

The use of global sport events as a soft power resource

Andy Stevens

28 October 2015

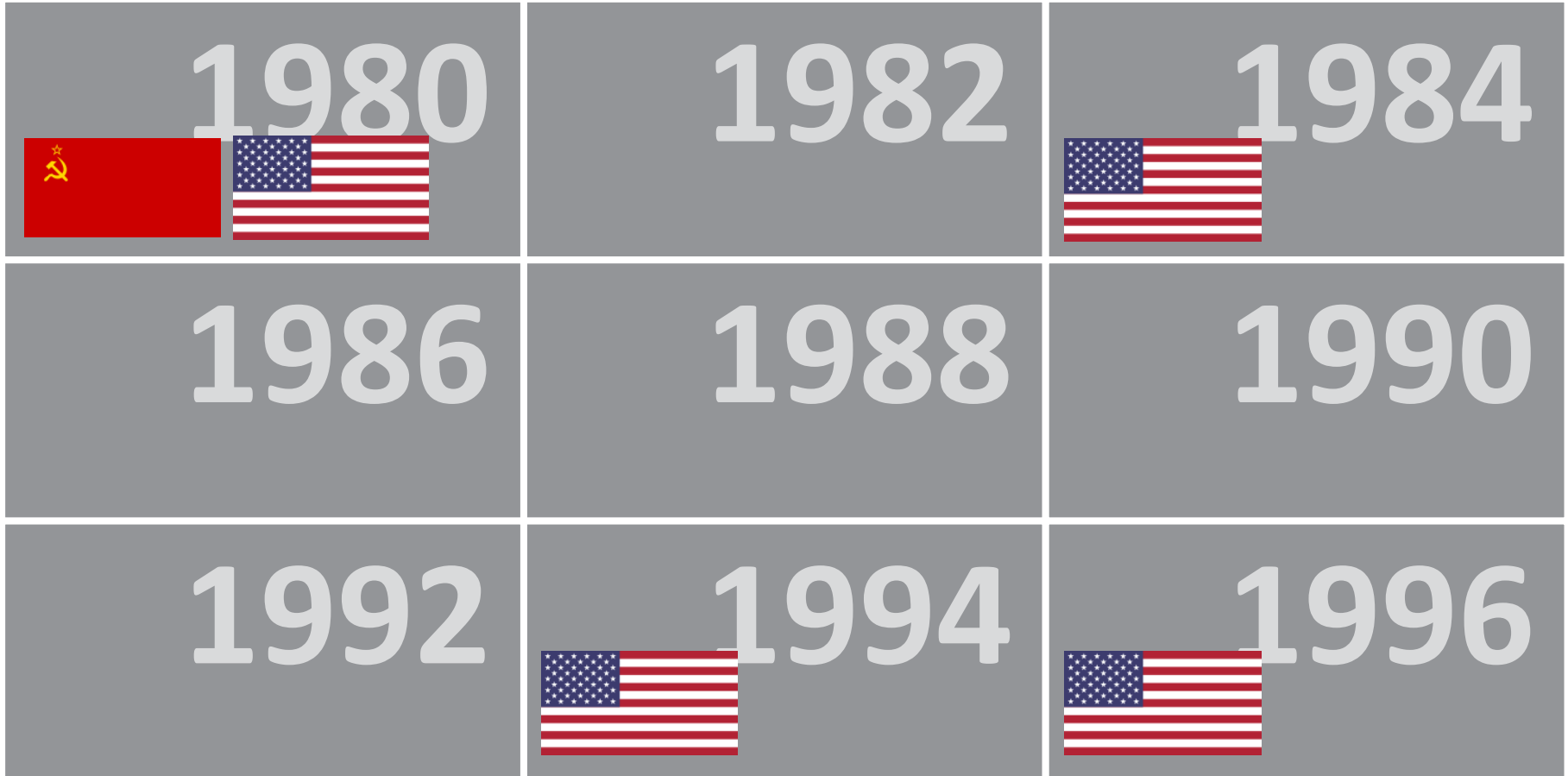
Play The Game 2015

Aarhus, Denmark



UEL
University of
East London

Superpower era



Fédération Internationale de Football Association (2015)

International Olympic Committee (2015)

BRIC era



Fédération Internationale de Football Association (2015)

International Olympic Committee (2015)

Mega events as soft power?



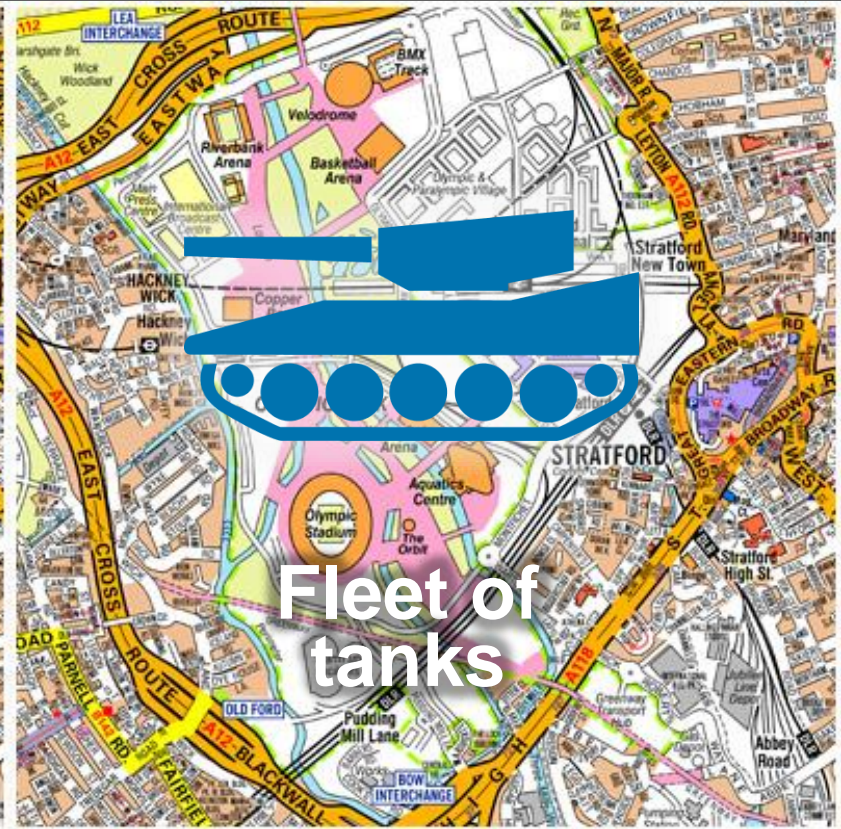
Mega events as soft power?



Mega event expenditure



One aircraft carrier



Fleet of tanks

Geographers' A-Z Map Company (2012) *Olympic Park Map Changes*. Available at: www.az.co.uk/blog/index.php/how-will-the-olympics-change-london/olympic-park-map-changes/ (Accessed: 28 September 2015).

Military expenditure



Communications
system



Military expenditure



One transport aircraft



One helicopter



Missiles system



One helicopter

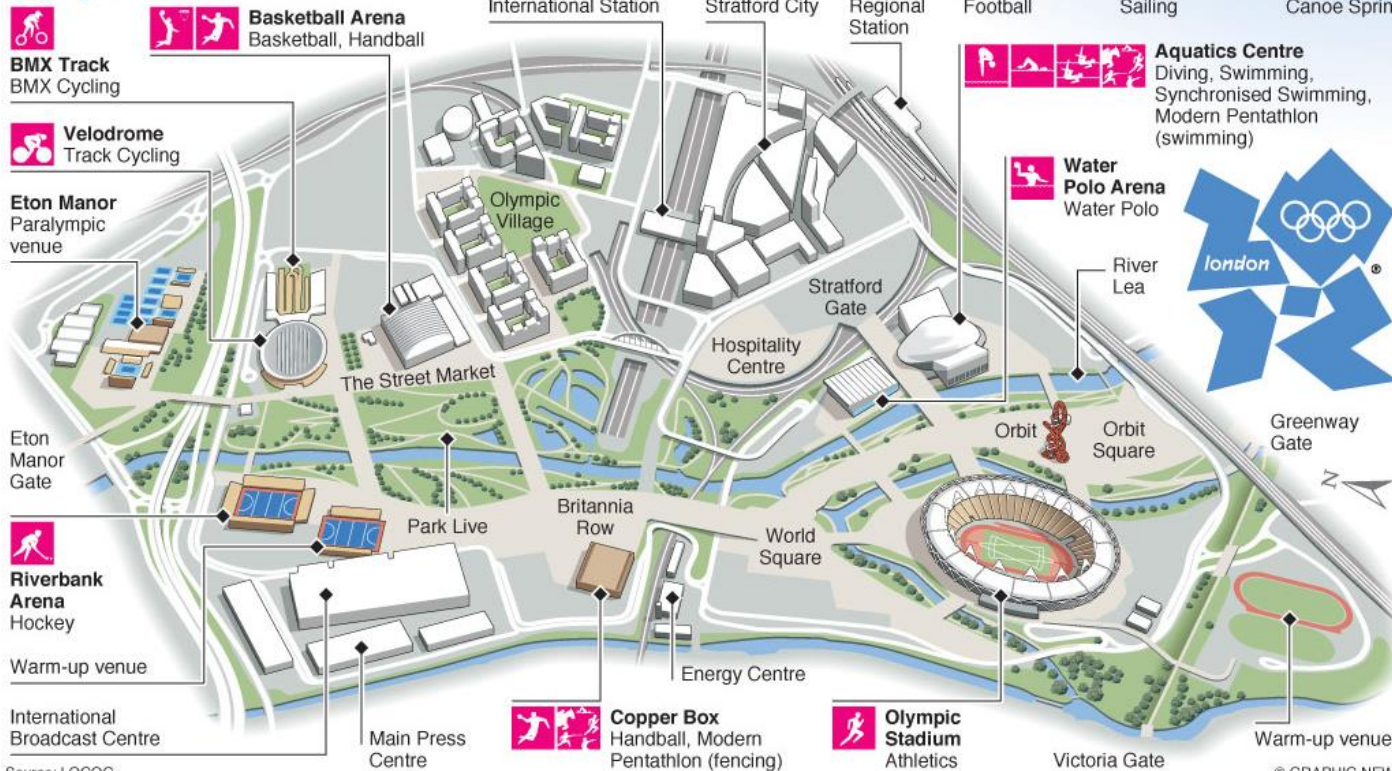
London 2012 Olympic venues



Out of London venues



Olympic Park venues



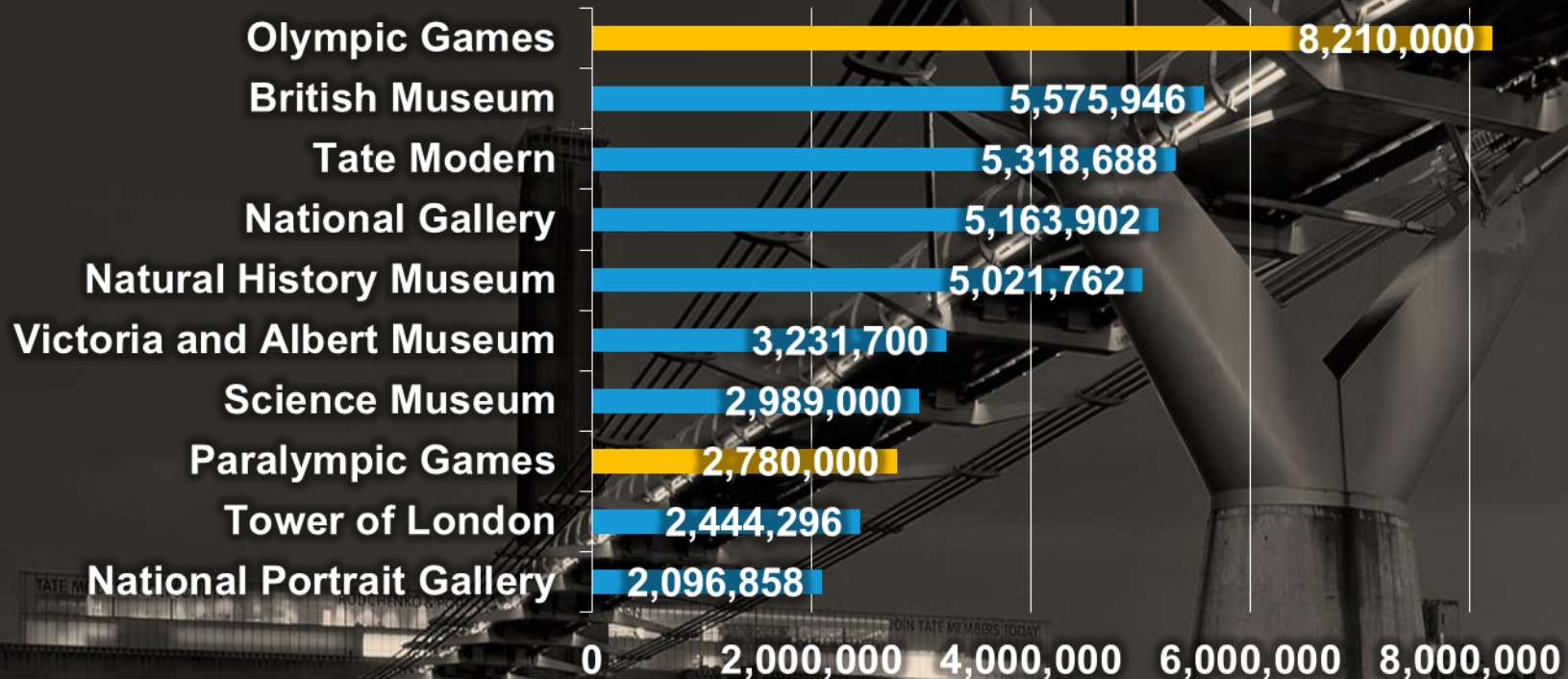
One submarine

Culture as soft power?



Culture as soft power?

Number of visitors (2012)



Association of Leading Visitor Attractions (2015) 2012 visitor figures. Available at: www.alva.org.uk/details.cfm?p=598 (Accessed: 28 September 2015).

The London Organising Committee of the Olympic Games and Paralympic Games (2012) *London 2012 Report and accounts*. London: LOCOG.

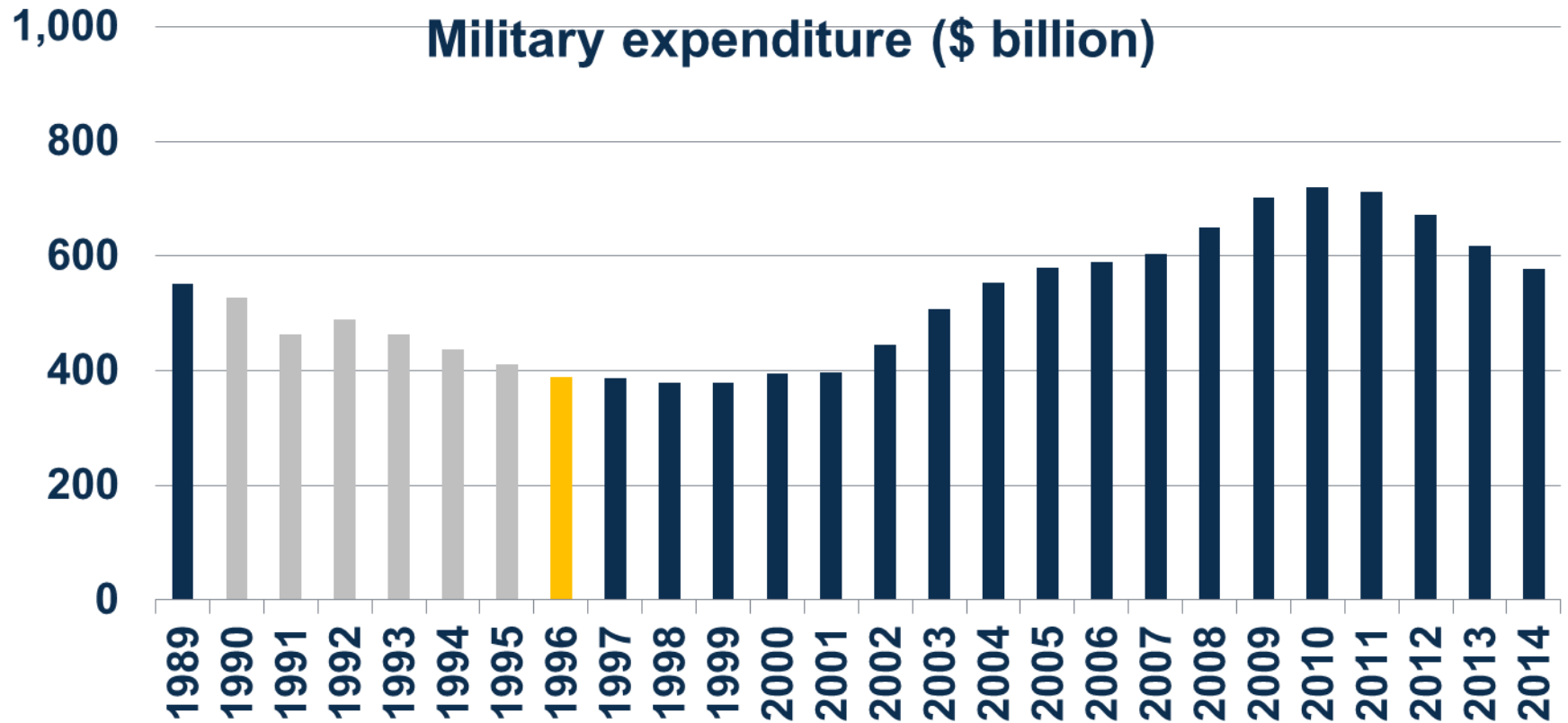
The *what?* and *how?* of soft power

Soft
power

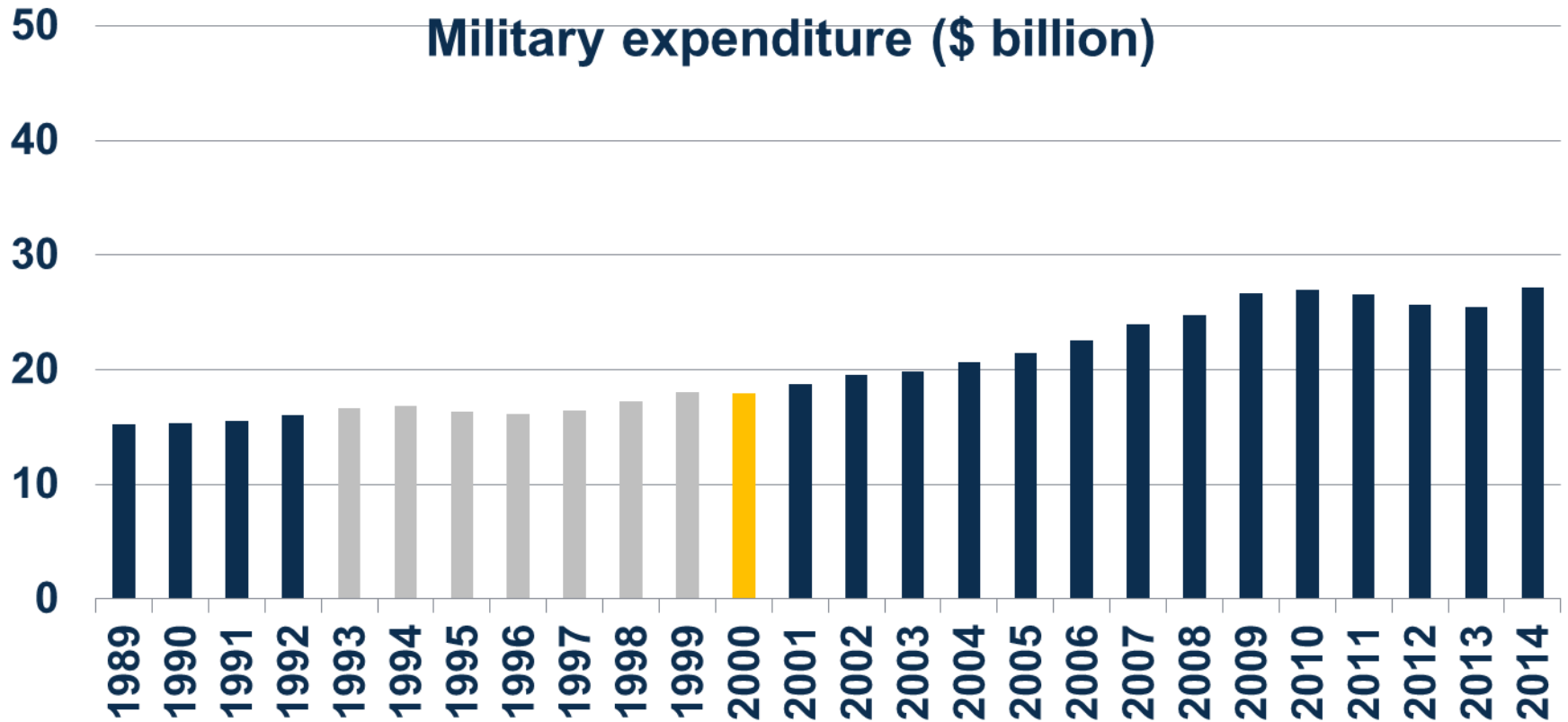


Output

Atlanta 1996, USA

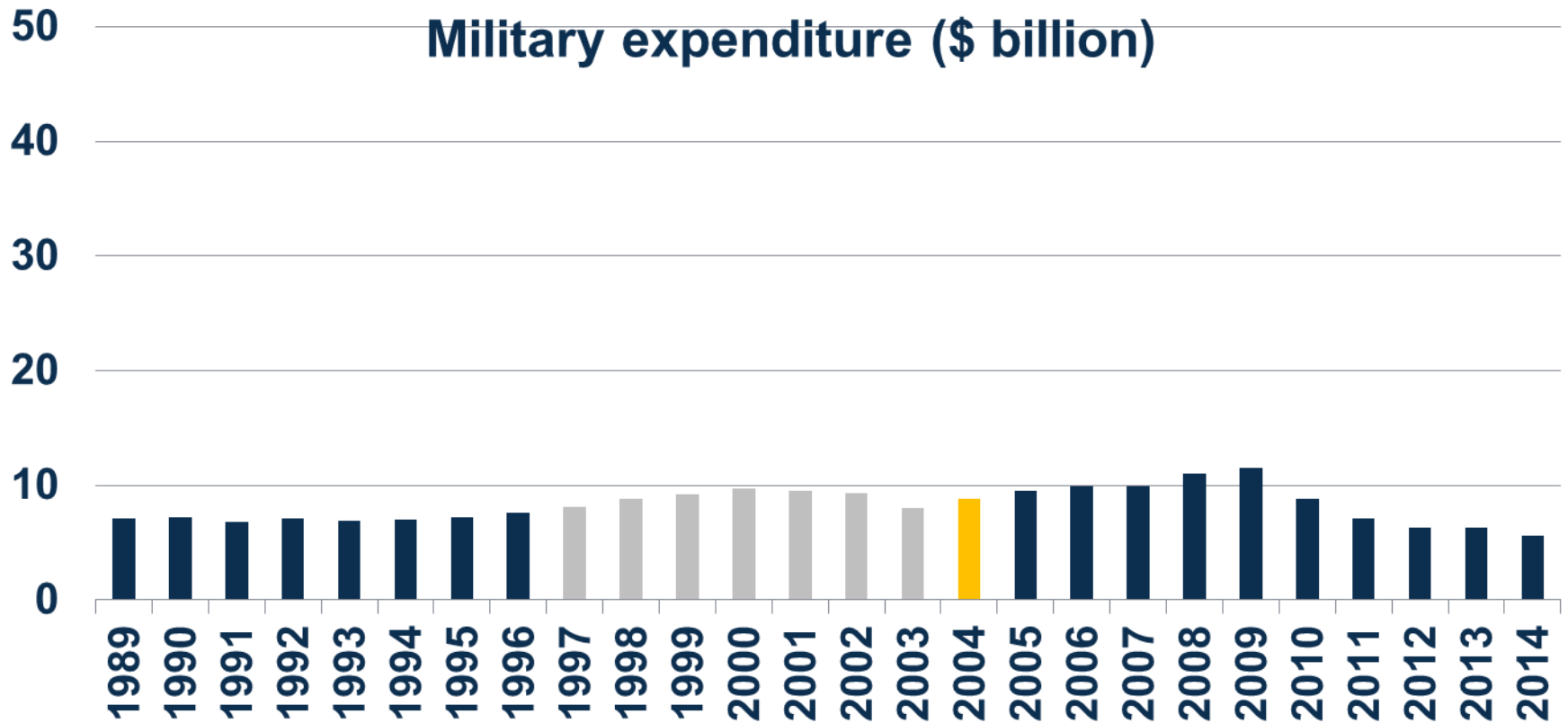


Sydney 2000, Australia

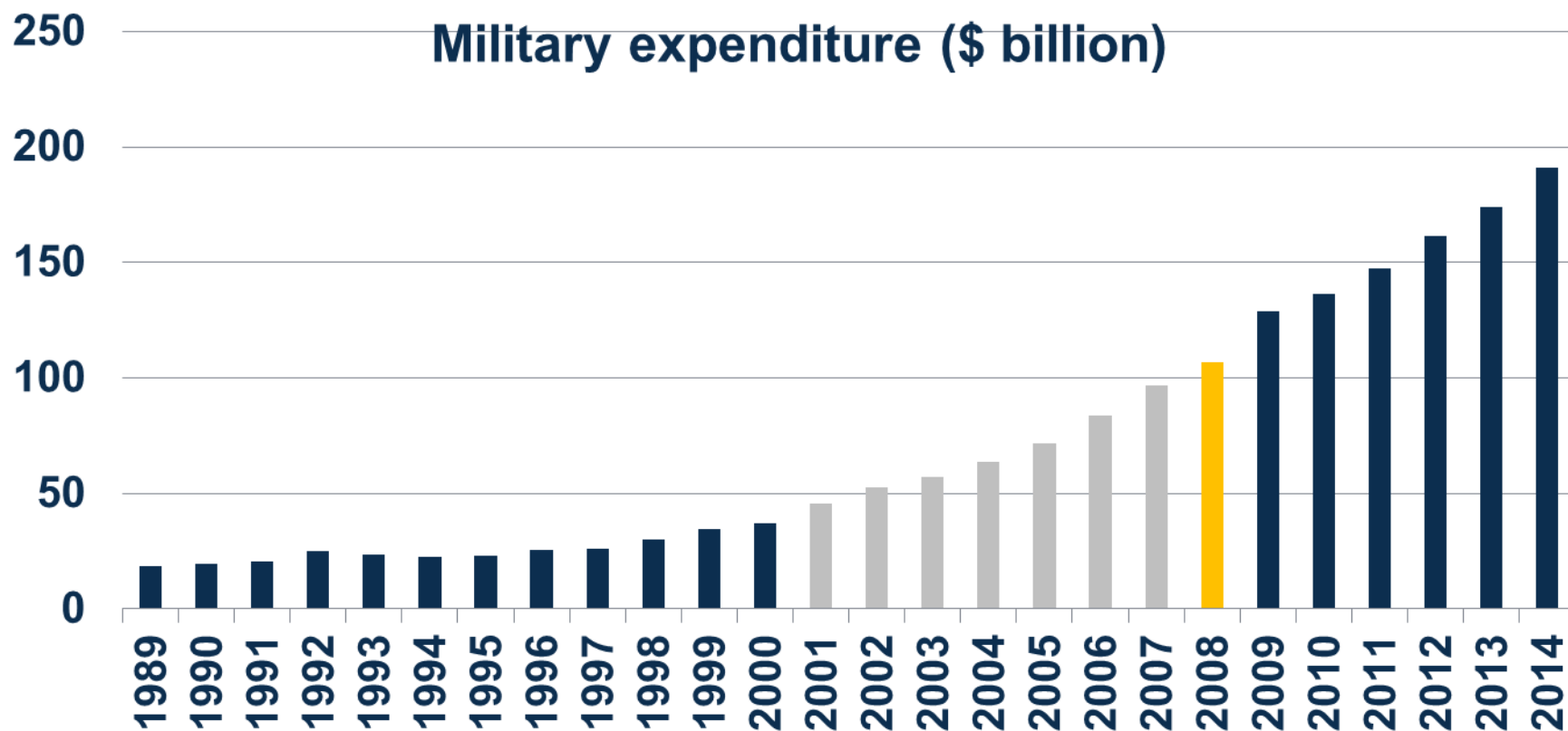


Stockholm International Peace Research Institute (2015)

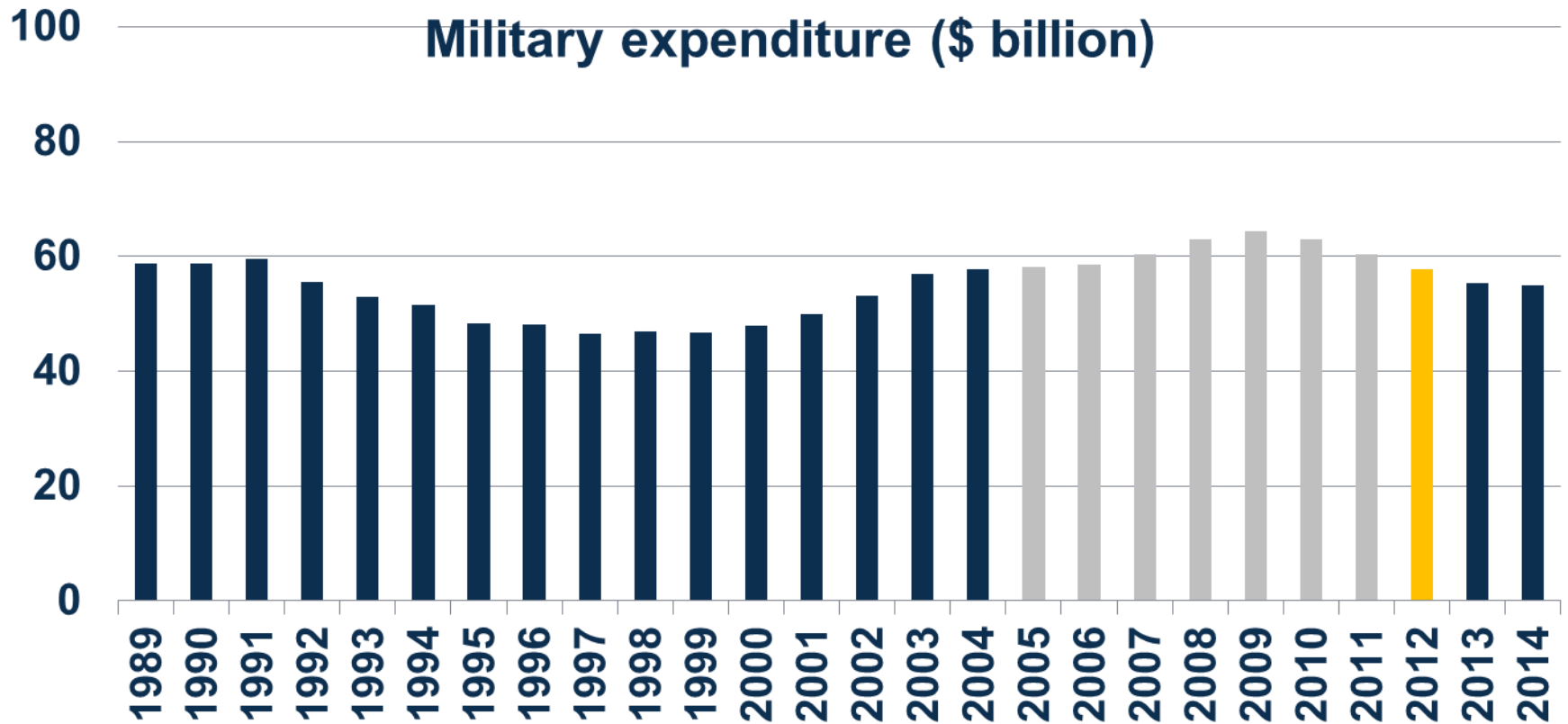
Athens 2004, Greece



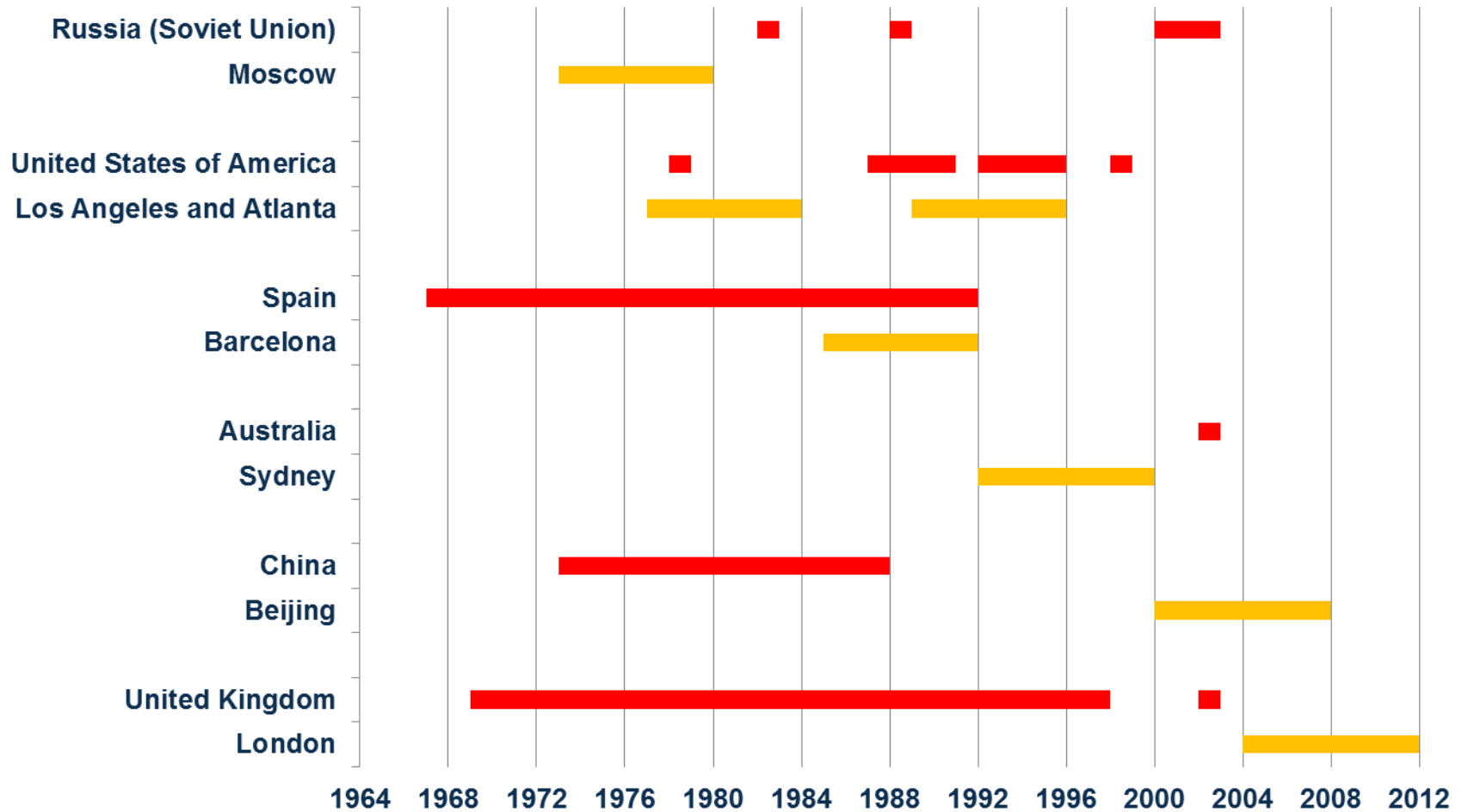
Beijing 2008, China



London 2012, UK



Armed conflict



India's soft power?



**INDIAN
PREMIER
LEAGUE**

2022 FIFA World Cup Qatar



qatar
2022

Olympic Games 2024

- Budapest, Hungary
- Hamburg, Germany
- Los Angeles, USA
- Paris, France
- Rome, Italy

Conclusions

- The conceptualisation and measurement of hard and soft power
- Hard power incurs considerably more expenditure than soft power
- Hosting mega events does not always reduce military expenditure
- Evidence on the effects of mega events on armed conflict is mixed

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A different view