

Workshop A: Innovation in Sport for Development and Peace

Aim and Content:

The last three years have had an unprecedented impact on the Sport for Development and Peace (SDP) field as the COVID-19 pandemic ushered in transformational changes for many organisations. The aim of this workshop is to stimulate dialogue among researchers and industry leaders around how the innovation can be maintained in an increasingly professionalized and structured SDP environment. The workshop is designed to build on the increased attention to innovation by SDP scholars, funders, policymakers, and organisational leaders. In contrast to prior workshops on organisational innovation in SDP, this workshop is grounded in a broader approach to innovation in SDP at the micro-, meso-, or macro-level. Specifically, we encourage qualitative, quantitative, and conceptual submissions focused on the role of innovation in today's SDP environment. We also invite practitioners, funders, and policymakers to submit thought leadership contributions.

For the purpose of this workshop, innovation is defined as “the ability to develop better ways of achieving meaningful impact in addressing a given social issue and promoting positive social change” (Svensson, Mahoney, & Hambrick, 2020, p. 392). Emphasis is placed on examining innovation within the unique context of SDP. The SDP field has experienced significant transformation and growth over the past 20-25 years. SDP-related organisations and programmes are now found in most countries around the world. Innovation is increasingly emphasized by policymakers, funding agencies, and organisational leaders. For example, the Commonwealth Secretariat have stimulated considerable advancements in how governments support SDP through policy frameworks that leverage local resources and competencies while grassroots SDP organisations have pushed the boundaries by adopting non-traditional solutions including the use of non-traditional sports and activities. Even so, the contexts where the initiatives are implemented present a range of environmental challenges for SDP practitioners. More broadly, the field of SDP is both increasingly formalized and complex due to the growing number of stakeholders involved. This increase in formality and complexity warrants increased attention to the role of innovation in an increasingly structured SDP environment.

Scholarly attention to innovation in SDP has increased during the last few years. Researchers have begun to examine the meanings practitioners attribute to innovation (Svensson, Mahoney, & Hambrick, 2020), the role of human-centered design thinking in SDP contexts (Joachim, Schulenkorf, Schlenker, & Frawley, 2019), innovative tools for funders to better support SDP practice (Whitley, 2019), different pathways for governments to engage in SDP (Lindsey & Chapman, 2017), how external stakeholders shape innovation (Svensson & Hambrick, 2019), as well as how SDP managers respond to increased institutional complexity (Dixon & Svensson, 2019; Raw, Sherry, & Schulenkorf, 2022; Raw, Sherry, & Rowe, 2019). Others have begun to consider innovative solutions for how multi-stakeholder collaborations may be better leveraged in SDP (Svensson & Loat, 2019), the role of social entrepreneurship in this space (Cohen & Welty Peachey, 2015; Hayhurst, 2014; McSweeney, 2019, 2022), and antecedents and outcomes of social innovation in SDP (Svensson, Andersson, Mahoney, & Ha, 2019). Even so, relatively few prior studies have directly examined innovation at macro-, meso-, or micro-levels in SDP (McSweeney, Svensson, Hayhurst, & Safai, 2023), particularly within the increasingly structured environment of today's SDP landscape. The specific benefits and challenges of innovation and the most useful support mechanisms for maintaining innovation in SDP remains to be determined, particularly in light of the significant changes that the field

has experienced during the past three years. Therefore, we encourage contributors to examine innovation in SDP from different perspectives.

Format:

The workshop will combine presentations of short papers (max. 2,000 words) and a symposium to stimulate dialogue among scholars and practitioners around how innovation can be maintained in an increasingly structured SDP environment. Based on the positive feedback from two prior SDP-focused EASM workshops in Bern and Malmö, presenters will be asked to share their work in 20 x 20 Pecha Kucha presentations. Additional details will be provided to presenters to help them prepare for this non-traditional presentation format. This format provides a more engaging way for attendees to learn about the research being presented and also allows us to allocate sufficient time for a symposium involving SDP industry representatives. The convenors will open the workshop with an overview of the current state of the field and will subsequently facilitate interactive discussions among researchers and industry representatives to identify areas requiring future follow up actions. Discussions will also focus on how researchers can help address the most pressing current and future needs of SDP practitioners. The convenors will conclude the workshop by identifying key outcomes and ways for participants to further build on the knowledge generated from the workshop.

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Workshop B: Visions of Sustainability in Sports (Sport and sustainability: A myth or reality? Can sport ever be sustainable?)

Aim and Content:

It is becoming increasingly clear that our current way of life is destroying our planet and favours the few. The sports industry's negative impact on both the environment and society cannot and should not be ignored. Not only is sport waking up to the fact that changes are needed in the way it operates, environmental problems such as climate change and other forms of pollution also threaten the future of many sports, spurring many sports organisations into action. However, how effective current initiatives are at reducing greenhouse gas emissions and pollution, protecting biodiversity, or having a positive impact on society is debatable, especially given the growth in both size and number of sports competitions and events.

The first part of this workshop will explore current environmental and societal issues in sports and events, as well as a number of initiatives that intend to limit or reduce carbon emissions. By actively and collaboratively pursuing climate neutrality, sports organizations can demonstrate climate leadership. The effect that sport has on the environment is multifaceted and, depending on the magnitude of the organization or the magnitude of the event, can be challenging to quantify. The majority of sports organizations and spectators now agree that the impact that sport makes to climate change is significant. This includes the activity's accompanying travel, energy use, construction, and food, among other things. The adoption of environmentally responsible business methods within the sports industry has the potential to increase public involvement in conservation efforts. The global interest that sports hold for billions of fans and the media coverage that is generated as a response to that interest provide a solid platform for the sports industry to play an exemplary role in meeting the challenge of climate change and to inspire and engage large audiences to do the same. Sustainable sports provide society with a platform from which to address these challenges and contribute to a sustainable future. This is particularly important in a global society that is becoming more aware of the ecological damage caused by enterprises.

The second part of the workshop builds upon research by Köves, Szathmári and Herr (2021) on visions of sustainable sport and degrowth and Müller et al's (2021) article evaluating the sustainability of the Summer and Winter Olympic games since 1992, to investigate the contested nature of sustainability, which has emerged hand-in-hand with a neo-liberal capitalist agenda. In order to live within our planetary boundaries, there needs to be a paradigm shift in our society; a move away from a society that is fixated with growth to one of care and conviviality; a move to a degrowth society, where well-being rather than consumption and growth is prioritised. However, while degrowth perspectives, such as those listed above, are now being discussed in many academic circles, sport has been slow to explore possibilities for degrowth within its industry.

The third part of the workshop critically reflects in which way world sports federations have already developed sustainability strategies and to what extent and how successfully these have been implemented in the federation and their stakeholders and especially events. Finally, participants will be encouraged to draft the future direction of sports in our society, and how a more sustainable sports industry could be developed, particularly (but not limited to) mega-sports events and competitions.

The above workshops intend to expand the research, discussion, and ways forward of sustainability in sport. As well as building upon many areas of sustainability research in sports and events, it also hopes to provide participants with examples of current (successful and unsuccessful) sustainability initiatives and enable participants to identify the transitions that might be needed to create a truly sustainable future both within sport and society.

Format:

A brief introduction to the workshop stating the current state of research in the field and the ambitions of the workshop by the lead convener Assistant Professor for Sports Management at Seeburg Castle University in Austria, Dr. Robert Kaspar.

Three topics will be explored on the subject matter of the workshop through presentations:

- Current environmental and societal issues in sports and events
- Current sustainability initiatives in sports and events – successes and failures
- Degrowth perspectives in sports and events

Discussion and Development and Wrap-Up: The final part of the workshop aims to discuss some of the issues explored in the presentations such as what the future direction of sport should be when we consider the failure of a number of sustainability transitions and the need to act quickly (but justly) to make sure we do not exceed planetary boundaries? How might we achieve a more sustainable sports industry that is not only focused on growth and profit? What room is there for degrowth perspectives in sports. What further research is needed in sustainability and sport?

All presentation proposals will have to submit an abstract according to the EASM timeline and published guidelines.

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Workshop C: Challenges, innovation readiness, and change management in grassroots sports

Aim and Content:

The workshop builds on the Erasmus + project CHANGE – Cooperation for Change Management and Innovation in Sports.

Research shows that organized sport at the grassroots level in Europe is facing major challenges in the form of dropping membership rates, changing attitudes and leisure patterns among young people, economic setbacks and difficulties in recruiting volunteers. All these challenges were amplified during the corona pandemic (Doherty et al., 2020; Koutrou & Kohe, 2021). For many clubs, there is a need to build resilience and to initiate sustainable and innovative ways to tackle present and future challenges. Against this background, the project CHANGE was created with the ambition to equip sport governing bodies, sports organisations, and sports leaders with new, innovative, and sustainable tools to support sports at grassroots level.

The CHANGE project consortium consists of 11 partners from 9 countries. The partners are divided into three categories 1) research partners (Malmö University & EASM), 2) Sport organisations (from international to local level) and 3) experts in the field of sports and digitalization, inclusion/engagement and sustainability (SandSI, N3XT Sports and ENGSO). The project is coordinated by ENGSO.

The project takes its point of departure in a review of current research and knowledge about grassroots sports movement in Europe in relation to good governance, innovation readiness and change management. Based on this knowledge base, the objectives are to 1) build a hub of experts on grassroots sports, innovation and change management, 2) to develop and implement an interactive toolkit offering innovative management strategies to support grassroots sports and 3) create a network of CHANGE advocates within the grassroots sports movement in Europe.

The workshop will focus on the knowledge platform of the CHANGE project. We want to discuss and analyse current research, knowledge and experiences regarding grassroots sports in Europe in relation to present and future challenges, innovation readiness and change management.

Format:

The workshop will consist of one part with presentations and a second more interactive part consisting of a workshop. In the first part, we present the results of literature review and workshops carried out in the CHANGE project so far and invite two to three other presentations (through abstract submissions), preferably both from one or two researchers and a practitioner. Each presentation will be maximum 10 minutes. The second part of the workshop will have a collaborative format and invite the participants to contribute with ideas through group discussions. The different background (age, nationality, role, experiences, etc) will be used in the workshop.

A tentative workshop programme could possibly look like this:

Welcome and framing of the session: 5 minutes three presentations:

1. Framing of Presentation of results from WP 2, CHANGE.
 2. Research presentation
 3. Practitioner presentation
- Discussion and comments led by the moderator max. 15 minutes.
 - The discussion ends with the first part of the workshop→Speed brainstorming workshop in groups: What are the main challenges/problems facing the grassroots sports movement?
 - Summing up→Identifying the three main challenges.
 - Then we move on to the second step of the speed brainstorming workshop in groups:
 - What are the obstacles and opportunities for handling the challenges in the grassroots sports movement?
 - Summing up→Identifying the main obstacles and opportunities.
 - Conclusions from the session by the moderator.

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Workshop D: Sport and the Metaverse: Characteristics, Applications, Value and Future Development

Aim and Content:

The integration of metaverse to sports has been the subject of interest in recent years. Metaverse, digital assets, blockchain technology and non-fungible tokens (NFTs), have emerged to the forefront of development in sports. The digital transformation in sport generates a fresh perspective on the production and consumption of sports, which the process results in a multitude of economic and socio-cultural impacts (Newman et al., 2022; Stegmann, Nagel & Ströbel, 2021). It changed the way, for instance, organisations working together to communicate and connect with fans. For example, stadium operators have started to digitise their stadiums through mobile applications to connect stakeholders such as club owners, media and sponsors with spectators (Yang & Cole, 2020).

The digital innovation in sport is also in part catalysed by the COVID-19 pandemic, which encouraged people to engage with digital technology (Fenton, Keegan & Parry, 2021; Mutz et al., 2021). This also promoted digital socialisation, which was embraced by the sport industry as an opportunity when the world went into lockdowns (Bates et al., 2021; Pandi-Perumal et al., 2021; Schallhorn et al., 2022). The sport industry had to look into alternative revenue streams as live sports events came to a global standstill (Grix et al., 2021; Weed, 2020). The dire situation of the pandemic encouraged sport organisations to come up with new and creative business plans. At the same time, they had to come up with creative ways to continue to engage with digital-native fans. Innovations include digital platforms (e.g., Zoom) and apps (e.g., MyFitnessPal) which provide streaming services and tutorials for fitness programmes; sport apps designed by sport organisations (e.g., football clubs) for participants to keep up their skills; active console games (e.g., Nintendo Switch and Xbox Kinect) and digital engagement through esports (e.g., FIFAe World Cup), to name a few. This created opportunities for existing players and encouraged new entrants to leverage media technology for advancements in sport. As a result, the sport industry went through intensive digital transformations over the last few years – the most prominent of which is the construction of “sport metaverse”, which in turn supported the creation of digital identities and assets in sport (Arbanas et al., 2022).

This workshop proposes to initiate a conversation on the connections between sports and the metaverse. As a development that draws the attention of a new generation where technology is considered an everyday tool; one that also excites investors who bought into the concept in the not yet fully understood metaverse, metaverse may potentially define future sportscape. This workshop intends to invite scholars and practitioners to explore the liminality of digital developments in sport and consider how they shape the future of sport. It is our vision that this workshop will disambiguate the key elements and characteristics of sport in the metaverse. We seek to understand the concept of metaverse and its implications for sport; Further explore the operation, management and governance of sport in the metaverse. It is timely and important to reflect on the social ramifications as this development may bring about restructuring and/or reframing of existing theoretical and conceptual frameworks that underwrite current sport studies and practices. This is a field that crosscut disciplines, which complements the interdisciplinary focus of EASM. The conference’s international reach provides an ideal global forum to engage in critical scholarly discussions and debates in this area worldwide.

Format:

The workshop seeks to provide a platform for interaction between academics and industry partners. This helps to promote cross-collaboration between academia and industry stakeholders in order to generate impactful research that aligns closely with industry development. Since academics are well positioned to contribute to policy development and practices, we propose to bring together academics from Europe, the US, Japan and other countries, global industry practitioners (e.g., Global Esports Federation) and community stakeholders for this workshop. We aim to deliver on the following three objectives:

- To provide academic researchers and industry practitioners with a forum to present their latest research and development and promote mutual understanding of perspectives.
- To encourage conversations between academics, industry practitioners and partners on the state of development in sport and the metaverse in order to advance research agendas and action.
- To build and foster networks for future collaborations.

For this purpose, we propose to organise the workshop in two sessions. The conveners will first outline the aims, scope and format of the workshop. This will be followed with the first session of presentations by academic and practitioner contributors to chart the current state of affairs from both the academic and industry perspectives. This will be led by the conveners, but it will remain open to other academics for presentation (prior registration needed) and participation. Each workshop participant will be asked to submit an abstract prior to the conference and deliver a presentation based on the abstract in the workshop. In the second interactive session, a panel discussion will be convened to initiate a research debate on future aspects of sport and the metaverse. Moderated by the conveners, all workshop participants will interact, discuss and comment on each other's presented research and perspectives, in the context of knowledge exchange. This session will also feature a Q&A session for any conference participants attending the workshop. The conveners will close the workshop with a summary of the issues and topics discussed.

Submission Requirements:

Abstract required; Short Paper encouraged.

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Workshop E: Women's Football development in Europe: state of play and perspectives

Aim and Content:

Pre-pandemic European women's football experienced increased player numbers and record-breaking attendance at top matches both at club and national team levels. Even during the past two years, in what has been an unprecedented period of time for sport, by utilising engaging social media and strategic promotional campaigning, football has continued to help break down the cultural and social barriers faced by women and girls across Europe. However, despite the rapid growth of women's football, the gap with the men's game is still important and significant disparities remains in Europe between countries. The same is true for academic research dedicated to football. The number of scientific contributions in football management focusing on the men's game outnumber by far the ones dedicated to the women's game. In this workshop, we invite researchers to submit contributions dedicated to women's football in Europe. In particular, we are interested in research shedding new light on recent development of the women's game and its ecosystem. Papers should have a practical focus. Therefore, they should also include recommendations for football organisations (e.g. UEFA, ECA, National associations, clubs, player unions, etc.) about initiatives that they could take to ensure a sustainable development of the sport. The goal of the workshop is also to encourage the production of more research in women's football and to reinforce the dialogue between academic researchers and sport administrators working in this field.

Format:

Dr. Jérôme Berthoud and Dr. Solène Froidevaux will open the workshop in presenting the results of their study – commissioned by UEFA – on the support provided by European national football associations towards women's football. Other scientific contributions will be selected from proposals submitted to EASM. It is expected from each contributor that they provide research-based recommendation to football governing bodies. Representatives of football organisations (Irish Football Association, other football national associations, UEFA, clubs) working in women's football will be encouraged to attend the workshop to ensure the dissemination of the results and foster dialogue between researchers and administrators. The duration of the workshop will depend on the number of submitted and accepted contributions. A good portion of time will be dedicated to a discussion about cooperation between academia and football organisations in the field of women's football and domains where future research would be especially needed.

Convenors:

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Workshop F: Developing Sports Managers & Leaders Across Europe – ERASMUS+ Project Review and Next Steps

Aim and Content:

The sport and active leisure sector is a labour-intensive and important economic sector in the UK and European Union, with a share in the national economies which is comparable to agriculture, forestry and fishing combined. The sport delivery workforce has a youthful profile but there is compelling evidence that the UK & European sport managerial workforce is growing older with a disruptive phase of natural turnover predicted in the next ten years.

In response the European Union through its Erasmus+ sport scheme has funded an international partnership over €350,000 to explore and develop employability, enterprise and entrepreneurship [toolkit](#) to assist the career development of future and existing sports managers to safeguard the effective governance and sustainability of the sport industry. (ERASMUS+ Developing Sports Managers & Leaders Across Europe [Project Site](#))

The project led by Cardiff Metropolitan University in coalition with several partners (including EASM) has established connections between industry stakeholder, sport management and cross-disciplinary employability academics to complete best practice research study to explore how employability, career development, enterprise skills and entrepreneurial intentions can be developed.

Format:

The workshop will focus on the need for government, industry stakeholders and education institutions to work collectively to realise the potential of the flexible, scalable, and sustainable workforce planning frameworks for sport managers. Discussions will explore the need for:

- Contemporary and flexible workforce development solutions (e.g. micro-credentials).
- A European wide skills and competency framework to support the development of holistic and connected lifelong learning ecosystems for sports managers.

This workshop will present data from the ERASMUS+ project field studies which implemented a mixed methods approach to investigating career construction theories with traditional students and existing sport managers. The data collected has supported the development of summary employability learning personas that have been used to engage student and industry network groups in discussing how life-long workforce development systems should be developed and how individual learners should be supported.

This international data collection includes:

- Measuring pre-professional sport management students' attitudes towards career intentions, career readiness, professional identity, entrepreneurial intentions, entrepreneurial orientation and self-assessment of skills and competencies.
- Measuring sport managers' (Frontline, Middle and Top Managers) from a variety of sport contexts (Community sport, Elite sport, Public, Private, Not for profit, Voluntary Sector) and backgrounds (gender, age) attitudes towards career development,

appropriateness of talent development pathways, entrepreneurial intensions, entrepreneurial orientation and self-assessment of skills and competencies.

- Investigating indicative examples of a range (gender, age) of expert (top/executive) sport managers career history/trajectories from across Europe.

Workshop Outcomes:

- Influence strategic workforce planning and development reviews to inform the development of educational solutions for sport managers.
- Influence coalition models between higher education providers and industry stakeholders to build flexible and accessible lifelong education networks.
- Build a robust research base to inform the design of adult learning solutions, including a further focus on micro-credential provision.
- Influence the shape of any future funding bids focusing on the development of a European wide skills and competency framework for sport managers.
- Refine and develop an employability toolkit for the EASM and wider sport management community.

Convenors:

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Workshop G: Sport, Media, and Communication - Online hate and sport

Aim and Content:

The rise of online hate speech is a growing concern. Sports fans, players, journalists, and officials are subjected to many forms of this via social media platforms. The rapid growth in the number of these platforms, and their reach and penetration, has meant that governing bodies of sport, policy makers and grassroots anti-hate organisations are under-resourced and ill-equipped to manage the consequences. Such is the rapid and evolving nature of this phenomenon that research too has been diverse and fragmentary. This roundtable will bring together UK and Irish scholars working on online hate in sport (racism, sexism, anti-white) who will share their research insights. Stakeholders from sports journalism and football will also share their experiences of online hate.

The aim of the workshop is threefold: offer a concise review of what is known in research terms about online hate in sport; illustrate how online hate impacts directly on the personal and professional lives of those who experience it, and identify avenues for further research, policy, regulation and support for victims.

Format:

Roundtable

Depending on number of abstract submissions in Call for Papers, there can be a session involving short or full presentations.

Roundtable participants:

1. Dr Mark Doidge (Brighton University) from UK/RI project, Tackling Online Hate in Football (www.tohif.com)
2. Dr Gary Sinclair (Dublin City University) from UK/RI project, Tackling Online Hate in Football (www.tohif.com),
3. Dr Debbie Ging (DCU) - Digital media and gender
4. Miguel Delaney or Jonathan Liew – Dealing with online hate as a sports journalist.
5. Female professional footballer or representative from Kick It Out (to be confirmed)
6. Dr Daniel Kilvington (Leeds Beckett), The emotional labour of sports journalists
7. Dr Colm Kearns (DCU) - The emotional labour of sports journalists
8. Dr Tom Fletcher (Leeds Beckett) or Dr Jack Black (Sheffield Hallam) – Responses to ‘Taking the Knee’: the alt-right and anti-white.

Convenors

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Workshop H: Diversity and Inclusion: Women in Sport in Ireland – Cross Disciplinary Conversations

Aim and Content:

The involvement of women in sport is an area of growing interest to researchers in Ireland. This reflects the impact of wider social changes on attitudes towards women's involvement in sport, as well as changes within the field of sport, around the introduction of gender-based targets, diversification of physical education and activity curricula and private and public investment in women's sports as a strategic growth area. In this growing research field, exciting insights are being generated into a range of topics affecting women's health, participation, and performance, including pelvic dysfunction, menses, disordered eating and about the benefits of research 'in the round'. This panel includes representatives from a range of sports-related areas of research and disciplinary backgrounds who will share their research insights. Guided by a set of pre-determined prompts and scientific ideas, each panel member will contribute to a structured conversation.

The aim of the workshop is to foster cross disciplinary engagement and contribute to the formation of an all-island research network/centre for women in sport, to be launched formally in 2024.

Format:

Panel, with the potential for session based on the number of submitted abstracts

1. Dr Aoife Lane (Technological University of the Shannon) – physical activity
2. Dr Katie Liston (Ulster University) – sociology of sport
3. Dr Denise Martin (Technological University Dublin) – applied performance analysis
4. Dr Paula Fitzpatrick (SETU Carlow) - physiology
5. Dr Cian O'Neill (Munster Technological University) – coaching science
6. Dr Lisa Ryan (Atlantic Technological University) – food and nutrition
7. Dr Paul Donnelly (Ulster University) – sports policy and development

Convenors:

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Workshop I: Sport Governance and Policy - Sport and Shared Islands

Aim and Content:

Sport is one of the most powerful transfer mechanisms for culture. But, because it reflects diverse passions, aspirations, and identities, rarely is it possible to have ‘normal’ sport in ‘abnormal’ societies. Any dialogue about the future of these islands must therefore involve sport and all the related complexities and challenges. This panel brings together researchers and stakeholders involved in work on the role of sport in the future of these islands and incorporates insights from the island of Ireland and Scotland. This panel will be of interest to those working in the areas of international relations and diplomacy.

This workshop will examine the potential for sport to enable diverse individual and group traditions and identities to be understood and promoted.

This workshop will be led by Dr Katie Liston (Ulster University) who is actively working in this research area and who has, along with Professor Maguire, presented to the Irish government on this topic. She will utilise the pre-existing network of scholars and practitioners in this sphere to communicate about the planned panel and, along with Robert Heyburn and Gerry Carvill, will involve the relevant Irish and Northern Irish government departments as well as the active members within the civic organisation, Ireland’s Future.

Format: Closed Panel

1. Dr Katie Liston (Ulster University)
2. Professor Joseph Maguire (Loughborough University)
3. Professor Grant Jarvie (University of Edinburgh)
4. Gerry Carvill, Chair, Ireland’s Future

Convenors

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