictly for research purposes and shall be treated with the confidentiality it deserves.

We hope that our request will meet your highest consideration.

A handwritten signature in blue ink, appearing to be 'P S CHELIMO', written over a horizontal line.

**P S CHELIMO**  
Colonel  
for Commandant

---

### Appendix 3: Research Official Introductory Letter



Kenya Forest Service Hqs  
Karura, Off Kiambu Rd  
P.O. Box 30513 - 00100  
Nairobi, Kenya

Ref: No. KFS 00144/97

Date: 26<sup>th</sup> October 2020

TO: WHOM IT MAY CONCERN.

RE: INTRODUCTION TO CONDUCT THESIS RESEARCH INTERVIEWS  
MR. BENJAMIN MUTUKU KINYILI - KFS/NO. 000144

The above named person is a Senior Forest Officer working for the Kenya Forest Service (KFS) and currently undertaking a one year course at the National Defence College (NDC), Karen, Nairobi City County. The course, which is administered in collaboration with the University of Nairobi (UON), Institute of Diplomacy and International Studies (IDIS), will culminate in the award of a Masters Degree in International Studies.

The officer is currently carrying out a research on a thesis topic titled "The Role of Sports Diplomacy in Advancing Environmental Security in Africa: A Case Study of Forest Conservation in Kenya" and your organization has been identified as one among those which holds the required data.

The purpose of this letter therefore is to request that you grant him access to your organization to contact key informant interviews and access to secondary data contained in the publications within your organization.

Looking forward for your support and cooperation on the subject matter.

  
JULIUS KAMAU  
CHIEF CONSERVATOR OF FORESTS

**Trees for better lives**

Tel: (254)020-3754904/5/6, (254)020-2014663, (254)020-2020285, Fax: (254)020-2385374  
Email: [info@kenyaforestservice.org](mailto:info@kenyaforestservice.org), Web: [www.kenyaforestservice.org](http://www.kenyaforestservice.org)



**Appendix 4: Research Consent Form**

I am Benjamin Mutuku Kinyili, currently undertaking a research study to examine the role of sports diplomacy in advancing environmental security in Africa using a case study of forest conservation in Kenya. I am a Masters student at the University of Nairobi, undertaking a Masters Degree in Diplomacy and International Studies.

As part of my Degree course, I am required to undertake a good research study. The findings of this study will be valuable to policy makers to churn out new knowledge to academicians and researchers. This research is purely for scholarly purpose only. I am engaging research informants for the study and if you agree to participate you will be asked a few research questions pertaining to the main topic under investigation. It is important that you appreciate that this exercise is voluntary and the whole process should take a few minutes of your time.

It is very crucial that if you have read and clearly understood this information sheet, and that you still would like to participate in this research study; requests you to kindly sign the declaration, giving your written and signed consent.

**Respondent declaration**

Signature: ..... Date: .....

## Appendix 5: Research Data Collection Tool

Serial: .....

### Introduction:

Sport if well harnessed may bring people together since it can be engaged and enjoyed by different people of the world at the same time and with respect to a particular sport the rules and regulations are usually universally the same. Some of the most popular sports in Africa and in Kenya in particular include; marathon, athletics, volleyball, boxing, safari rally, rhino charge, golf, archery, football, hockey, rugby, javelin, cricket, swimming, tennis and others.

Sports diplomacy denotes enhancement and advancement of agendas that are pertinent to a given state with the aim of improving diplomatic relations between countries.

Environmental security denotes threats posed by environmental events and trends to society communities and even states. Some of the clues for sports diplomacy, include, national interest, national pride, national interests, national image, national culture and national aspirations.

Forest conservation refers to the upkeep of the natural resources within forest that are beneficial to both humans, animals and the environment at large.

### Instructions:

The purpose of this interview guide is to collect information on the above subject matters. It is requested that you give a small tick in the necessary boxes and follow with a small explanation that is accurate and concise information. Thank you for your interest to participate, fill in the guide by ticking appropriately and writing a brief explanation of your answer.

### Guiding Themes:

- a. Chemususus **Dam marathon** with aim of forest and water catchment area conservation.
- b. Education and biodiversity Conservation: **Maasai Mara Marathon**, with objective of raising funds to support conservation of the ecosystem, with the theme of ‘Run so a Child can learn.’

- c. Forest Conservation and Biodiversity **Lewa Safaricom Marathon**: to create awareness and raise funds to conserve biodiversity and improve livelihoods.
- d. Forest Conservation and Biodiversity: **Rimoi – Kapnarok Conservation Half Marathon** on 9<sup>th</sup> December 2018: Theme: Conservation of Biodiversity and livelihood improvement.
- e. Forest Conservation: **Eldoret City Marathon** 21<sup>st</sup> April 2019 Theme: “Green Marathon for Climate Action”.
- f. Forest Conservation: **Kakamega Forest Marathon** seeks to create awareness and raise funds to restore and conserve the only remaining Guinea Congolean rain forest in Kenya. dubbed “The Ingo Marathon” and theme is “Run Restore Conserve”
- g. Forest Conservation: **Kaptagat Forest Half Marathon** on 9<sup>th</sup> September 2018 Theme. “Sports for Forest Conservation.”
- h. Forest Conservation: **Mau Forest – Egerton University Cross Country**, theme was “Run for the Mau Forest Restoration”.
- i. **Geta Forest Cross Country** Participa for forest conservation, protection and management.
- j. Health and Physical Fitness: **Beyond Zero Half Marathon**: To raise funds and awareness on Mobile Clinics to the 47 Counties.
- k. Kenya **Mountain Running** Championship in Meru, the first mountain forest trail.
- l. **Misitu Golf tournament** to promote tree planting and increase forest cover.
- m. Mumbere **Cross-country** for tree growing and agroforestry in farmlands.
- n. Standard chartered **marathon** for nurturing talents and promote sports ambassadors.
- o. Wareng **Cross-country** scouting talents and conservation of Kapseret forest.
- p. Water Catchment Conservation: **Chebara Dam Half Marathon**, hosted to sensitize communities, stakeholders and water consumers in Eldoret and Iten towns on the importance of conserving the Moiben River upper catchment which feeds Chebara Dam.
- q. Water Catchment Conservation: **Ndakaini Half Marathon**, Theme was “Run for Water and Run for Live”.

**Section A: Respondents Profile**

- 1. Gender? Male  Female
- 2. Age?  Below 30 years  30-39  40-49  50-59  60-69  Over 70 years
- 3. Education level?  Primary  Secondary  Tertiary  University  Others (None)....
- 4. Organization and department? .....
- 5. Title and designation? .....
- 6. Job profession, career and job specialization? .....
- 7. Are you familiar with concept of environmental security?  
 Yes  No If Yes, explain? .....
- 8. Do you agree that there is a connection between sports and conservation?  
 Yes  No
- 9. Do you agree there is a connection between sports diplomacy and forest conservation?  
 Yes  No

**Section B: The means by which sports can be incorporated in diplomacy**

- 10. Your most preferred sports? .....
- 11. Which sports do you engage in?.....
- 12. How successful have you been in sports?  
 Very successful [ ] Successful [ ] Not sure [ ] Not successful [ ]
- 13. Are you familiar with concept of sports diplomacy?  
 Yes  No If Yes, explain? .....
- 14. Given a scale of 1-5, rate by ticking if there exist connection between sports and diplomacy?  
 1. [ ] Very low 2. [ ] Low 3. [ ] Moderate 4. [ ] High 5. [ ] Very high
- 15. Are you aware of any sporting events that advance diplomacy in the last 10 years?
- 16. How can sports be used as a tool for advancing diplomacy in Africa? (feel free to provide answers as many as are relevant to you).....

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17. Explain how sports can be incorporated in diplomacy efforts?

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**Section C: The role of sports diplomacy in advancing environmental security in Africa**

18. Given a scale of 1-5, rate, can sports diplomacy be used as a tool for advancing environmental security in Kenya?

1.  Very low 2.  Low 3.  Moderate 4.  High 5. Very high

19. In what way would you say that sports can be used as a tool for advancing any other environmental issues?

1.  Training 2.  Sensitization 3.  Awareness 4.  Conservation 5.  Others.

Please explain your choice answer?.....

20. In what way is the best illustration of the connection between sports diplomacy and environmental security? (feel free to tick as many as relevant to you)

- i.  Health (Beyond Zero) ii.  Water Conservation (Ndakaini Dam Marathon) iii.  Resource management Conflict iv.  Disaster Management (Floods, Landslides, Drought) Environmental Clean-up vi.  Biodiversity conservation vii.  Forest Conservation viii.  Climate Change Action ix. Others .....

21. How can sports diplomacy advance environmental conservation issues?

1.  Training 2.  Sensitization 3.  Awareness 4.  Conservation 5.  Others .....

Please explain your choice answer?

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.....

22. In what ways can sports diplomacy be incorporated in environmental conservation activities?

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**Section D: The actors and strategies in the use of sports diplomacy in forest conservation**

**23.** Do you agree there are actors in the use of sports diplomacy for forest conservation?

Yes [ ]                      No [ ]

If yes above explain?

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**24.** Do you agree there are strategies in the use of sports diplomacy in forest conservation?

Yes [ ]                      No [ ]

If yes, please explain.

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**25.** Are there any challenges in sports diplomacy strategies being used as a tool for forest conservation?

Yes [ ]                      No [ ]

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**26.** Can sports diplomacy actors be incorporated in reforestation activities?

Yes [ ]                      No [ ]

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**27.** Are there any opportunities in sports diplomacy being used as a tool for forest conservation?

Yes [ ]                      No [ ]

If yes, please explain.

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**28. Final remarks**

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**Thank you for your participation.**

**Appendix 6: Originality report of the thesis**

**SPORTS DIPLOMACY IN  
ADVANCING ENVIRONMENTAL  
SECURITY IN AFRICA: A CASE  
STUDY OF FOREST  
CONVERSATION IN KENYA**

*by Mr Kinyili*

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**Submission date:** 08-Jul-2021 09:15AM (UTC+0300)

**Submission ID:** 1617041542

**File name:** THESIS\_Benjamin\_Kinyili\_8July2021.doc (1.61M)

**Word count:** 37552

**Character count:** 217580



# SPORTS DIPLOMACY IN ADVANCING ENVIRONMENTAL SECURITY IN AFRICA: A CASE STUDY OF FOREST CONVERSATION IN KENYA

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