

UWS UNIVERSITY OF THE WEST of SCOTLAND

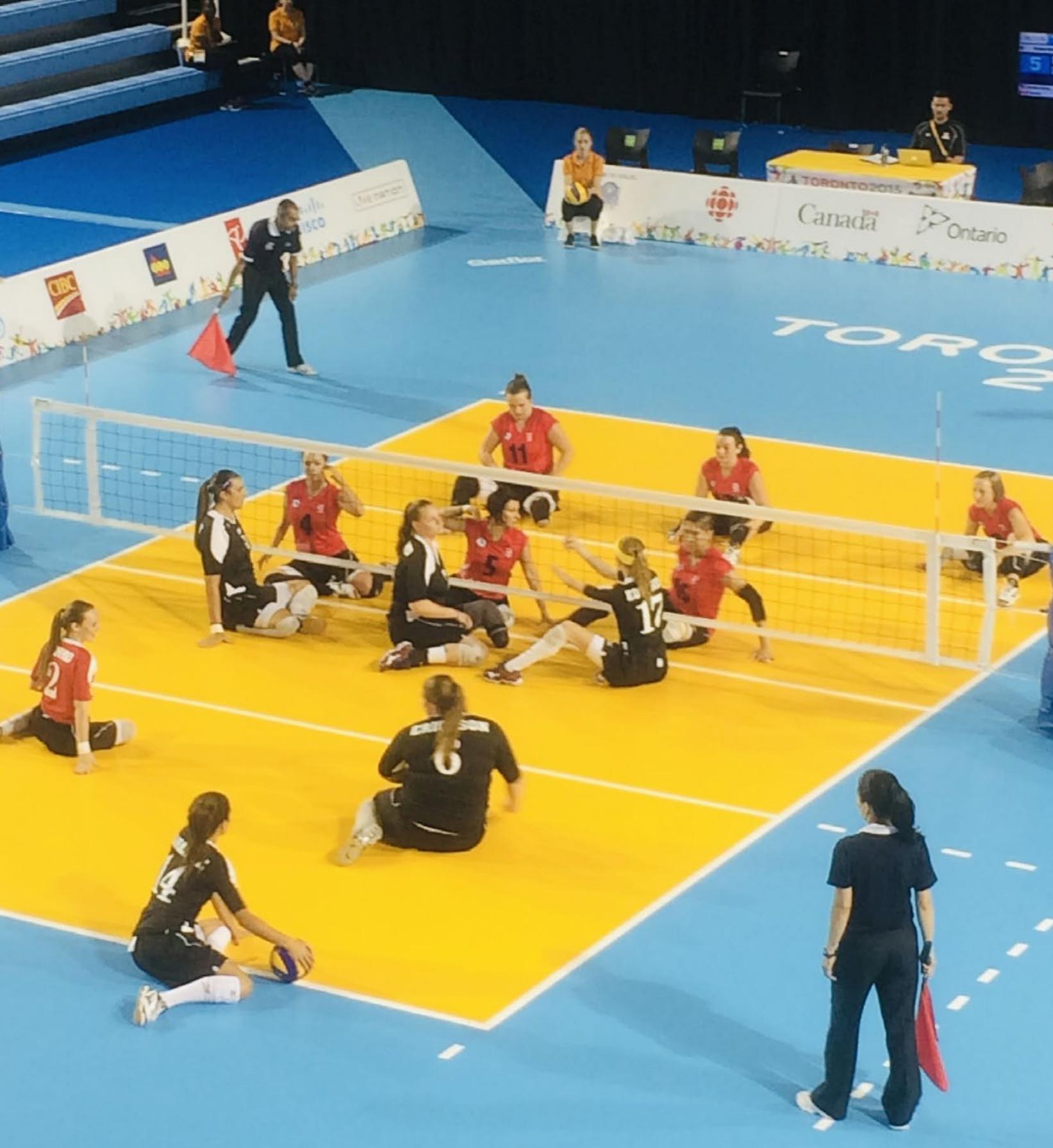


Foregrounding a Rights-Based Agenda for Sport Events: Insights from Research and Practice

Hosted by Centre for Culture, Sport & Events at UWS

Monday 20 June 2022 | [Online](#) | 1300–1700 (BST)





Schedule

Keynote:

Legal responsibilities for mega sport events and human rights: setting the scene: Dr Daniela Heerdt, T.M.C. Asser Instituut

Panel discussions:

Sport events, governance and advocacy:
Professor David McGillivray, University of the West of Scotland,
Liz Twyford, UNICEF, Andreas Graf, FIFA & Sylvia Schenk,
Transparency International

Sport events and athlete rights:

Professor Joerg Koenigstorfer, Technical University Munich, Dr
Yannick Kluch, Virginia Commonwealth University, Prof Laura
Misener, Western University, Canada , Kaveh Mehrabi, Director of
the IOC Athletes' Department

Sport events and disability rights:

Dr Ian Brittain, Coventry University, Professor Gayle McPherson,
University of the West of Scotland, Miki Matheson, former
Paralympian

Sport events, human trafficking and sex work:

Dr Michael Duignan, University of Surrey, Philippa King (Director),
It's a Penalty, Dr Amanda De Lisio, York University

Closing remarks and future work

Speaker Biographies



Dr Jason Bocarro is a Professor and University Faculty Scholar in the Department of Parks, Recreation & Tourism Management at NC State University. Dr Bocarro's research focuses on the intersection of childhood and adolescent health and inactivity and specifically examining the relationship between the built environment and public spaces and human health. His research has been funded by the Robert Wood Johnson Foundation (RWJF), the Centers for Disease Control, National Park Service, European Union (EU), National Recreation and Park Association, Aspen Institute, and sport governing bodies such as USA Hockey. His research has been featured in Time Magazine, the Guardian, National Public Radio, and USA Today. In 2010, Dr Bocarro was named an NC State Outstanding Teacher and inducted into the Academy of Outstanding Teachers. In 2015 he was named Alumni Distinguished Undergraduate Professor, awarded in recognition of distinguished service in support of undergraduate teaching. Dr Bocarro has published over 80 peer reviewed research journal publications and book chapters spanning several disciplines including sport management, medicine, sociology, public health, psychology, parks and recreation, exercise science and education and book chapters and practitioner-based publications. He is also the co-editor of the book Legacies of Mega Events: Fact or Fairy Tales.



Ian Brittain is an Associate Professor in the Centre for Business in Society at Coventry University Business School. He is an internationally recognised expert in the study of disability and Paralympic sport and has attended five of the last six summer Paralympic Games in Sydney, Athens, Beijing, London and Rio, only missing out on Tokyo due to COVID regulations. He is widely published in a variety of books/book chapters and journals. His research focusses on sociological and historical aspects of disability and Paralympic sport, with a particular interest in the history and social legacies of the Paralympic Games. He has been successful in a number of large grant applications. These include an Economic and Social Research Council UK-Japan Connections grant worth £44,100, a Marie Curie Research and Innovation Staff Exchange Scheme bid worth €852.600 on human rights, diversity and inclusion in the sporting mega even bidding and hosting process, a Marie Curie International Research Staff Exchange Scheme bid worth €772.800 on managing the impact of mega-events, and two Marie Curie International Incoming Fellowships for Dr Leonardo Mataruna from Brazil and Prof. Jill LeClair from Canada for which he acted as Scientist in Charge.



Daniela Heerdt is an expert in the field of sport and human rights, in particular in the context of mega-sporting events. She conducted a multiple year PhD research project on the question of how to establish legal responsibility for human rights harms that occur in the context of these events, including violations of rights of specific groups like children or migrant workers. Beyond the academic research, she also developed expertise in the field of sport and human rights working as independent consultant for the Centre for Sport and Human Rights, or the European Parliament among others. As part of that work, she is writing expert opinions, providing legal advice and input on consultative processes on human rights and safeguarding policies or processes, developing standards or principles for reporting mechanisms, or supporting the creation of educational material on human rights and sport, in particular in the mega-sporting event context. Since January 2022 she is working at the Asser Institute in The Hague, at the Asser International Sports Law Centre, where she is organizing a summer school on sport and human rights and other events.

Speaker Biographies



Miki Matheson has been playing a key role in the creation, promotion and implementation of a Paralympic Education Program called 'I'mPOSSIBLE'. Starting as a Paralympian, she has been committing herself to the Paralympic Movement within many different roles including, volunteer, journalist, educator, para sports federation's board member, and more in the past 20 years. Miki was a Deputy Chef de Mission of the Japanese Delegation at the Tokyo 2020 Games. Tokyo is the city where she was born and raised, she has seen many changes created by the Movement in many different aspects. Preparation to the 2020 Games, she had coordinated with the International Paralympic Committee to build awareness of the Paralympics through education, and cooperated with multiple stakeholders to promote the Paralympic Movement. She has spoken at many public speech events including; UN Human Rights Council(2016), UN Social Forum (2018), SDG Action Forum(2019) , UN SDG Media Zone (2021) also she was featured in Malala funds Game changers(2020). Currently working as a DEI consultant, Miki has been working with multiple organizations. Her aim is to increase opportunities and enable possibilities and capabilities so that everyone can enhance their self-confidence, sense of belonging, and fulfil their sense of purpose.



Dr Joerg Koenigstorfer is Professor of Sport and Health Management at the Technical University of Munich (Germany). Dr Koenigstorfer's research focus is on consumer behaviour in sports and health. He is member of the editorial board in European Sport Management Quarterly and has published articles in renowned journals, such as Journal of Marketing Research, Journal of Public Policy & Marketing, Journal of Sport Management, Sport Management Review and European Sport Management Quarterly. He is Principal Investigator of the EU-funded EventRights project, focusing on consumer perspectives of human rights in the context of sport events and athlete activism.



Sylvia Schenk, former City Counsellor for Legal Affairs and Sport in Frankfurt on Main (1989 – 2001), is a lawyer at Herbert Smith Freehills LLP in Frankfurt, specialized in Compliance, Human Rights and Sports Law, and an arbitrator at the Court of Arbitration for Sport (CAS) in Lausanne. She has been German 800m Champion and, a competitor at the Olympic Summer Games Munich 1972.

As a volunteer, Sylvia has been President of the German Cycling Federation and member of the Management Committee of the International Cycling Union (2000 – 2005), Senior Advisor for Sport of Transparency International (2006 – 2014), and a member of FIFA's independent Human Rights Advisory Board (2017 – 2020). Sylvia is a member of the Legal Council of Athletes Germany and chairs the Working Group on Sport of Transparency International Germany as well as the INTERPOL Standing Committee on Ethical Matters.

Speaker Biographies



Kaveh Mehrabi: A former international badminton player and Olympian, Iran-born Mehrabi joined the IOC Sports Department over six years ago to lead the section in charge of relations and engagement with athletes and athlete-related programmes. With a sporting and multicultural background, Kaveh Mehrabi has nearly 15 years' experience in international sports organisations, including at Peace and Sport, Special Olympics and the Organising Committee of the first European Games, held in Baku in 2015. He has also been an athlete representative for several years, serving the athlete community as the elected Chair of the Badminton World Federation Athletes' Commission and as a member of the WADA Athlete Committee. Through his own foundation, he supports children from disadvantaged communities in Iran with their basic needs and makes education and sport accessible to them."



Yannick Kluch (Ph.D., Bowling Green State University) serves as Assistant Professor and Director of Outreach & Inclusive Excellence in the Center for Sport Leadership at Virginia Commonwealth University. Dr. Kluch's research is focused on utilizing the potential of sport as a vehicle for inclusive leadership and social change as well as on eliminating barriers to social justice in sport. Specifically, his areas of expertise include athlete activism, sport policy, human rights, and equity, diversity, and inclusion in U.S. and global sport. His research has been published in *Sport in Society*, the *European Journal for Sport and Society*, *Communication & Sport*, *Psychology of Sport & Exercise*, and *Case Studies in Sport Management*. In addition to his research, Dr. Kluch frequently serves as a consultant on equity, diversity, and inclusion issues in sport, most recently for the National Collegiate Athletic Association (NCAA), USA Diving, and the Women's Collegiate Gymnastics Association. In 2020, Dr. Kluch was one of only four U.S. thought leaders appointed to the inaugural Team USA Council on Racial & Social Justice by the United States Olympic and Paralympic Committee (USOPC), where he aided a steering committee on athlete protests and demonstrations – work that has led the USOPC to no longer sanction U.S. athletes demonstrating in support of racial and social justice. For more information, visit his website at www.yannickkluch.com.



Liz Twyford is Sports Programmes Specialist at UNICEF UK. She has worked for UNICEF UK for over 13 years, in a role focused on protecting and promoting children's rights in, around, and through sport. Liz has been involved in supporting the delivery and evaluation of International Inspirational, the international social legacy programme of the London 2012 Olympic and Paralympic Games, and UNICEF UK's partnership with the Commonwealth Games. She has also provided input into the development of new bid criteria for Mega Sporting Events, including references to the meaningful engagement of children and children's rights.

Liz is one of the Founders and Coordinator of the International Safeguards for Children in Sport Initiative. She is also a member of the FIFA expert safeguarding working group and is supporting the development of the FIFA Guardians programme. Prior to joining UNICEF, Liz spent many years in the development field, living and working for more than 2 years in Bhutan where she supported Save the Children's community sport work, and for a year in Cameroon, supporting sport for development programmes in the Northwest province. She has worked in more than 15 countries over the past 10 years.

Speaker Biographies



Dr Laura Misener (she/her) is a Professor and Director of the School of Kinesiology at Western University (London, Ontario, Canada). Her research focuses on how sport and events can be used as instruments of positive social change, with an emphasis how events for persons with a disability can positively impact community accessibility and social inclusion. She employs a social justice lens to understanding opportunities sport participation and creating safe sporting spaces to increase access and inclusion. Her work is interdisciplinary in nature employing community based participatory methods and digital methodologies to improve access to research participation. She is Specialty Chief Editor of *Frontiers in Sport, Leisure, Tourism and Events*.



Mike Duignan is Head of Department of the Department for Events and a Reader in Events at the School of Hospitality and Tourism Management, University of Surrey (UK), where he is also the Director of the Observatory for Human Rights and Major Events (HaRM). HaRM is the UK's official Olympic Studies Centre supported by the International Olympic Committee and TeamGB. As of November 2021 he became the Editor-in-Chief of *Event Management*, the leading peer reviewed journal for the study and analysis of events and festivals.



Philippa King is Director of the Student Ambassadors Network Programme and Campaign Director for FIFA World Cup Qatar 2022. She is responsible for mentoring and coaching students to design and deliver activist projects that raise awareness and help prevent modern slavery, exploitation and abuse in the UK and It's a Penalty's global campaign at the FIFA World Cup in Qatar.

Speaker Biographies



Dr Andreas Graf is FIFA Head of Human Rights & Anti-Discrimination. Andreas coordinates FIFA's work to embed respect for human rights throughout FIFA's operations and relationships. This has included, amongst other things, the development of FIFA's human rights policy, the implementation of human rights due diligence processes for the bidding, preparation and hosting of FIFA tournaments, or the review of relevant regulations in football.

Before joining FIFA in September 2016, Andreas worked at the Swiss peacebuilding organisation swisspeace, where, amongst other things, he supported the Swiss government and the UN Working Group on Business and Human Rights in their work on national action plans on business and human rights.

Andreas holds a PhD in Political Science from the University of Basel in which he assesses the impact of international business and human rights norms on Swiss CSR policy.

Amanda De Lisio is an Assistant Professor of physical culture, policy and sustainable development in the School of Kinesiology and Health Science and Executive Member of the City Institute at York University. Her research is predominantly focused on urban and health inequities in mega-event host cities. She previously collaborated with Coletivo Puta Davida in Rio de Janeiro, Brazil, to examine the impact of FIFA/Olympic construction on women and gender-diverse people in feminized, sexual labour. More recently, she is interested in feminist solidarities fomented in response to state violence and abandonment—namely, the collective action of women and LGBTQIA+ people in Rio de Janeiro and im/migrant Asian women in Toronto. Her work has been funded by the Economic and Social Research Council in England, Mitacs Canada, and the Social Sciences and Humanities Research Council of Canada, and published in academic and popular presses in English and Portuguese.

Speaker Biographies



David McGillivray is a Professor in Event and Digital Cultures in the Centre for Culture, Sport & Events (CCSE) at University of the West of Scotland, UK. He is also Director of Research in the School of Business & Creative Industries. He has written extensively on the social and cultural dimensions of mega-events including the Olympic Games, Commonwealth Games and parasport events. Methodologically, he advocates for the value of participatory methods including Participatory Action Research (PAR) and digital ethnography as a means of including the voices on the margins in research enquiries. He is also part of wider research networks advancing the need for human rights considerations to be more effectively embedded in the bidding, planning, delivery and legacy phases of mega-events. His work has drawn attention to the limitations associated with the use of major and mega events in bringing about sustainable social change within the urban context. He is co-author of *Leveraging Disability Sport* (with Misener, et al, 2018), *Event Bidding: Politics, Persuasion and Resistance* (2017) and *Event Policy: From Theory to Strategy* (2012), and co-editor of *Digital Leisure Cultures: Critical Perspectives* (2017) and *Research Themes for Events* (2013).



Gayle McPherson is Professor of Events and Cultural Policy and Director of the Centre for Culture, Sport and Events at the University of the West of Scotland. Her research examines the contested nature of sport mega events in leveraging international cultural diplomacy and soft power, national societal change and local community development. She has secured funding from The British Council and European Union National Institutes for Culture and is a member of the European Cultural Parliament. Professor McPherson has also developed a body of work on disability and parasport with collaborators in Canada and Japan funded by the ESRC, Canadian Social Sciences and Humanities Research Council and Sport Canada and, in the UK, funded by the Observatory for Sport in Scotland and The Peter Harrison Foundation. She co-authored *Event Policy: From Theory to Strategy* (Routledge, 2012), and *Leveraging Disability Sport Events: Impacts, Promises and Possibilities* (Routledge, 2018). Professor McPherson was a member of the UK REF 2021 Panel on Sport, Exercise Sciences, Leisure and Tourism (2018-2022), an Expert Advisor to the OECD on Global Events and Local Development (2018-19) and is Speciality Chief Editor for Sport, Leisure, Tourism and Events in *Frontiers' Journal of Sports and Active Living* (2020-).