

# Proposition of an index for sports diplomacy in the military context

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## INTRODUCTION

Sports diplomacy uses sportsmen and sporting events to build a favorable image between audiences and foreign institutions. The aim of this research is to propose an index for sports diplomacy in the military context.

## METHODS

This is a methodological research. Firstly, an analytical literature review was made, to identify sports diplomacy tools. Secondly, based on the five experts' scores regarding the importance and potential impact of each tool in the military context, a multidimensional scaling (ALSCAL) was carried out to retain the proper tools. Thirdly, to create the algorithm for the index, the data extracted from CISM's yearbooks of 2011, 2015 and 2019, confirmatory factor analysis with partial least squares was conducted to generate the algorithm.

## RESULTS

Eight tools were described from the literature and six were considered relevant for the military context (Figure 1). Regarding the algorithm, all VIF tools were acceptable. The outer weights were significant, but relatively low (Table 1). After weighting the outer weights we wrote the algorithm for use of sports diplomacy tools in the context of military sport: Sports Diplomacy Index<sub>country</sub> = 0,32\* (frequency of tool1 usage) + 0,14\*(frequency of tool2 usage) + 0,15\*(frequency of tool3 usage) + 0,16\*(frequency of tool4 usage) + 0,15\*(frequency of tool5 usage) + 0,08\*(frequency of tool6 usage).

## DISCUSSION AND CONCLUSION

"Sport is war without guns". Sports diplomacy in the military context should be done in view of the significs of sport in the military environment. Sport is often imbued with notions of national identity being a significant symbol of nationality in international disputes. With a robust statistical analysis, it was possible to generate an algorithm to point the frequency of sports' diplomacy tools use. Its recurrent use can help the FFAA to position itself in the use of this soft power instrument.

## PRACTICAL IMPLICATIONS

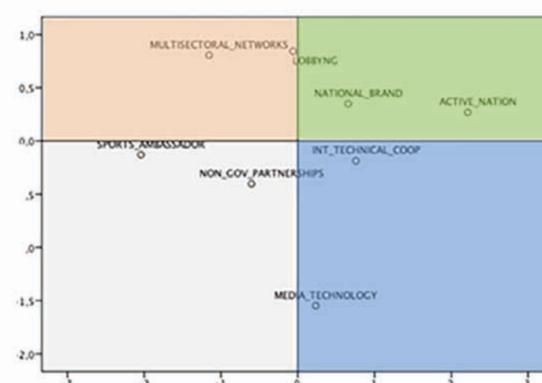
The use of this tool may improve the evaluation of the impact of military sports in the international security scenario

## REFERENCES

none

## FIGURES AND TABLES

Figure1 – Perceptual Map of the sports' diplomacy tools in the military context



Note: in gray are the tools diplomacy considered not relevante and without potential impact in the military context

Table 1 – Factorial weights and multicollinearity for each index tool

Tool	$\omega$	$p$	VIF
(1) Being an active nation in major sporting events	0.52	<0.001	1.85
(2) Promotion of a National Brand	0.22	<0.001	2.85
(3) Lobbying	0.25	<0.001	4.13
(4) Use of Media and Technology	0.26	<0.001	9.17
(5) Establishment of International Technical Cooperation	0.24	<0.001	5.37
(6) Creation and / or Participation in Multisectoral Networks	0.13	<0.001	1.33

Note:  $\omega$  = outer weights;  $p$  = significance; VIF = multicollinearity.

## CONFLICT OF INTEREST

The author declares no conflicts of interest  
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