



THE UNIVERSITY *of* EDINBURGH Academy of Sport

University of Edinburgh
Influencing the world since 1583

Academy of Sport
Building upon a heritage of influence through sport since 1591

Sport has the power to change the world... and create hope where once there was only despair.

Nelson Mandela

“Edinburgh University's Academy of Sport is taking up Mandela's challenge”
The Scotsman 15 November 2015

Since its foundation more than 400 years ago, the University of Edinburgh has been global in outlook and destined to play an important role in shaping the world in which we live. Through centuries and generations, our core activities of research and teaching have truly made their mark on society - regionally, nationally and internationally - helping to change lives for the better. With our innovation and influence transcending national boundaries, we can genuinely say that we are proud of our past, invigorated by the present and tremendously excited by the future.

The Academy of Sport benefits from being embedded within the University of Edinburgh and Moray House School of Education. From its base in the City it sees sport as a way to reach out to communities, build excellence, be a resource of hope and influence. *A gathering place for the worlds of sport to meet in order to make a difference today.* An engine of enlightenment through sport where students, staff, local and global communities, ordinary people, today's youth and tomorrow's leaders can come together. An environment where the boundaries of human knowledge and understanding about sport can be extended and where we strive *to demonstrate an unwavering determination to address the challenges faced by humanity.*

University of Edinburgh

- 100 per cent of our departments conduct world-leading research
- Our community includes two-thirds of the world's nationalities from 160 nations
- Global gateway offices in four locations across Asia, Latin and North America
- Over one million students globally study MOOC's with our University
- Ranked as one of the world's top 20 universities
- Widest breadth of foreign languages anywhere in the United Kingdom
- Located within a world heritage city

Academy of Sport

- One of 6 Academies developing innovative solutions to world problems
- 34 core members from across the University
- Monthly evidence based research briefings
- Ranked top in Scotland for sports research
- Flagship MSC programmes and innovative study courses providing access
- Supported by Global Professional Fellows from the world of sport
- 68 refereed journal articles between Sept 2014 and Jan 2016
- Weekly media and television commentary on sport
- Innovative sports MOOC provision
- Housed within a School of Education ranked 21st within QS World University subject rankings for 2016

ACADEMY OF SPORT | IMPACT, STUDY AND DIALOGUE

The following provides a brief insight into the focus, breadth, depth, excellence and opportunity involved in our activity and partnerships. All of these contribute to our global and local public engagement, provide opportunities for learning, exchange and dialogue and link research, education and advocacy.

SPORTING WORLDS by definition includes “all forms of physical activity that contribute to physical fitness, mental well-being and social interaction, such as play, recreation, organized or competitive sport, and indigenous sports and games. This definition is accepted by the United Nations. Since 1978 UNESCO has viewed sport as a fundamental right for all. Locally in Scotland the national definition of sport is the one contained within the Council of Europe's European Charter which states that sport means all forms of physical activity, which through casual or organized participation, aims at to improve physical fitness and mental wellbeing, forming social relationships or obtaining results in competition at all levels.

OUR HERITAGE We build upon a remarkable heritage of involvement with sport dating back to at least 1591 when the City Council granted the University it's first playing fields. By 1824 an Edinburgh law student John Hope had organized the world's first football club. A century later, while studying at Edinburgh, Eric Liddell won Olympic Gold at the 1924 Paris Olympics. In between the hygienists had forged, by 1905, one of the first places in the world to provide specialist education for women in physical activity and education. At the turn of the 21st century Academy Global Fellow Luke Dowdney founded *Fight for Peace*- <http://fightforpeace.net>. The desire to serve local and global communities continues. Locally our researchers delivered the Scottish Sporting Trophies exhibition as part of the 2014 Glasgow Commonwealth Games. Globally The Academy of Sport partnered with the Handa Foundation, in 2015, to deliver the 8th World Sports Summit for Peace and Development in Cape Town.

GLOBAL ACADEMIES Today's problems are increasingly complex and international in nature. They require collaborative solutions. Our Global Academies are the University's response to the need to adopt multi-disciplinary responses to challenging global issues. Our goal is to contribute equip future leaders with the skills and knowledge required for the challenges ahead. By bringing together our experts from across disciplines to engage with diverse organisations and individuals, we aim to be part of a bigger goal

and momentum striving to improve the quality of life across the world. The Academy of Sport brings with it the added value of working with the Global Academies of Justice; Environment and Society; Development and Health. It is supporting synergies both across the University and beyond.

GLOBAL AMBASSADORS Universities are a crucial part of a nation's 'soft power' and international influence. Our research has evidenced how both Universities and Sport can be autonomous avenues of soft power, cultural connectivity and resources of hope. The Universities Sports Hall of Fame illustrates the quality and depth of some of Edinburgh's alumni who have served as Global Ambassadors through sport- Olympians such as Katherine Grainger, Sir Chris Hoy, and Eric Liddell. Our Global Fellows, including Sir Martin Davidson, Chair of International Inspiration and Monika Staab, Goethe Institute fellow and FIFA ambassador for women's football, work with the Academy of Sport to help us connect with the professional world of sport and introduce us to people and organisations that share our vision. We aim to train a new generation of sports business leaders, physical educators, health professionals, educators, sports advocates, influencers and diplomats, ambassadors for Scotland and other countries who understand the power of sport and what it can and cannot do. We aim to contribute to a global community of practice that uses sport as an effective social tool that can open up doors and opportunities. Research has shown a clear correlation between increased levels of trust in a country and an increase in a person's inclination to do business with, study in or visit that country. We have been supported throughout the year by Professor Cora Burnett and Dr Michelle Sikes in South Africa, Dr Stuart Murray in Australia and Professor Bruce Kidd and Professor Peter Donnelly in Canada. Dr Widdop in the UK has helped us to collaborate on a number of projects on sport and social inequality.

ENABLING DIALOGUE The Academy of Sport is keen to encourage a dialogue on how sport can contribute to the urgent questions of our time. It seeks to act as a hub for the exchange of ideas and sporting enlightenment. Our researchers make their research findings publicly available through Edinburgh's research explorer platform. The joint partnership between the University of Edinburgh and the University of Toronto has enabled public access to a broad range of findings that are presented on the *Edinburgh and Toronto Public Symposia* platform (See <http://www.ed.ac.uk/education/institutes/spehs/academy-of-sport/dialogue/edinburgh-toronto-public-talks>). These cover issues such as physical activity for health; head injuries and concussion in sport; the role of the senior civil servant in delivering sport, physical activity and a Commonwealth Games; sport and educational attainment; gender equity and the Olympic Games; the Para Athlete; sport in extreme environments; violence, abuse and young athletes; the making of Canadian sports policy; multiculturalism and physical culture and Australian perspectives on physical activity and motion. The Sport in Society interviews are publicly accessible. They include topics such as football and the community; poverty, homelessness and the World Cup and Australia's use of sports diplomacy. Sport Matters our monthly evidence based blog on sporting issues has been supported by contributions from Peter Donnelly, Michele Donnelly, Mark Norman, Bruce Kidd, Moya Dodd, Sarai Bareman, Dan Parnell, Paul Widdop, Michael Pedersen, Alexander Cardenas, and Hugh Dan MacLennan- See <http://www.blogs.hss.ed.ac.uk/sport-matters/>.

LOCAL AND INTERNATIONAL ACCESS TO STUDY We offer opportunities to access study at one of the world's leading universities. From non-credited online courses to

open studies for adult learners with credit, to supporting courses in the community, (such as the one at Newbattle College) to MSc programmes, and PhD programmes, we support international and local widening access and the opportunity to build excellence through a passion for and critical understanding of sport.

One learner from Scotland

"This is my first MOOC. I have enjoyed it very much. It feels like being part of a world-wide community. Thank you."

One learner from Europe

"Excellent course, I enjoyed it all, and learned a whole lot of new stuff. The team and the other students were all so positive that I even mustered the courage to submit my 500-word assignment! Thanks to the Edinburgh team for all the work and thought involved in preparation of the course. A really positive experience from beginning to end"

One learner from China

"Most grateful for a very inspiring and information packed online course. I cannot believe how much I have learned about football. Thank you all course educators, contributors and learners' insightful comments".

One learner from South Africa

"As a graduate of Human Kinetics, I am indeed grateful for this wonderful opportunity. I believe the place to be is at Edinburgh University."

One learner from Spain

"I would like to thank the team for all of your wonderful contributions on this course. I must say I have thoroughly enjoyed my 6 weeks on this course. Oh my word, I can't believe how much I have learned on this course and I will treasure this course for the rest of my life. I am so glad that I have joined the course. Also, I would like to thank to all my fellow students on here for sharing our ideas, discussions and points of views. It was a great privilege to meet you all. I am so sad it has finished but I hope there will be another football course in the future. Once again, thank you ever so much."

One MSc student who spent their formative years struggled to find a pathway out of an urban community in which drug and alcohol abuse was the norm. Basketball, a place on our post-graduate sports programmes and a scholarship, provided that extended pathway. This journey led to a dissertation about an inner city basketball programme that helps women build confidence and further capabilities, thus demonstrating how sport can open up new and better opportunities in challenging communities. The student said:

"Basketball helped me find confidence and an appreciation of myself and gave me a discipline and a work ethic, both an informal education and a chance of a formal education with two world class universities"

INNOVATIVE GLOBAL ONLINE LEARNING Edinburgh has pioneered online learning

in the United Kingdom and now has over one million students across the world learning online via our Massive Open Online Courses and we are a global leader in use of open educational resources. MOOC's were pioneered by a global affiliation of academics and universities to promote the provision of freely accessible documents and media for use in teaching, learning and education. The Academy of Sport is supporting such developments and access through the provision of *Football More than a Game* which runs twice a year and attracts up to 12,000 learners per year from 42 different countries. The content has supported other University MOOC'S on Mental Health and has attracted international students to our flagship MSC programme in *Sports Policy, Management and International Development*. New developments on sports diplomacy supporting by funding through the Centre for Cultural Relations will be ready for 2017.

DEVELOPING IMPACT As a vibrant gathering place for sports research with impact we aim to make a meaningful and enduring difference. Studies and evidence based policy briefs by Academy of Sport members have added to and looked to advance what we know about: ***Sport for Development*** where our research has shown how wealth from sport can be redistributed to assist development projects and support vulnerable communities; the importance of basic physiotherapy and knowledge of athletic contract management to support Ethiopian runners; the role of sport of sport in cultural relations and foreign policy and evaluated social justice in sport for development worlds. ***Sport for Health*** where our research has identified what sports have the greatest health impact; the role of exercise in stroke rehabilitation; promoting health through physical education and the benefits of swimming interventions for youth with cerebral palsy. ***Sport for the Environment*** where our research has looked at campaigners use of sport to promote environmental awareness; the role of outdoor education and adventure in promoting sustainability which adds to much earlier work on land reform and sport and recreational usage in the Highlands and Islands; and ***Sport for Justice and Equality*** where our research has audited party political pledges on sport in terms inequality; briefed on sport, poverty and educational attainment; evidenced the work of the Homeless World Cup; the Asian Games and the relationship between North and South Korea and where we have promoted gender audits of the Olympic Games. ***Sport for Governance and Performance*** where our research has been used to brief FIFA on gender equality at executive levels, inform attention performance in national level swimmers.

CULTURAL RELATIONS CONNECTING SCOTLAND TO CITIES AND COUNTRIES

Collaboration with the Centre for Cultural Relations has enabled us to examine how countries use sport to promote influence, prestige and hold conversations around sporting events. In 2015 we held an event at Hampden Park to examine the contribution sport had made to Scottish- German relations and the broader ways in which sport forms a part of foreign policy. Our partnership with the University of Toronto facilitated an examination of the planned sporting legacies derived from the Glasgow 2014 Commonwealth Games and the 2015 Pan- American Games. Research has examined the effectiveness of sport diplomacy between North and South Korea and our Global Fellows have navigated one of the first sports diplomacy strategies through the Australian Parliament. New post-graduate and online provision will equip foreign diplomats on the use of sport as a cost effective, popular sports diplomacy and cultural relations tool.

UNDERSTANDING, HERITAGE DIASPORA, AND MIGRATION THROUGH SCOTTISH SPORT

Scottish sporting heritage, the place of sport in the life of the Émigré Scot and

sports labour migration patterns all contribute to a better understanding of heritage, diaspora and migration through Scottish sport. Since 2006 the University of Edinburgh has influenced public understanding, policy and practice in relation to the Scottish Diaspora. Specifically it has; enabled the transformation of public understanding of the emigration history of the Scots (a central part of the history of the nation) as global in territorial spread rather than simply confined to the settlement colonies and the USA; shaped the development of new Scottish Government policies of engagement with the global diaspora; and influenced the intellectual underpinning of new and revised national museum displays in Scotland especially in relation to empire and emigration. Our research has contributed to a better understanding of Sport, Scotland and the Scots, what Scotland has given to the sporting world and what sports were carried by the émigré as part of cultural baggage of emigration.

SUPPORTING THE DEVELOPMENT OF INTERNATIONAL SPORTING WORLDS.

Sport matters to different parts of the world in different ways. We are at the heart of an international sporting landscape helping to solve problems and resolve issues. In Rio de Janeiro in Brazil, as well as other locations where Edinburgh students founded Fight for Peace [<http://fightforpeace.net>], this organization uses martial arts to enable young people to reach their potential. In India where our sports graduates have been working with Magic Bus <http://www.magicbus.org> using sport to tackle poverty. In Malaysia we have advised the government on how to access alternative sources of funding for the Malaysian Sports Industry thus encouraging it to be less government dependent and more entrepreneurial. In Brussels, where our researchers have made the case to international foreign diplomats that sport is an invaluable tool for calming tensions <http://www.ifa.de/en/culture-and-foreign-policy/research-and-dialogue/research-programme/more-than-a-game-sport-in-foreign-policy.html>. In Monaco where we have led workshops for world leaders looking to use sport to strengthen society <http://watch.peace-sport.org>. In Colombia, where we have supported the use of sport to bring about positive outcomes in post-conflict situations <http://www.blogs.hss.ed.ac.uk/sport-matters/2015/08/13/sport-for-peace-in-a-post-conflict-colombia>. In Cape Town where we have hosted a World Sports Values Summit and worked with local communities to promote opportunities and power of sport - www.youtube.com/watch?v=KW4rJfHnjIQ.

Contact details:

www.ed.ac.uk/education/academy-of-sport

www.blogs.hss.ed.ac.uk/sport-matters/

Grant.Jarvie@ed.ac.uk

T: +44 (0) 131 651 6577 (Office)

T: +44 (0) 131 651 6546 (Director)

April 2016