

GRASSROOTS SPORT DIPLOMACY

Title: Diversity Cup

Leading organisation: Romanian Football Federation

Country: Romania

SHORT DESCRIPTION OF ACTIVITIES

In 2015, Romanian Football Federation launched an event called the Diversity Cup. The main focus is a football tournament between teams representing the ethnic minorities in Romania (Hungarians, Serbians, Germans, Greeks, Turks, Ukrainians, Russians, Croatians, Italians, Tatars, Ruthenians, Slovaks, Albanians, Macedonians, and others).

Alongside this, Romanian Football Federation collaborates with other institutions, and the football competition is accompanied by a cultural program presenting the traditions of the ethnic minorities, and also an educational program to promote the values of inclusion, diversity, and cooperation between ethnic groups.

Important media partners (including national television) broadcasted this competition, which made the event very popular. For example, in 2015, the event took place in the biggest stadium in Romania and an exhibition called The Village of Minorities was organised. In 2017, the event was hosted by Timișoara, an important city in Romania, well-known for its ethnic mix. In 2018, a competition for children was added.

Each edition represented an opportunity for football officials to meet officials from other institutions of Romania responsible for social inclusion and also involved diplomats and officials representing other countries in Romania.

This project accomplishes multiple objectives. The first one is to facilitate an intercultural exchange for ethnic minorities in Romania and promote their identities. At the same time, this event offered occasions for people involved in diplomacy to discuss and propose strategies to improve the status of ethnic minorities in Romania.

FURTHER READING

<https://www.frf.ro/en/diversity-cup-tatars-win-the-football-championship-of-minorities-for-the-second-year-in-a-row/>

