



First Edition on the occasion of the
XIX WORLD SUMMIT OF NOBEL LAUREATES FOR PEACE



SPORT DIPLOMACY DIALOGUES

Where Peacemakers Meet with Sport

Monterrey, Nuevo León, Mexico
19 September 2024

With the support of





THE KICK-OFF

Sport's Diplomatic Role

Sport has historically played an influential role in international affairs and diplomacy. From the truce called during the Ancient Olympics to the exclusion of Apartheid South Africa from international competitions, its impact has been significant. Recent events demonstrate that major sporting events can uniquely contribute to geopolitical dynamics, societal changes, economic development, and global challenges.

The Initiative

Sport Diplomacy Dialogues is a joint initiative of the Permanent **Secretariat of the World Summit of Nobel Laureates for Peace** and Save the Dream dedicated to the role of sport in promoting and restoring peace and reconciliation. **Sport Diplomacy Dialogues** is an integral element of the **World Summit of Nobel Laureates for Peace**, taking the form of **high-level conversations among Nobel Peace Laureates, leaders in sport, international affairs, and influential athletes.**

The Goals

- Provide a multi-sectoral environment for **discussing and addressing international issues through sport** and boosting related diplomatic efforts.
- **Promote international instruments and instigate collective actions** to prevent, mitigate, or resolve conflicts using the most popular sports.
- **Foster a common agenda** regarding the role of sport in driving positive change and **promote resource mobilization** in support of such a process.
- Identify **outstanding projects and achievements in the field of “sport diplomacy”** and support new initiatives.
- **Empower athletes at all levels as role models and peace advocates.**

First Edition 2024: Unveiling the Vision

September 19th, 2024, is the date of the first edition of the Sport Diplomacy Dialogues, taking place on the occasion of the **XIX Edition of the World Summit of Nobel Laureates for Peace**, this latter hosted in Monterrey from the 18th to the 21st of September by the Permanent Secretariat jointly with the World Meeting of Values and the Government of Nuevo Leon.

The first and inaugural edition of Sport Diplomacy Dialogues is made possible thanks to the generous support of Mazda and the Soloviev Foundation.



THE AGENDA

4:00pm	Welcome and Introduction to Sport Diplomacy Dialogues	<p>Ekaterina Zagladina, President, Permanent Secretariat, World Summit of Nobel Peace Laureates</p> <p>Massimiliano Montanari, CEO, Save the Dream</p> <p>Carlos Monroy, Director, Legal, Commercial and Governmental Relations, Mazda, Mexico</p>
4:10pm	SESSION 1 Rethinking (Sport) Diplomacy Moderator Michael Hershman , CEO of the Soloviev Group, Co-Founder Transparency International	<p>Snežana Samardžić-Marković, former Minister of Youth and Sport and former Minister of Defense of Serbia, member of EU High Level Panel on Sport Diplomacy (online)</p> <p>Luisa H. Solchaga López, General Director of Cooperation Policy, Mexican Agency for Development and Cooperation (AMEXCID)</p> <p>Hugh Dugan, Founder and President of the Truce Foundation</p> <p>Giovanni Lepri, Representative, United Nations High Commissioner for Refugees (UNHCR), Mexico; organization awarded with the Nobel Peace Prize</p>
4:55pm	SESSION 2 Fostering an Alliance between Nobel Peace Laureates and Athletes Moderator Hugh Dugan , Founder and President of the Truce Foundation	<p>Leymah Gbowee, Noble Peace Laureate, Founder and President of the Gbowee Peace Foundation Africa</p> <p>Tawakkol Karman, Nobel Peace Laureate, Journalist, Politician and Human Rights Activist</p> <p>David Trezeguet, World Cup Champion, Save the Dream Ambassador</p> <p>Diana Flores, Captain of the Mexican flag football team</p>
5:35pm	First Global and Local Initiatives Moderator Matteo Bonciani , Special Advisor on Communication Strategies, Save the Dream, former FIA F1 Communications Chief	<p>Maricarmen Martínez Villareal, Minister of Tourism, Nuevo León</p> <p>Tegla Loroupe, Kenyan long-distance track and road runner and Save the Dream Ambassador (online)</p>
5:45pm	Closing Remarks	<p>Constantinos Filis, Director General, International Olympic Truce Centre (online)</p>
5:50pm	End of the Event	

SPORT DIPLOMACY DIALOGUES



With the support of



**The Soloviev
Foundation**



mazda

