





EUROPE & THE NEW
GEOPOLITICAL
ECONOMY OF SPORT



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The Geopolitical Economy of Sport

Power, Politics, Money
and the State



CONTINENTAL PERSPECTIVES ON THE GEOPOLITICAL ECONOMY OF FOOTBALL



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THE GEOPOLITICAL ECONOMY OF FOOTBALL

Where Power Meets Politics
and Business





Bayern Munich terminates its Visit Rwanda deal, but sidesteps itself into other...

The geopolitical economy of sport is...

AUG 13 · GEOSPORT



The geopolitics of European football clubs' African sponsorships

FC Barcelona's new shirt sponsorship dea...

AUG 8 · GEOSPORT



Omertà and the changing face of activism in sport

Colin Kaepernick was the beginning of an end, Mohammed Salah is the start of a new beginning

7 HRS AGO · GEOSPORT



Darwin Nunez, Newcastle United and hierarchical power in interorganisational networks

There's speculation that Saudi Arabian...

AUG 5 · GEOSPORT



Should Nigeria's government care more about sport?

A win in the Women's Africa Cup of Natio...

JUL 30 · GEOSPORT

MAKE
AMERICA
GREAT AGAIN

Paid for by Donald J. Trump

147%



25%



46%





14%



Where is the geopolitical
economy of sport?

HERE

THERE

EVERYWHERE



What is the geopolitical economy of sport?

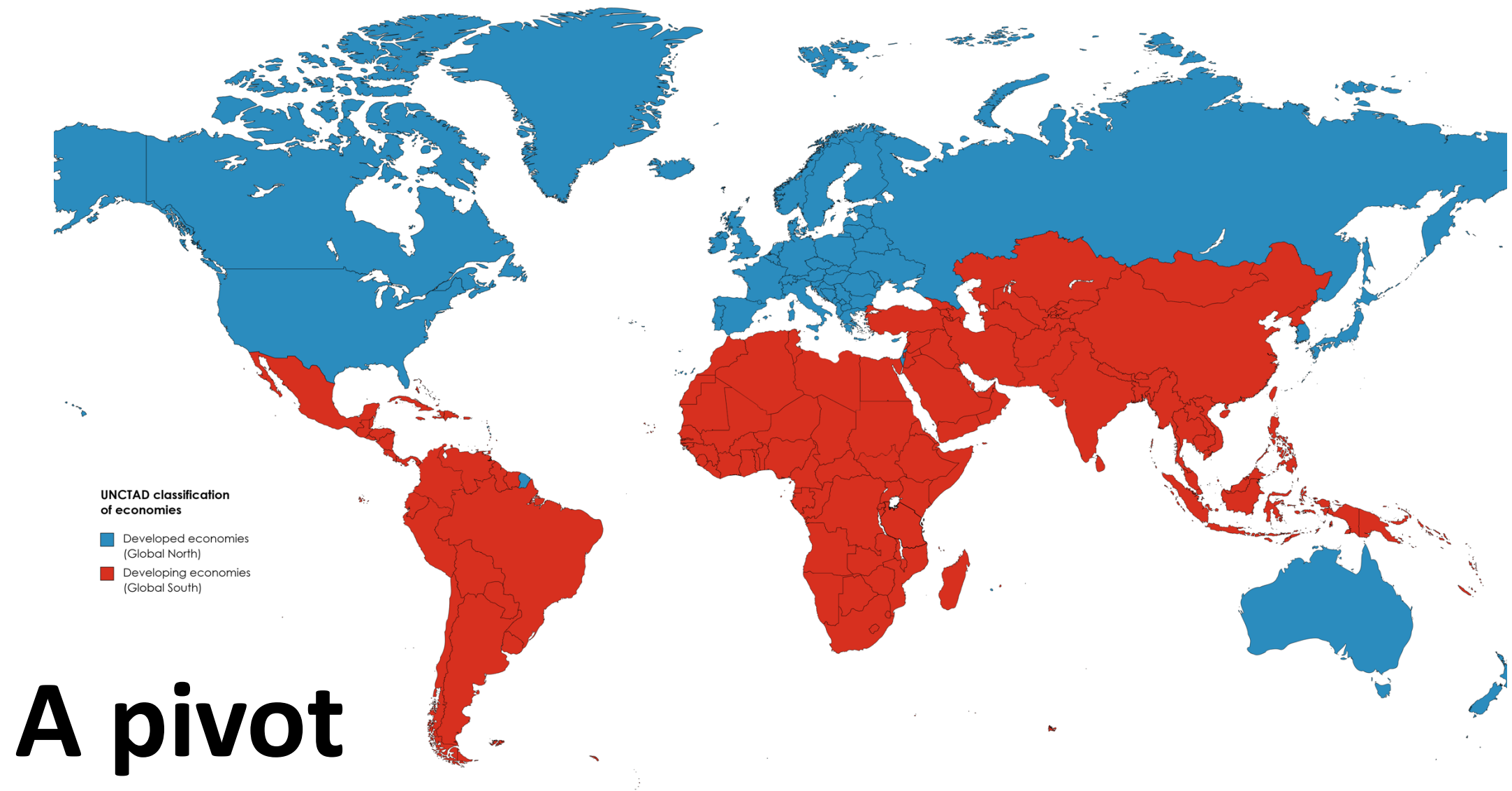
The way in which state and non-state entities engage in or with sport for geographic, political, and economic reasons in order to acquire and exert power, enabling them to secure strategic advantages through the control of resources within and via networks of which sport is part



How did we
get here?

Giga changes





A pivot

Multipolarism



National competitive
advantage



Statism





Geography...



GCC
Gulf Cooperation Council

Politics...



Economics...



Implications for sport

- Leading & managing within sensitivity
- Delivering results in complex environments
- Macro-level awareness
- Micro-level consequences
- Intercultural understanding
- Forecasting & scenario planning
- Risk & advisory management
- Public policy & advocacy
- Stakeholder engagement

What about us?

- Who we are & what we stand for
- Importance of geopolitical economy
- Role of national governments & EU
- Assets and competences
- Look to the future, don't just dwell on the past



THANK YOU

