



Kolegji AAB



“SPORT DIPLOMACY AND ITS ROLE ON PROMOTING THE STATEHOOD OF KOSOVO”

6th of September 2021, 17.00-20.00 hrs, AAB College + online platform
Organized by: Faculty of Physical Culture and Sports of AAB College and
Kosovo Sports Institute

Speakers:

- ❖ **Mrs. Urela Demaj**, AAB College
- ❖ **Mrs. Daulina Osmani**, Deputy Minister for Culture, Youth and Sport of Kosovo
- ❖ **Mr. Lorik Cana**, Attaché for Youth Culture and Sports at the Albanian Embassy in Rome, and former captain of the Albanian National Team
- ❖ **Mrs. Silvija Mitevaska**, Adviser to the Prime Minister of North Macedonia on Sports
- ❖ **Mr. Gavin Price**, Bond University Australia, SOAS University of London and co-author of “Towards Welsh Sport Diplomacy strategy”
- ❖ **Mr. Shemsedin Vehapi**, Prorector, AAB College
- ❖ **Mr. Grant Jarvie**, University of Edinburgh & Toronto, former adviser to the Scottish Government
- ❖ **Mrs. Albana Murra**, alumni of AAB College, marketing specialist, Madrid, Spain.
- ❖ **Mr. Loïc Tregoures**, Catholic Institute of Paris, France.
- ❖ **Mr. Juan Manuel Montoro**, Kosovo Research & Analysis Fellow, PhD candidate at the University of Santiago de Compostela, Spain

INTRO

Kosovo Sports Institute in cooperation with Faculty of Physical Culture and Sports of AAB College is organizing the 2nd Round of international webinar titled “SPORT DIPLOMACY AND ITS ROLE ON PROMOTING THE STATEHOOD OF KOSOVO”. It comes after organizing the 1st Conference titled “FOOTBALL AND ITS IMPACT ON PROMOTING THE STATEHOOD OF KOSOVO” with the participation of Professor Richard Giulianotti from Loughborough University, UK, Mr. Eroll Salihu, former Secretary General of FFK, Mrs. Vlora Çitaku, Former Ambassador of Kosovo in US, Mr. Juan Manuel Montoro, Kosovo Research & Analysis Fellow from Spain, Mr. Augustin Palokaj, Koha Group Correspondence from Brussels and with the virtual participation of dozen of sport journalists, football pundits and coaches, is continuing with this format of events. The first round was organized last March 26th, as a joint collaboration of Kosovo Sports Institute and UBT College, on the eve of football match Spain vs Kosovo.

Now, five months after that match, and two days before the second match of Kosovo vs Spain to be played in Pristina, KSI and AAB COLLEGE are organizing the second round to discuss again about the role of sport and football as a tool of public diplomacy. And this event comes one month after historical win of two gold medals of Kosovar Judokas in Tokyo 2020, thus adding three gold medals in total for Kosovo in two Olympics taking part so far (Rio 2016 and Tokyo 2020), signalling to the policymakers of Kosovo that they should do more for sports and sport diplomacy before Paris 2024.

The event will bring together people from academia, world of sport, politics, civil society and media, domestically and internationally, to discuss the effect of the soft power – sport diplomacy for the promotion of state-building and statehood of Kosovo, by sharing experiences from France, North Macedonia, Wales, Scotland and Spain in the eve of next match and beyond.

AGENDA

SPORT DIPLOMACY AND ITS ROLE ON PROMOTING THE STATEHOOD OF KOSOVO – PART II

Monday, 6th of September 2021, 17.00 - 20.00 hrs.

AAB College campus + online platform

Moderator: Mr. Adnan Ahmeti, Kosovo Sports Institute

17.00 – 17.15	OPENING REMARKS – ACADEMIA, SPORT AND DIPLOMACY ❖ Uranela Demaj, AAB College ❖ Lorik Cana, Attaché for Youth Culture and Sports at the Albanian Embassy in Rome, and former captain of the Albanian National Team
17.15 – 17.30	SPORT AND THE POLITICS FOR THE PROMOTION OF STATEHOOD OF KOSOVO ❖ Mrs. Daulina Osmani, Deputy Minister for Culture, Youth and Sport
17.30 – 17.45	SPORT DIPLOMACY – CASE OF NORTH MACEDONIA ❖ Mrs. Silvija Mitevaska, Adviser to the Prime Minister of North Macedonia on Sports
17.45 – 18.00	SPORTS PARADIPOMACY IN SMALL NATIONS, SUBSTATES AND REGIONS: INSIGHTS FROM THE CASE OF WALES ❖ Mr. Gavin Price, University of London, co-author of “Towards Welsh Sport Diplomacy strategy”
18.00 – 18.15	LOBBYING THROUGH FOOTBALL SO SPAIN CAN RECOGNIZE KOSOVO ❖ Mrs. Albana Murra, Alumni of AAB College, marketing specialist, Madrid, Spain
18.15 – 18.30	COFFEE BREAK
18.30 – 18.45	SPORT DIPLOMACY OF KOSOVO ❖ Mr. Shemsedin Vehapi, Prorector, AAB College
18.45 – 19.00	SPORT AND DIPLOMACY ❖ Mr. Loïc Tregoures, Catholic Institute of Paris, France, author of “Football in Yugoslav Chaos”
19.00 – 19.15	INTERNATIONAL ENGAGEMENT THROUGH SCOTTISH FOOTBALL ❖ Mr. Grant Jarvie, University of Edinburgh & Toronto, former adviser to the Scottish Government
19.15 – 19.30	BEYOND SPORTS, BEYOND RECOGNITION. HOW FOOTBALL CAN HELP TO IMPROVE KOSOVO-SPAIN RELATIONS? - II ❖ Mr Juan Manuel Montoro, KRAF & University of Santiago de Compostela
19.30 – 20.00	Open debate – Q & A
20.00	Closure of Conference