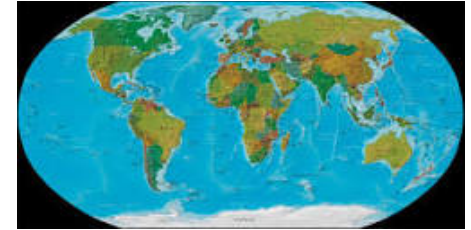


Sport as a Medium for Supporting Global Problem Solving



**June 19-21, 2014; Center for Global Studies;
Shanghai University, China**

**Friday, June 20
13:25-15:05 Parallel Sessions
Room 4; Social and Cultural Studies 1**

**Prof. Dr. Robert C. Schneider
Director, Sport Management Program
The College at Brockport, State university of New York**



**The College at
BROCKPORT**
STATE UNIVERSITY OF NEW YORK



Characteristics of Sport and Problems Solving

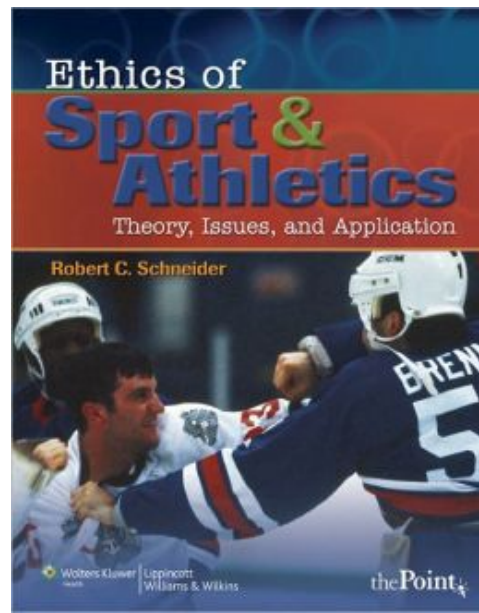
As stated by former United Nations Secretary General, Kofi Annan:

- “Sport is a universal language that can bring people together, no matter what their origin, background, religious beliefs or economic status. (Playing the game, p.15)”



Characteristics of Sport and Problems Solving

- sports intrinsic values: teamwork, fairness, discipline, respect for opponent and rules
- transfer to resolving larger world challenges
- sport can bring people together



Characteristics of Sport and Problems Solving



World Cup



Olympics

Characteristics of Sport and Problems Solving



Tour de France



Little League World Series

Characteristics of Sport and Problem Solving

Not only international events

Asian Athletic Championships (Asian Countries)

Ryder Cup golf competition: Europe and the United States



10 Most Serious Global Risks

Global Risks 2014 Report



fiscal crisis in key economies



failure of climate
change mitigation
and adaptation



failure of major financial institutions

10 Most Serious Global Risks

Global Risks 2014 Report (cont'd)



structurally high
unemployment/under
employment



greater incidents of extreme weather
events (e.g., floods, storms, fires)



mechanism/institution, profound
political and social instability

10 Most Serious Global Risks

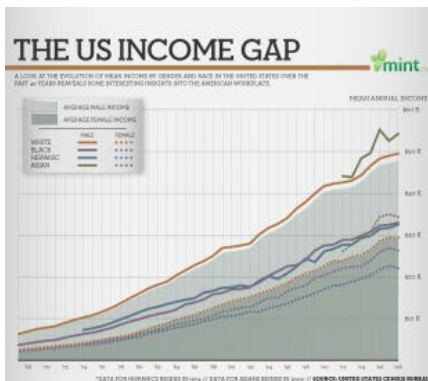
Global Risks 2014 Report (cont'd)



water crises



global governance failure



severe income disparity



food crises

Resolving Global Threats

- Moving from urgency-driven risk management
- collaborative efforts of risk resilience; benefit global society
- cooperative leadership: business, government civil society to shape global future

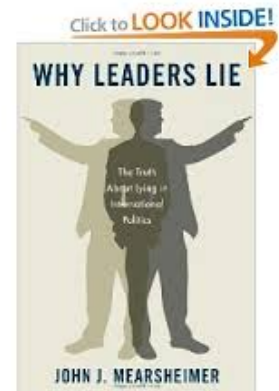
Resolving Global Threats

Impediments:

- Lack of Trust toward Leaders
- Institutions (World Economic Forum, 2014)

Complex World problems Require:

- Trusting Relationships
- Support by General Population



Multi-Stakeholder Engagement toward Cooperative Global Problem Solving

- understanding of interconnectedness
- multi-stakeholder dialogue and action
- dire threats to the planet transcend all borders?
- getting nations involved and committed to the same objective (Foster, 2013)



Multi-Stakeholder Engagement toward Cooperative Global Problem Solving



- interests in resolving world problems are numerous and varied
- people prioritize problems differently
- despite differences numerous stakeholders can be identified as beneficiaries
- variances of support among stakeholders
 - unemployment
 - world's food and water supply
 - clean air – across all demographics?

Multi-Stakeholder Engagement toward Cooperative Global Problem Solving

- In General and through Sport
- Businesses, governments and civil society:
take steps such as opening lines of
communication; build trust

Sport's Role in Improving Global Cooperation/Collaboration

- respecting fundamental differences between people
- differences can be the basis for antagonistic perspectives
- race, religion, and class
- respecting cultures
- tolerance of religious practices



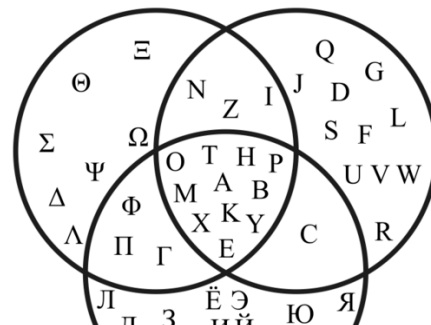
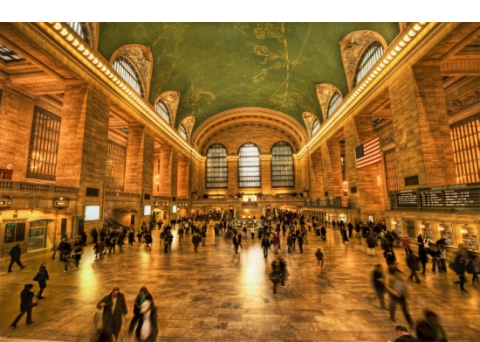
Building Cross-Cultural Relationships through Common Sport Experiences

- building cooperative relationships through sport
 - United States' higher education, clubs, and professional sport
- relationship building
- promotes peace through sport (UN, 2014)
- cooperation through sport



Identifying Commonalities

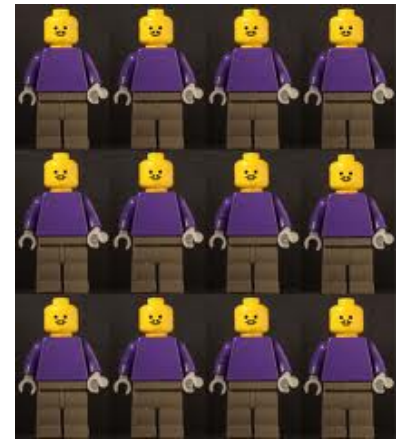
- people – range of differences
- racism & discrimination not supportive of healthy globalization (common grounds Website)
- bad for business
- cooperate – diminishing global problems
- mutual respect = positive bonds



Overcoming Strict Homogeneity through Sport

Team Mentality for Problem Resolution

- diversity is a byproduct
- sports teams prioritize excellence
- teams cooperate to achieve
- villages, states, and nations must do the same
- homogeneity does not support intra-organizational diversity
- sport can diffuse homogeneity



A Bottom Up Approach to International Cooperation

- build “cooperation” at grassroots level
- “buy-in” of general populace of each nation
- limitation to ambitious leadership
- sport can serve as a medium; build from bottom up



Connecting Cultures without Changing Them

- peoples' differences formed over years
- entrenched long-standing stereotypes
- race, class, religion, & beliefs
- worthy goal - respecting cultural differences
- diminish existing hostilities



Discover the Good in Cultures through Sport



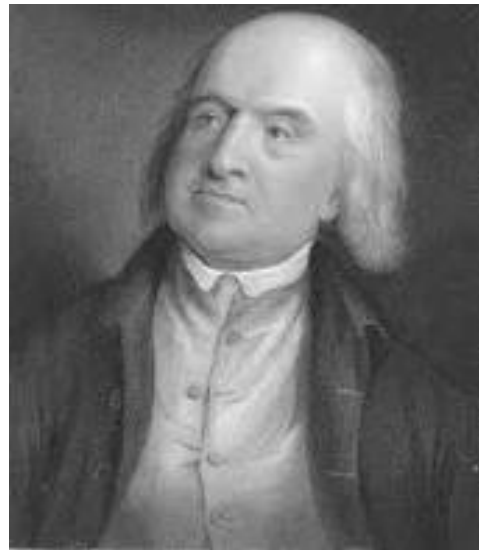
- receptive to different behaviors
- sharing time and experiences = objectivity
- e.g., sport management internship programs

Overall Goal: Broad Based Global Happiness (Utilitarian Moral Theory)

Utilitarianism = Most Happiness = Morally Good (Mill, 1863; Bentham, 1789/1961)



John Stuart Mill



Jeremy Bentham



David Hume

Mill's Greatest Happiness Principle

“Actions are right in proportion as they tend to promote happiness, wrong as they tend to produce the reverse of happiness” (Mill, 1863/1969, p. 36).

Right



Wrong



Jeremy Bentham

“Nature has placed mankind under two sovereign masters, pain and pleasure...”

(Bentham, p. 17)



David Hume

“Passion Drives Reason...”

Innovation Stirring:

Passion, Sentiments, Feelings?



END-THANK YOU

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