



17:00 pm CET (Basque Country)  
16:00 pm BST (UK)  
08:00 am PDT (US)  
11:00 am EDT (US)



## Program road map

# UNIQUE DIALOGUE ON BASQUE SPORTS DIPLOMACY



Moderated panel with 5 speakers, shorts videos,  
a Basque panel and audience Question and Answer session

### PANELLISTS AND TOPICS

#### Virtual welcome to the Basque country

**Imanol Galdos**, Assistant Manager, Donostia Kultura

Imanol's career spans over 35 years in Public Administration leadership including specialisms in public diplomacy, culture, diaspora, media, education, sports and cities. He has dedicated his life and work to strengthening relations between the global Basque diaspora and the Basque Country. Imanol is a consultant, analyst and advisor to committees and institutions of the Basque Country and its representations overseas and a member of the Idaho Museum of International Diaspora Global Leadership Council.

**Senior Basque Government Official** (TBC)

#### Opening comments from your MC

**Dr. John Bieter**, co-founder and professor in the Basque Studies program, Boise State University.

John is the co-author of *An Enduring Legacy: A History of the Basques in Idaho* and published *Showdown in the Big Quiet: Land, Myth and Government in the American West* in 2015. John teaches courses on immigration, Basque Studies and methods of History instruction. As a prominent member of the Basque Community in Boise, John understands the cultural heritage of the Basque Country. John played a key role in bringing Athletic Bilbao FC to Boise in 2015 to play an exhibition match against Club Tijuana as part of the Jaialdi Basque festival.

### TOPICS

1

#### What is sport diplomacy (SD). Review of best international theory and practice

**Dr. Stuart Murray**, Founder, Sports Diplomacy Alliance and Global Fellow (Academy of Sport), University of Edinburgh

The world's foremost SD expert and author of the seminal book, 'Sport diplomacy: Origins, Theory and Practice' (2018), Dr. Murray will define and contextualise the term SD and provide a range of examples of international practice.

3

#### SD in small nations

**Gavin Price**, Sports Diplomacy Alliance and Bond University. Honorary Member Centre for Sports Law, Policy and Diplomacy at the University of Rijeka.

An expert in sports paradiplomacy, Gavin will provide practical examples of sports diplomacy in small nations, including practitioner experience in Wales.

5

#### Disability and SD

**Dr. Verity Postlethwaite**, Counsel Ltd., Hartpury University and SOAS University of London

Underpinned by previous experiences and ongoing research around Japan, Dr Postlethwaite will use Japan's Sport for Tomorrow initiative to explore and illustrate opportunities to make sports diplomacy inclusive of para-sport.

2

#### Insights from the United States SD landscape

**Emily Ronek Sohnesen**, spent 10 years as a diplomat for the U.S. State Department with a specialization in Public Diplomacy serving in Caracas, Venezuela; St. Petersburg, Russia and Copenhagen, Denmark. This service also included two years at the State Department's Office of Sports Diplomacy in Washington, DC. Prior to her diplomatic career Emily volunteered and worked in Ukraine for three years and currently works with International Partnerships and Knowledge Management at the Danish non-profit sport for development organization, GAME.

4

#### Women and SD

**Dr. Sarah Kelly OAM**, Sports Diplomacy Alliance, University of Queensland and Deputy Chair at Queensland Lions AFL football club and Tourism and Events Queensland

Drawing upon an extensive career in sport, academia and business, Dr Kelly will discuss the potential of sports diplomacy to empower women and girls, encourage leadership excellence and grow visibility.



Virtual tea break

## PART 2. FOCUS ON THE BASQUE COUNTRY

6

#### Video showcasing the Basque landscape and its globally innovative sports tech sector, through the story of ORBEA, an internationally successful Basque cycling brand

Comments from a representative  
of the company ORBEA.

7

#### Video showcasing the Basque coastline, and its globally innovative sports tech sector, through the story of Wavegarden, an internationally successful Basque surf lagoon engineering company

Comments from Seán Young, Destination  
Development Manager, Wavegarden on its success  
story, international engagement and trade.

8

#### Rowing diplomacy: enabling research and empowering children

**Dr. Elin Haf Davies**,  
CEO of Aparito  
Chair of Metabolic Support UK

Elin has combined a successful professional career with a passion for sport and adventure. She achieved 13 Wales A rugby caps before going on to be the first ever Welsh woman to row across the Atlantic Ocean and was part of the first all female crew to row a hat trick of the Indian Ocean. Elin completed a hat trick of ocean crossings when she later sailed across the Pacific. She uses her adventures as a platform to raise awareness about rare childhood disorders and the need to develop new drugs.

9

#### Basque Sports: Approach to the topic from the Academic Perspective

**Mariann Vaczi**, Assistant Professor of Basque Studies and Anthropology at the University of Nevada, Reno. She has worked extensively on the social, cultural and political dimensions of sport in the Basque Country, Catalonia, Transylvania, and Hungary. Her main work is Soccer, Culture and Society in Spain: An Ethnography of Basque Fandom (Routledge 2015), and Sport and Secessionism (co-editor, Routledge 2021).

#### Basque Diplomats in Tracksuits: What does it mean to represent or study Basque sport on the world stage?

**Kayleigh Karinen**, is a U.S born three-time world champion athlete in the sport of Cheerleading with the Finnish National Team, internationally renowned coach, and student studying to receive a Master's degree in Linguistics focusing on the role of sports in Basque language normalization/revitalization. Kayleigh currently works as a Cheerleading coach who travels internationally to work with and mentor elite athletes across the globe while finishing her Master's degree.

**Clara Azurmendi**, is an elite Basque Badminton player who won a bronze medal at the Baku 2015 European Games in the women's singles event. Clara won her first major title at the 2016 Bulgarian international tournament and competed at the 2020 Tokyo Olympics.

**Juan Inazio Zulaika**, is an ex legendary professional Jai Alai player and expert commentator on this uniquely Basque sport. Juan is now an influential voice on Basque culture, sport and heritage and regularly writes on these themes for the Basque Tribune news platform, including dimensions on the intercultural relations power of sport. He currently writes about jai-alai in his own blog: "Zulaika's Txik-Txak". (www.jizulaika.eus)

**Eduarne Pasaban**, is both a patron and the founder of 'Mountaineers for Himalayas by Eduarne Pasaban'. The work of this foundation involves developing projects which focus on the education of Himalayan children(www.fundacionedurnepasaban.com).

At 18 she began ascending mountains of over 6,000 metres in Ecuador, and finally travelled to the Himalayas for the first time in 1998. Since then, Eduarne has continued to participate in different expeditions to mountains of over 8,000 metres, reaching the peak of Shisha Pangma in 2010 and becoming the first woman in the world to conquer the 14 'eight-thousanders' found on the planet.

**Roberto Olabe**, is currently the Football Director of Real Sociedad and previously managed several professional teams in Spain such as Real Valladolid, Almeria, Eibar and Independiente del Valle in Ecuador. In 2021, Roberto was nominated for the prestigious Globe Awards in the category of best sporting Director of the year and played a leadership role in directing the Aspire Academy in Qatar.

#### The Future

Next Steps – Towards the Basque SD 2023  
Dialogue – **John Bieter / Imanol Galdos**



Audience participation  
Q/A with Audience

Register here