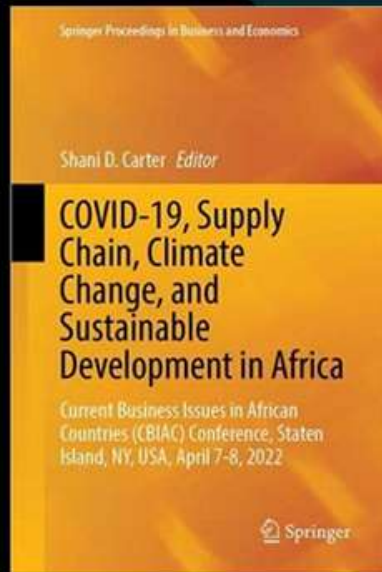






# Current Business Issues in African Countries



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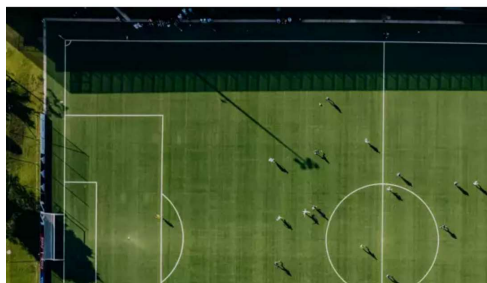
# Sportswashing ... motivation



FIFA®

Tuesday 03 January 2023, 19:20

## Home of FIFA football pitch to be named after Pelé



The EastAfrican



## Sportswashing? No. Rwandans benefit from the business of sport

SATURDAY MARCH 11 2023



Cycling spectators on February 21, 2023 cheer on as Jean Bosco Nsengimana rides in a solo breakaway during stage 3 of the Tour du Rwanda from Huye to Musanze, Rwanda. PHOTO | AFP

### Summary

- Visit Rwanda's partnership with the NBA Africa brought us the first edition of the Basketball Africa League.

# Sportswashing - A Review of the Literature



*The Qatar World Cup has refocused attention on the term “sportswashing”, but what does it mean? Michael Skey writes that the term moves away from the idea of a cover-up associated with whitewashing. Connections with sports, instead, are used in processes of consociation and deflection. A country associated with a poor human rights record will also be associated with a high profile sports tournament. He says scrutiny must be applied in the West too, not focusing only on a narrow range of non-Western actors.*

# This thing called sportswashing...

- ▶ **Sportswashing** is a neologism that has become a mainstay of media reporting around the current World Cup in Qatar.
- ▶ It refers to the “*ways in which a country invests in sports to promote its reputation on a global stage and deflect attention away from less favourable perceptions of its actions and institutions.*” Yet, despite its current high profile, sportswashing has a relatively recent history.
- ▶ It first appeared in relation to a sporting event just seven years ago, when the human rights campaigner *Gulnara Akhundova* wrote an article for a UK newspaper criticising the fact that the European Games, a high-profile athletics event, were being held in Baku, Azerbaijan, despite the country’s poor human rights record.
- ▶ In the last two years, the use of the term has skyrocketed in the English-language media, with 550 mentions in 2019 and over 800 in 2021 (Skey, 2022, December 6).

# Washing as metaphor

- ▶ The metaphor of *washing* has a long history when it comes to foregrounding notions of deception, cover-up, and distraction. For instance, *whitewashing* refers to the *covering up of crimes, crises, and forms of corruption* involving both political and corporate actors.
- ▶ Next comes greenwashing, which rose to prominence in the early 2000's, and points to forms of communication that are *designed to generate positive beliefs about an organisation's environmental record*.
- ▶ *Greenwashing* is now an established term in both academia and mainstream media reporting and has been used to reference everything from the cover up of defective systems (*as in the case of the car manufacturer Volkswagen in 2015*) to attempts by companies to sow confusion by setting up their own activist groups to support their endeavours.

# Introduction

- ▶ As Cape Verde takes the first stab at renaming its 15,000-seater Estadio Nacional de Cabo Verde, located just outside the capital Praia (in Santiago South Zone), the Pele Stadium, there may well be others.
- ▶ The news comes after Fifa's president Gianni Infantino proposed — while speaking at Pele's memorial service in Brazil (where he stressed the importance of Pele to Portuguese-speaking countries like Cape Verde) — that every country should name a stadium after the footballing legend who died on 29 December, aged 82.
- ▶ *“As a tribute and recognition to this figure that makes us all great, I manifest the intention of naming our national stadium as ‘Pele Stadium’, in an initiative that, I believe, will be followed by several countries around the world [...] With the physical disappearance of Edson Arantes de Nascimento, King Pele, who soon became a planetary figure, an icon of the masses showing that sport has the power to unite the world, it is now our wish to pay tribute to him...”*

## Pele Stadium Africa: Cape verde

- ▶ Against the backdrop of this first mover by Cape Verde, a Portuguese African country (note the affinity with Brazil), I reflect upon three others including Cameroon, Rwanda and Senegal, as well as Anglophone South Africa, host of the 2010 World Cup.
- ▶ The least likely of these is evidently Rwanda with the less established global footballing presence (just like Cape Verde).
- ▶ As for the more established Cameroon and Senegal, the former having only recently hosted the TotalEnergies Africa Cup of Nations (AFCON) between 9 January and 6 February 2022 – availing the nation an opportunity to showcase its stadia across five main cities, namely *Japoma Stadium* (Douala), *Ahmadou Ahidjo* and *Olembé Stadiums* (Yaoundé), *Kouekong Stadium* (Bafoussam), *Roundé-Adja Stadium* (Garoua) and the *Limbe Omnisport Stadium* (Limbe-Buea).



## *Sportswashing? Turkish Stadium Projects in Africa*

- ▶ Senegal, thanks to Turkish investment in stadiums and sports infrastructure in Africa, Istanbul-based “Summa” built the US\$260 million **Diamniadio Olympic Stadium**. As reported in a recent article, it wasn’t long ago that Turkish President Erdogan:  
*“oversaw the unveiling of his country’s latest high-profile construction project in Africa — a 50,000-seat stadium on the outskirts of Senegalese capital Dakar”*.
- ▶ Rwanda is implicated in conversations about Senegal, as reported in the media, “the venue (Huye stadium) was initially the only option that Rwanda had if it was to host home matches but following delays in renovating both the **Amahoro** stadium and Kigali stadium, the tie against Senegal was moved to Dakar”.

## *Sportswashing? Turkish Stadium Projects in Africa*

- ▶ The same firm (Summa) reportedly replicated that development with Amahoro, the national stadium of Rwanda located in Kigali City, and the 20,000-capacity **Huye Stadium**, in Huye District in the Southern Province of football loving Rwanda.
- ▶ It is noteworthy that neither the national team, Amavubi, nor local clubs were able to host their continental competitive matches at any of the facilities in Huye Stadium, as both were rejected from hosting the Rwanda-Senegal match following a supervision team visit from CAF which deemed them unready-thus forcing “Amavubi” to play their AFCON qualifiers against Senegal in the more ready Senegalese capital of Dakar.

## *Rwandans benefit from the business of sport*

- ▶ As Kigali recently hosted this year's Fifa Congress, the usual critics were circling. The language of “**sportswashing**” has exploded over the last decade, almost exclusively employed by commentators in the West, and almost exclusively deployed against countries in the Global South.
- ▶ Sports is a half a trillion-dollar industry. No longer just consumers of sports, Rwandans are engaging with the business of sport with the ‘**Visit Rwanda**’ brand.
  - ▶ The partnership with Arsenal FC and Paris Saint Germain allows us, each week, to promote Rwanda, and particularly its tourism industry to billions of fans, is only a tip of the iceberg.
- ▶ There's now a Pele Stadium in Rwanda, only second to Cape Verde on the continent.
- ▶ The return leg of the 2023 AFCON qualifier was relocated from Huye Stadium to the newly renamed Kigali Pele Stadium.

## *Rwandans benefit from the business of sport*

- ▶ Need we add that the Tour du Rwanda and the Basketball Africa are also feature regularly and prominently in Rwanda.
- ▶ Besides, the Arsenal FC team only recently commiserate with the country as it celebrated **kwibuka29** marking a remembrance of the 1994 genocide against the Tutsis in the country.
- ▶ The question thus arises, “what, and where is the so-called sportswashing”?

## Rwanda's Ishimwe wins March ICC player of the month award



Rwandan all-rounder female cricketer Henriette Ishimwe has been named the ICC Women's Player of the Month for March 2023. Courtesy

## Awards...

- ▶ A female FIFA official has also been recently recognised in Cape Town South Africa.

*Watch “ARSENAL PLAYERS JOINED RWANDA IN REMEMBERING (KWIBUKA)” on YouTube*



## *Sportswashing? No...*

- ▶ In my January 2023 article “**Pele’s African Tribute — Making the case for Huye “Edson” Stadium,**” I made a submission for Huye Stadium as a tribute to Pele.
- ▶ Cape Verde renamed its 15,000-seater **Estadio Nacional de Cabo Verde**, located just outside the capital Praia (in Santiago South Zone), the Pele Stadium, there may well be others.

# Will Rwanda Be Next in Line for a “Pele” Stadium? — Making the case for Huye “Edson”? Stadium\*

January 8, 2023 | by Nnamdi Madichie | 0 0



As Cape Verde takes the first stab at renaming its 15,000-seater Estadio Nacional de Cabo Verde, located just outside the capital Praia (in Santiago South Zone), the Pele Stadium, there may well be other African contenders such as Rwanda.

## CAF APPROVES HUYE STADIUM

written by Amon Nuwamanya | February 22, 2023





## *Sportswashing? No. Rwandans benefit ...*

- ▶ The news comes after Fifa's president Gianni Infantino proposed — while speaking at Pele's memorial service in Brazil — that every country should name a stadium after the footballing legend who died on 29 December, aged 82.
- ▶ In a statement (see next slide) that stressed the importance of Pele to Portuguese-speaking countries like Cape Verde...

## Sportswashing? No. Rwandans benefit ...

*“As a tribute and recognition to this figure that makes us all great, I manifest the intention of naming our national stadium as ‘Pele Stadium’, in an initiative that, I believe, will be followed by several countries around the world [...] With the physical disappearance of Edson Arantes de Nascimento, King Pele, who soon became a planetary figure, an icon of the masses showing that sport has the power to unite the world, it is now our wish to pay tribute to him...”*

Nnamdi O. Madichie [Follow](#)  
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## Pele's African Tribute — Making the case for Huye "Edson" Stadium



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[FIFA](#) [📄](#) [📧](#) [👤](#)

Wednesday 15 March 2023, 22:00

## Kigali Pelé Stadium inaugurated in Rwanda



# Huye to Nyamirambo Kigali Stadium

## Sportswashing?

- ▶ Against the backdrop of this first mover by Cape Verde, a Portuguese African country (*note the affinity with Brazil*), I reflect upon three others including francophone Cameroon, Rwanda (*debateable*) and Senegal, as well as Anglophone South Africa, host of the 2010 World Cup. The least likely of these is evidently Rwanda with the less established global footballing presence (*just like Cape Verde*).
- ▶ As for the more established Cameroon and Senegal, the former having only recently hosted the TotalEnergies Africa Cup of Nations (AFCON) between 9 January and 6 February 2022 – availing the nation an opportunity to showcase its stadia across five main cities, namely *Japoma Stadium* (Douala), *Ahmadou Ahidjo* and *Olembé Stadiums* (Yaoundé), *Kouekong Stadium* (Bafoussam), *Roundé-Adjia Stadium* (Garoua) and the *Limbe Omnisport Stadium* (Limbe-Buea).

## Discussions

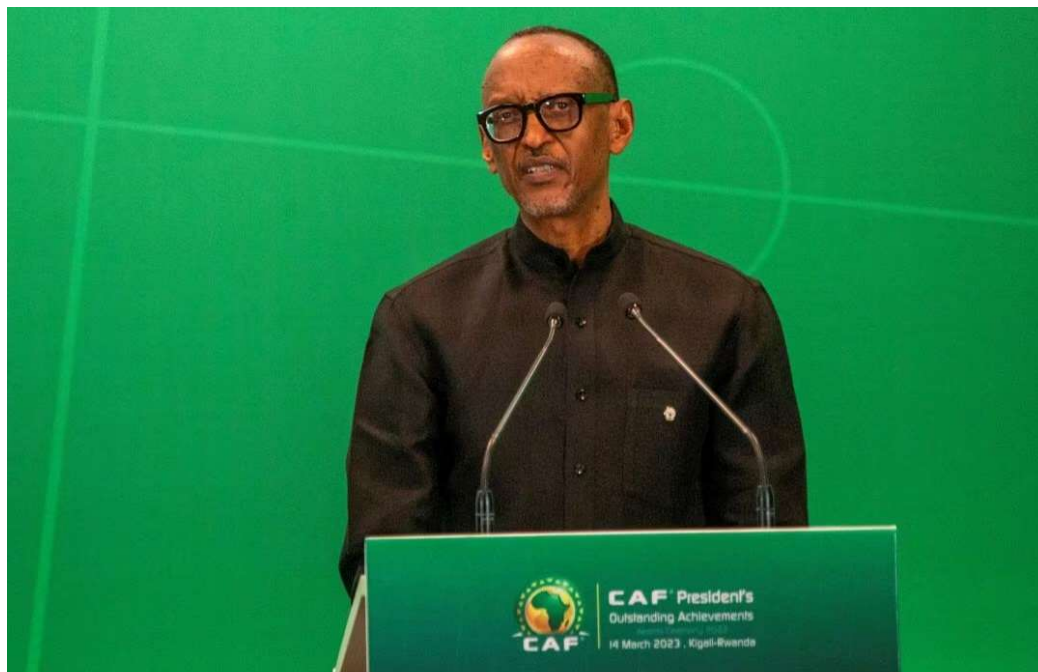
- ▶ In the case of Senegal, thanks to Turkish investment in stadiums and sports infrastructure in Africa, Istanbul-based “Summa” built the US\$260 million Diamniadio Olympic Stadium.
- ▶ It is noteworthy that neither the national team, “Amavubi”, nor local clubs were able to host their continental competitive matches at any of the facilities in Huye Stadium, as both were rejected from hosting the Rwanda-Senegal match following a supervision team visit from CAF which deemed them unready-thus forcing “Amavubi” to play their AFCON qualifiers against Senegal in the more ready Senegalese capital of Dakar.

## Discussions continued...

*“It is a pride for our country, it is a pride for Rwandans that Huye stadium is now ready to host international games...”*

– Aurore Munyangaju Mimosa, Rwanda Sports Minister

## CAF Award Winner... FIFA Congress 2023



Rwanda's President Paul Kagame addresses delegates during the CAF President's Outstanding Achievement Awards, in Kigali, Rwanda March 14, 2023. REUTERS/Jean Bizimana

In honour of Pele...





Tuesday 14 March 2023, 20:45

# Football for Schools launches in Rwanda



SPORTS

## Huye stadium ruled out of hosting Rwanda v Benin AFCON qualifier



Fans follow Rwanda's derby as APR face Rayon at Huye stadium last month. CAF has announced that Huye Stadium is not qualified yet to host the AFCON qualifiers due to substandard. Mugwiza

## F4S and the SDGs

- ▶ F4S (*football for schools*) was first conceived in Kigali in 2018, at the 8<sup>th</sup> FIFA Council, and *its first in Rwanda*. One year later *FIFA and UNESCO signed an MoU* to put it into action. Since then, 50 countries have rolled out this programme.
- ▶ Rwanda is **the second country in the CECAFA** region to join the programme and the **14<sup>th</sup> country in Africa** to implement it.
- ▶ Launched in collaboration with UNESCO and designed to promote *targeted life skills and competencies through football* and contribute to the United Nations' Sustainable Development Goals, the programme's stated ambition is to contribute to the *education, development and empowerment* of children.

## Kigali maintains 2<sup>nd</sup> position as meetings destination in Africa

- ▶ The slide title is the title of 2020 article in a Rwanda national newspaper, *The New Times*.
- ▶ Kigali maintained its position as the second most popular destination for Meetings, incentives, conferences and exhibitions (MICE) events in Africa, according to the International Congress and Convention Association (ICCA).
  - ▶ According to the latest statistics by ICCA which were released on 12 May 2020, Kigali only came second to South Africa's Cape Town as a city that hosted the most meetings under the ICCA banner in 2019.

## What hosting FIFA Congress means for Rwanda

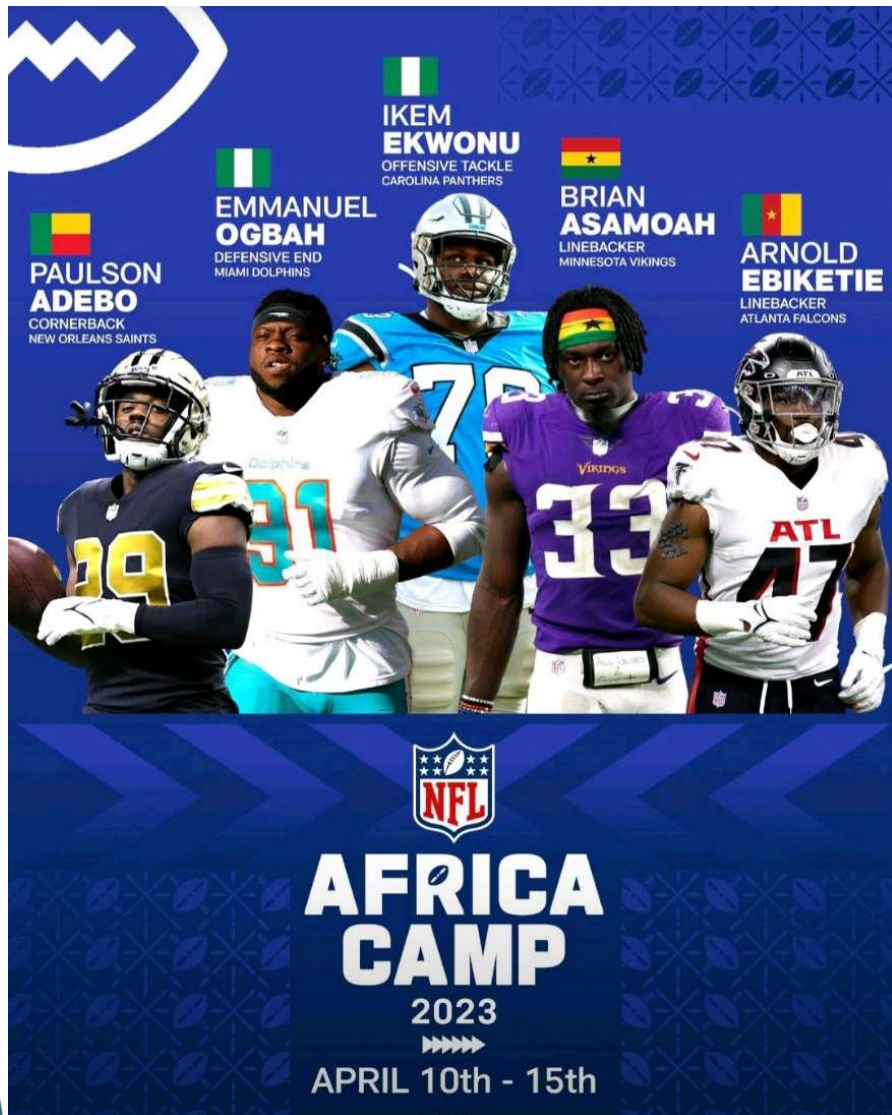
- ▶ The 73<sup>rd</sup> FIFA Congress is of massive importance for football across the globe – with a focus on a range of issues facing the game including *governance, ethics, and the development of the sport* at all levels (Kuteesa, 2023, *The New Times*).
- ▶ For Rwanda in particular, the Congress also has at least three benefits for the country as the host:
  - ▶ **Promoting Rwanda as a sports tourism hub:** Rwanda has ambitions of further promoting its tourism industry as the country is evolving as a destination for global competition.
  - ▶ **A win for the hospitality sector:** The FIFA Congress is good business for the local hotels and other businesses (with about 2,000 people in Kigali).
  - ▶ **Learning from international counterparts:** Opportunity for the local football officials to learn from their more experienced foreign counterparts. *Hundreds of football governing associations from various countries around the world are represented at the congress, and with this, Rwandan football can benefit if local officials intentionally pick lessons and establish partnerships of importance to the game in the country.*

## Basketball Africa League (BAL)



## Visit Rwanda x Basketball Africa League





## 3Ws: Who's washing what?

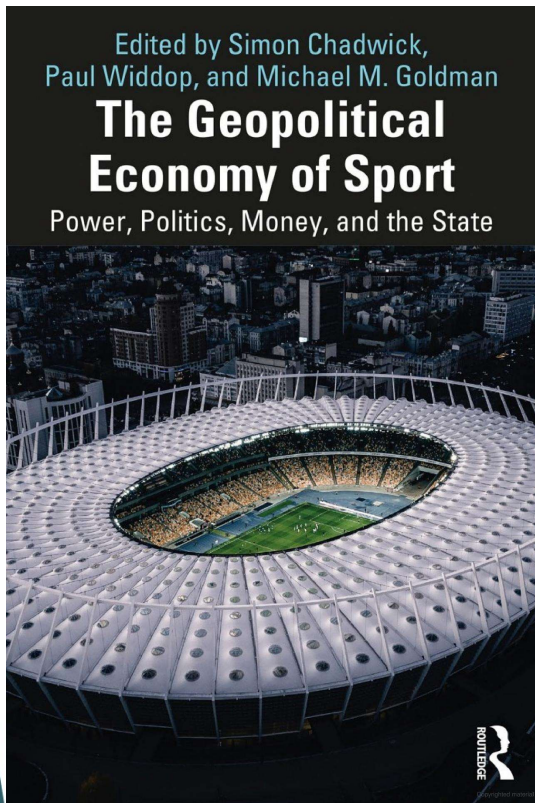
- ▶ *“Growing the NFL globally is a major strategic priority for the League and developing our footprint and fandom in Africa is an important part of this vision...”* – Brett Gosper, head of NFL Europe & Africa
- ▶ National Football League (2023), NFL heads to Kenya as NFL Africa program expands. April 10, <https://www.nfl.com/news/nfl-heads-to-kenya-as-nfl-africa-program-expands>

## 3Ws: Who's washing what?


- ▶ “With more than 125 players of African descent (*born in Africa or first generation born in the US*) from 15 countries across the continent currently playing in the NFL, a talent identification camp for *promising young athletes* will take place this month in Kenya.”



# Why are Gulf Nations Spending Billions on Sports?



Fwd: FW: Research seminar  
(Weds 6th Feb 4.00pm) Qatar  
2022 Football Marketing -  
Nnamdi O. Madichie, PhD Inbox ☆

 Nnamdi Madichie 09:52  
to me ▾ ↩ ⋮

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**From:** Alun Epps [[A.Epps@mdx.ac](mailto:A.Epps@mdx.ac)]  
**Sent:** Wednesday, January 30, 2013 8:23 PM  
**Subject:** Research seminar (Weds 6th Feb 4.00pm) Qatar  
2022 Football Marketing - Nnamdi O. Madichie, PhD

Dear Colleagues

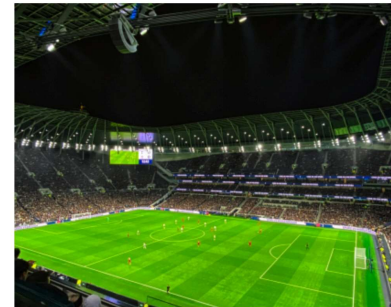
After the fantastic start to our 2013 series yesterday Middlesex University Dubai now invites you to next week's research seminar when

**Nnamdi O. Madichie, PhD presents**

**Qatar 2022 & the GCC Domestic  
Football Leagues: Business or Show  
business?**



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ADJUNCT FACULTY

## Faculty Talk with Professor Simon Chadwick

DATE  
**MAY 5, 2023**

TIME  
**12:30PM-1:30PM  
EST**

LOCATION  
**7 East 12th Street,  
New York, New  
York, 10003**

## Conclusions

- ▶ When I initially submitted my topic, little did I know that Rwanda had other plans for stadium naming.
- ▶ Huye stadium was rejected by the Benin national football team as host of the second leg in the AFCON qualifiers for non-football related matters (i.e., lack of premium hotels).
- ▶ Kigali stadium got the title of Pele stadium and hosted the event.
- ▶ Numerous other sports news have emerged in the first quarter of 2023 as Rwanda claims its place in the history books of Africa's sporting destination.
- ▶ Yes, it is home to MICE (meetings, incentives, conferences and events).

## 10

### Public Sector Marketing Communications: Insights from/for the Primus National Football League Rwanda

Nnamdi O. Madichie, Paul Igwe, Robert Ebo Hinson,  
Chris Mbah, Kobby Mensah, and Brian Wesaala

#### Introduction

Football leagues in Africa have received marginal, if any, attention, in the grand scheme of things of world football. This marginal representation has been mainly due to the below-par marketing of these leagues. The Rwanda national football team is controlled by the Rwanda Football Federation (Fédération Rwandaise de Football Association, FERWAF),

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Studies of Public Sector Management in Africa,  
[https://doi.org/10.1007/978-3-031-17863-4\\_10](https://doi.org/10.1007/978-3-031-17863-4_10)

## Questions and Discussion

- ▶ *Sportswashing* has emerged against the backdrop of predecessors, *whitewashing* and *greenwashing*.
- ▶ Numerous countries have come under fire for hosting mega sports events – accused of diverting attention from other geopolitical matters of concern – China, Russia, UAE and Qatar.
- ▶ **Discussion questions**
  - ▶ How do we explain Rwanda's efforts at becoming the Africa sports hub it is aspiring towards?
  - ▶ How realistic is the allegation of sportswashing levelled at the country?
  - ▶ What role does the investment in sports play in Rwanda's march towards achieving the sustainable development goals?