
“Basketball Diplomacy in Africa: An Oral History from SEED Project to the Basketball Africa League (BAL)”

An Information & Knowledge Exchange project funded by SOAS University of London. *Under the direction of Dr J Simon Rofe, Reader in Diplomatic and International Studies, Centre for International Studies and Diplomacy, SOAS University of London* jsimon.rofe@soas.ac.uk

Transcript: Cynthia Mumbo
Founding CEO, Sports Connect Africa

Conducted by Dr Lindsay Sarah Krasnoff
Research Associate, Centre for International Studies and Diplomacy,
SOAS University of London Lk16@soas.ac.uk



Dr Lindsay Sarah Krasnoff

Cynthia, could you please, just to kick this off, state your name, age and background in terms of how you first arrived to play basketball.

Cynthia Mumbo

My name is Cynthia Mumbo. I am now 38, I just turned 38. I've been playing basketball since I was like maybe 14, back in high school. So, when we were younger, we used to watch 'NBA Action' on Sunday afternoons, as the TV was never on during the day. We'd really look forward to getting to watch basketball. When I did get to see this, it was so exciting. Everyone wanted to go and watch 'NBA Action.' It was the coolest thing and you'd walk around with children, everyone was wearing Orlando Magic or Lakers singlets. I just got hooked up.

I went to high school and I got on the hockey pitch and I saw two major injuries, and I said, 'This is not where I'm meant to be.' So, I got off to try basketball. I ran away from hockey. I got onto the basketball court and I held the ball. I threw it, well, I learned that that is called a free throw. I threw it and it went right in. So that's how I knew that I'm better on the court team. I was like, 'Oh my goodness, what are all these things I've been playing. What are all these things I've been doing?' I got hooked on basketball right from there.

I played for the basketball team at school from the first year. I remember that actually, our coach had kicked me out because apparently Form Ones were not meant to get on to the court until like the second or third term. I just used to go to the court. I didn't care whether they chased me out and eventually they allowed me to play.

Dr Lindsay Sarah Krasnoff

So, who else was playing basketball alongside of you? You say that everyone was very keen and very popular with the NBA, but who was actually playing on the court with you?

Cynthia Mumbo

So, funny thing is when I was watching it, there was nowhere to play. We just used to go and watch. When I was younger, like younger than 14, it was the 'in' thing. Everyone just wanted to go and watch the NBA. It was cool. The older kids, the kids were about 16, those who were about maybe 18, 19. They were knew a little bit more about the game. We didn't have, I didn't have access to a basketball court until I got into high school. So, I started playing basketball with my high school mates. Apart from that, there was never a basketball court anywhere near me or near us. It was really just a cool thing.

Dr Lindsay Sarah Krasnoff

Has that changed at all over the years? Are basketball courts more accessible for kids or adults to play on in Kenya.

Cynthia Mumbo

Yes. Still, you'll find that most courts are in institutions, public churches and high schools. But then there was a time when Coca-Cola through their brand Sprite did something. I can't really remember the exact year but it was. I know that I was in high school. I was still in high school in '99, so between 1999 and maybe 2002. What they did was very interesting because they used to have games going on in different locations. What they did was they had basketball courts put up in different neighbourhoods and have hood battles. So, then you had access to the game, but that kind of died out. It was something that really changed... Basketball was pretty big in the country between about 1996 to about 2000, 2002

So, that really kind of put basketball off on the platform at that time. There was access to basketball courts, and especially in Nairobi. Outside Nairobi, they did put maybe one or two courts in different localities. I know they put one I think in Eldoret, they put one in Kisumu town, they put one or two in Mombasa. Nairobi was really the centre where everything was happening.

Dr Lindsay Sarah Krasnoff

I know in some countries or some societies, sport for women and girls is not as inclusive. It seems like sometimes basketball is a little bit different. Obviously, you've played basketball. So, would you say that this was the same for other girls who you grew up with?

Cynthia Mumbo

Yeah, basketball was never looked at as a guy's game. I mean, it is a guy's game in terms of when you look at the resources they always put behind the guys game. Fascinatingly, the Kenyan women's team made it to the World Championships way before the men. I don't think the men have made it. So, our women's team was very strong and there was never really like a stopgap to say that you're a woman, you can't play basketball. Women were allowed to play basketball, have always been allowed to play basketball as much as men have been allowed to. It's actually one of those games and probably volleyball and hockey where... It's not like soccer where a lot of guys look at you and go like, 'No, soccer is a guy's game, it's not a girl's game.'

For us, yes, it was I would say a little tricky because of the cultural inclination where, you're meant to be in school and not necessarily be in sports. That was across the board. There was no in general, there wasn't really a stopgap to say because you're a woman, you can't play basketball. It was really just a cultural thing that would happen to all others.

Dr Lindsay Sarah Krasnoff

What has been your experience transitioning from an athlete to an entrepreneur and business leader?

Cynthia Mumbo

I've never been a coach. I just sit on the side-line once in a while, but I'm not a certified coach. I do run a program for kids between 6 and 19. I set up a program for kids called Vikapu Elite Basketball. It's the first commercial basketball program that was set up in East and Central Africa. I'm very proud of the little steps that we've made. I do have coaches that run that program. So, I speak to the commercial conversation. My transition has been interesting. It bothered me so much that I couldn't play at the highest level, and especially play at the highest level at home. I'm very passionate about our continent. It always bothered me. Why does everybody want to wake up and go and play in Europe or go and play in America? Why is it that people want to leave? How come we're not doing the same here in Africa and making a living out of sport.

That's what drove me to set up the company Sports Connect Africa. It bothered me. I mean, I was a really good athlete and I thought I had the capability to play at the highest level. I know I was a good defensive player but it didn't work out for me. I promised myself that I'd start something that would create opportunities. Whether it was being a coach or being an athlete or being just running sport businesses. Empowering guys who were in sport. It's not been easy, I can assure you that. It's quite a challenge because culturally sports isn't considered business here. Sports is '*mchezo*' we say in Swahili; it translates literally to games. It's like games, you all are just playing games, it's nothing. Being steadfast and sticking my ground people are beginning to understand that there is something here and I'm getting people to buy into the idea. Lifting a little bit more to the idea of sports business and the things that we're trying to do.

It's fascinating whenever we meet parents, and we're telling them that, 'You have to pay for your son to be in the program.' They're like, 'It's just a game.' I say, 'That coach has to live, we have to pay for the venue, we have to take care of your son's wellbeing when they're here.' Then with that kind of exchange, people are beginning to understand that, hey, there's actually a cost element to all the things that you people are doing, and we don't mind paying for it because we see the value coming back to us.

It's hard being a woman. I've been hushed down. I've been told, I don't know my place, all sorts of things that women hear. My conversation to all these people back is always, 'Do you tell this to guys who are tough. You don't.' So, it's expected I think. As a woman, you realize that you have to jump over 50 more hurdles than the guy next to you who's trying to do the next thing. 50 more hurdles are just that hard. You look at the outcome. I'm really happy with how far we've come, how far I've come.

Dr Lindsay Sarah Krasnoff

So, to what extent do you consider yourself to be a sports diplomat?

Cynthia Mumbo

Well, one the power of being Kenyan. We're known for one thing. We're known for two things, actually. Our animals and our athletes. I think I shared this story one time about wearing my Kenya jacket and literally having very easy time in airports, when I have my Kenya jacket. It's that simple. Also, just doing the things that I've been doing. There's not too many of us on the continent who are doing what I'm doing. So, sports has been able to open up, not just opportunities for myself but opportunities for many other people I'm able to sit with. County governments, I'm able to sit with different people from different communities. I've been able to sit with guys from the NBA and it doesn't matter what borders you're from. We're able to deliver because of what sport is to all of us.

Dr Lindsay Sarah Krasnoff

That brings me to a larger question. How do you view the intersections of basketball and diplomacy as they relate to the African continent?

Cynthia Mumbo

I'll take a classic example of the Rwandese president and what he has been able to show with the cooperation of Rwanda and the NBA, and basketball Africa League. I mean, everybody's talking about Rwanda a lot because of what they've done. Even with Arsenal and Paris Saint-Germain. More so because of his personal involvement with Giants of Africa, Masai Ujiri's Giants of Africa, and the Basketball Africa League. He made a promise that he was going to put up a basketball stadium in less than a year, he did it. Now, so many people from across the continent and the world are coming to their country. You can see that there's a conversation about empowering Africa through the game of basketball and he's leading that conversation. Considering, I'm not sure if he's still the leader of the AU [African Union], but I know that he was at some point. There's a whole intersection between so many of the decisions that have been made, around what Rwanda is speaking as a country and what they're using sports for that. How they're positioning themselves as well.

Dr Lindsay Sarah Krasnoff

Does Kenya, in your perspective, have a responsibility and or capability to lead in sports and diplomacy in Africa?

Cynthia Mumbo

Yes. We have been known as a sporting nation for a very long time. Just recently, the Cabinet Secretary of Sport who is a diplomat by profession and was attached to the UN at some point has been using diplomacy to manage the sports ministry. She understands diplomacy very well. I saw something interesting that happened a couple of months ago. So, I think they were at the IOC having discussions. Just the other day they were at FIFA. She's using her diplomacy background

to be able to put Kenya's face. She's doing it very differently. Rather than a marketing push, there's a whole lot diplomacy conversation.

We've never really looked at sports diplomacy as a field. Not until recently, I think I only know one person, there's a young gentleman I know around who's doing his thesis on sports diplomacy right now. I've never heard anyone else do it in the country. So, there is a very big opportunity for Kenya considering we've been on the map for a very long time to use the sports diplomacy to push the African agenda.

Dr Lindsay Sarah Krasnoff

Despite this huge enthusiasm amongst Kenya for basketball and the NBA, what are some of the biggest challenges for the sport in Kenya and its development?

Cynthia Mumbo

I'll go back again to diplomacy. Our president was together with the Rwandese president and the Senegalese president at the UNGA in 2018. They all made a promise they met Adam Silver. They talked about putting up 10,000-seater stadiums or something like that. Senegal did, Rwanda did and Kenya hasn't. Basically, there isn't goodwill. The government talked about putting together five stadiums over the last so many years. Nothing's been done, nothing happened. So, there isn't goodwill. If there is no goodwill, you will not get backing from the private sector. Well, there is a policy that supports the development of sport but not the commercialization of sports in the country. So, without that goodwill, without that real investment, we can't move forward.

There's so much if you ask me. I think Kenya, in terms of following of the NBAs absolutely mad. You wake up at 5.00am when the NBA games are going on, and the NBA is trending on Twitter, in Nairobi or in Kenya, for that matter. That's because people wake up to watch the game. I walked into an office a couple of weeks ago, and I find guys talking about the NBA. I'm like, 'Do you guys watch NBA?' They're like, 'Of course we do, we love basketball, we do.' I asked them, 'So what about Kenyan basketball?' The question was, 'So what about it?' It's not that we don't have basketball here, because that's my background. It's just that we've not had the right investments and leadership, and you can't... Sport business I say is like sport. You can't cheat and win in sport. You can't cheat and win in sport business. You have to go through the different steps.

We've not been doing that. I think we've been doing so well as a country purely on the talents. Athletics I know has had some sort of interest from the government because it's an individual sport and people win big at the international level. Other sports, they don't get the kind of backing that athletics probably has been having over the years. Unless that changes, then you see

Rwanda is coming over and taking over. You see West Africa is doing so well. Ethiopia doing so well. You don't have the same kind of conversations especially with basketball now like we did.

Dr Lindsay Sarah Krasnoff

Who's playing a leading role in helping to develop it or to conduct it? Is it people like yourselves on the ground, kind of at the grassroots level, is it more kind of inspired by NBA and NBA Africa or FIBA, their Basketball Without Borders? Who is doing leading role and what do you think their impact has been?

Cynthia Mumbo

In Kenya, we have a lot of heart. There are people who love the game here who take their time just to get out there and do stuff. There is no proper structure to support what they are doing and to grow that into a movement. We do have a functioning federation but there is no proper development policy for basketball and the people and institutions that are running programs like myself are running programs because, 'Hey, I can run a program. I love basketball and I'm tired of seeing things not happening in a certain way. So I'm going to do something about it.' That's basically the way it's been over time.

The lack of a shared vision has been a challenge to the development of grassroots basketball.

Dr Lindsay Sarah Krasnoff

True, true and I guess maybe this ties into another question that comes to mind. Is how do people in Kenya consume basketball? You just mentioned that you'll walk in an office, workers have talked about watching a game. Is that how the majority of people consume basketball?

Cynthia Mumbo

So, Kenya is a very fascinating country. I just learnt from the recent census, 75% of Kenyans are under the age of 35. In a country with of 47 million people, that a big number, about 37.5 million. Mobile penetration is at 90% with 70% of those having digital access. That's big.

That's just mobile. Social media is pretty big, especially Facebook and Instagram. Then you have a very influential 300,000 people that literally create conversations for the country, or the people on Twitter. So social media has played a very big role. A lot of it is now being consumed digitally. I know that there's a big number of downloads of the NBA app, people watching the games through NBA app, a similar trend across the world. A lot of people are watching more of the replays and stuff like that, because basketball is a cool game. You want to see if someone's posted dirt on somebody else. You want to see someone's shoes, you want to see someone's layup or whatever, or it's a top 10. A lot of young guys have are consuming the game through either YouTube or replays of games that had happened before.

Dr Lindsay Sarah Krasnoff

Right. That raises the question that, if people are consuming through highlights or short clips, they're obviously learning about basketball in a very different way than say you did. Through kind of greater watching of games and so forth. So how do you think that might impact the ability of basketball to serve as a kind of sports diplomacy function?

Cynthia Mumbo

Basketball's cool. The thing I love about the NBAs, I have a 12-year-old son who's probably going to tell you everything about LeBron [James]. He is going to tell you everything about Steph Curry. He's going to tell you everything about all these younger players now. I knew about Kobe [Bryant], rest in peace Kobe. I knew about [Michael] Jordan and I had to watch a whole game. NBA action when you think about it, was really highlights. It was not like a full game. It was the top 10 plays, but it was on TV rather than the way they consume it on social media today and we had to wait until Sunday to consume that.

So, I don't think that there's going to be so much of a difference. I think that love is even going to be more, because now NBA is saying, 'We're here. We're Africa.' They will probably have more content will probably be more clear towards the African fan, and will be more accessible. I heard Adam Silver talking just the other day as regarding 700 million mobile phones and 400 million of them are smartphones. So, I know that they've done their homework. Again, if you look at the younger generation, their attention span is zero.

Basketball does transcend barriers; the NBA have proved that for years. The game has the ability to reach the masses through the soft power that it yields.

Dr Lindsay Sarah Krasnoff

That is the global, isn't it?

Cynthia Mumbo

Their knowledge base... Yes, it's everywhere. Their knowledge base is very interesting. It seems like they know more than we did. By the time I was 12, I don't think I had a clue about some of the things that my son knows about today. When it comes to just in terms of context, they have access to so much content. So, sports and including basketball are also moving towards shorter games. The idea is once I've hook you up with one or two replays and whatnot, how then do I push you to watch the whole game?? So, there's still I guess, a way for the kids to get there and watch something, but their consumption is definitely different.

Then, they're just an interesting demographic.

Dr Lindsay Sarah Krasnoff

Oh, very much so. That feeds into this concept of basketball as a unifier, and why it does work so well across very diverse regions and cultures. In your mind what if any, are the unique opportunities for say basketball diplomacy in Africa? Why do you think they're perhaps more unique or exciting than say football or rugby or cricket?

Cynthia Mumbo

Basketball is a cool game. Let's just start there. I think I've said that 50 times. Maybe I'm biased. Maybe I'm biased. Again, Africa's demographic, 65% is under the age of 35. They're craving being cool. They're craving being global and being like their stars. The older generation are having a really big challenge connecting with this younger generation. Basketball is one of those avenues that you can be able to connect. When it comes to sports diplomacy, I think sport has played a very big role in being able to solve problems across the world. Like Nelson Mandela stated, sport is amazing, sport is a good avenue for change. You saw what that did for South Africa. I mean, if you look at the rugby and the South African team winning the World Cup. Everyone forgot about xenophobia and all the issues that surround it.

So, sport is a unifier. I think that there's a very big opportunity for the countries from Africa to use sports to be able to connect with each other. We have the new Africa trade agreement. One of the ways that we can be able to build business is to invest behind the industry that is sport, and to use diplomacy to be able to support this new trade agreement. Sport is a very I think, for me, sport is one of those areas, that there's a very big opportunity to achieve this kind of shared goal that all the African countries are looking at.

Dr Lindsay Sarah Krasnoff

In what ways do you think that basketball affords, perhaps greater opportunities for women and girls than say football or rugby? Especially keeping in mind working towards SDG five on gender equality?

Cynthia Mumbo

Well, let's be honest. If you look at the NBA, their focus is men. There's the WNBA, yes, but it's always easier to sell the men's game than it is to sell the women's game. That's very painful coming from me, but very honest also coming from me as a marketer and a business person. Generally, culturally, people are not inclined to invest behind women sports. So, I guess a little bit of research needs to be done around how do we develop women sport. I think basketball has a greater opportunity because it's the more welcome sport between all different genders. It's an easy sport to put together, if I could put it that way. So, there's a very big opportunity, yes, to use basketball to develop the agenda for women.

Dr Lindsay Sarah Krasnoff

In your mind, how does basketball play a role in helping to create identities in Africa or across Africa?

Cynthia Mumbo

So, for the longest time, football has been the number one sport and that's a very big shoe that I would say the NBA is trying to fill. Not fill per se, but compete with. The EPL has been here, what? 20, 15 years? 15, 20 years. When you think about the World Cup, when you think about all the things. The first identity an African will ever tell you about, when you ask them about sport, they'll tell you about the football team that they think about. I think there's still a lot of work to be done. There is also some identity towards NBA or NBA teams. So, somebody who's going to tell you I'm a Lakers fan, or I'm a GSW [Golden State Warriors] fan. The younger kids are all GSW fans until Steph Curry got hurt.

Now they're all Lakers fans because LeBron rules. They're so fickle. They're not like us. I've been a Celtics fan from day one. Then I think you could hear me tell you that this is my identity. I identify with a basketball team, but that's not an African team. Hopefully with the launch of the Basketball Africa League and the investment the NBA is going to make towards the African game, we are going to see Africans identifying more with those teams and players. There's going to be a lot of drive towards individuals saying, 'Hey, I want to associate with that. I want to be part of that. I want to belong to that.' It is a wait and see situation.

Dr Lindsay Sarah Krasnoff

Okay. Do you see the NBA as kind of more of a global identity or an American identity or...obviously, it's an American league but has become one of the most global leagues in the world with one in four players from overseas.

Cynthia Mumbo

Well, that's one of the things that they've got right. The people feel that it's more an international league than it is an American league. Although they know that it has an American league, over the time everyone has, or most people have been drawn to the international players. There's a great mix of players from all over the world and people are drawn to that. Remember, the NBA teams are all named after American cities. That in itself is very American and, for the longest time people have thought that being American's cool, the 'American Dream' However, over the last couple of years there's been a very big drive, a very big push by the NBA to position the league as an international one.

Dr Lindsay Sarah Krasnoff

So, in your perspective, the NBA's new Basketball Africa League, it is a creation of the NBA. Do you see the BAL as an extension of neo-colonialism or neo-imperialism or differently?

Cynthia Mumbo

That's a good question. There's one thing that they've got right is that they have a fully-fledged team in Africa of Africans who have been working to position the NBA here. Amadou who leads the team has been here 10 years setting up the fabric of what we see as NBA Africa today. So, his team is predominantly African and they understand the African landscape. They understand the African challenges, they understand the African madness if you could say that. They understand how to be able to move from point A to B, which is a challenge in Africa but they get it. So, they know this will work here, it will not work there. This is how you manage the federation. This is how you manage this, this is how you manage the developments down in the ground, this is how you manage the different partners. If an American came and did that, I promise you, we wouldn't be speaking the same kind of language today.

Again, let's go back to, is it neo-colonialism? The world has changed tremendously. The NBA is one of the most inclusive businesses I have ever seen anywhere on the planet. So, it'd be very unfair to say that it is neo-colonialism. It's a business. They're looking to make profits. If Africa has the profits they'll make the profits from Africa. So, my hope is that rather than it coming off as neo-colonialism, that they're going to be investing on the continent, and the continent is going to win from all of this in the long run.

Dr Lindsay Sarah Krasnoff

How do you think the BAL will impact Africa's communication representation and how the larger world sees it?

Cynthia Mumbo

BAL is going to be huge. If anyone has ever had an opportunity to work or just connect with the NBA, then they'll understand how the NBA does its business and it's very, very thorough. I know that in the next five years, we're going to be having a pretty different conversation. With the launch of the league and investment behind marketing and communication as well as fan engagement, we are going to be having the world noticing the game from the continent.

So, you're going to need marketers, you're going to need agencies, you're going to need agents to take care of players and whatnot. There's going to be a really big interest from parents investing behind their kids saying, 'I want my kid to play basketball, where can they learn?' This and that. I know for a fact from a communication perspective, that there's going to be a really big push. It's one thing that I'm so excited about, and I'm so looking forward to seeing what kind of investments will go behind it.

Dr Lindsay Sarah Krasnoff

Right. Taking this a little bit more of a narrow focus in what ways do you think the BAL will help Africans communicate and represent amongst each other? Obviously, Africa is a very, it's a

big place with 54 different countries. There's a lot of differences. So in what way do you think the BAL could help with the communication and representation within and amongst Africans themselves.

Cynthia Mumbo

Well BAL will be very, very important. I think it will bring the continent together. It will help break barriers and create opportunities for the African continent. If you look at the example of the Africa Cup of Nations, which is football, you find people really being able to connect with each other. Now with the digital platforms of communication, everyone's kind of been able to reach out to another person, say, with Kenya, say in Ghana or Nigeria is playing, Egypt and stuff like that. So, with the access to communication, I think that there's going to be a lot more conversation between the different nations. Also, just an increase in interest in other nations because of what the NBA will be doing here. When I look at the consistency and the opportunity around it, there's so much to be gained from that.

Dr Lindsay Sarah Krasnoff

So where do you see the BAL in five or 10 years?

Cynthia Mumbo

Cool. Okay. I saw [FIFA President Gianni] Infantino saying that they want to put a billion dollars in football in Africa. Anyone who has started a strategic office, the strategy meeting, knows that if they don't do anything, the NBA is going to be the biggest sporting brand in Africa and BAL is going to be the biggest competition. Basketball is going to be the biggest sport in Africa in 10 years. Africans love things that feel like this is ours. We own this, we take it. This is ours. You know what I mean? If you give Africans something that they can own, they forget, they drop everything else. It's going to be a bit difficult to drop football, yes. But then they're going to have to split their share of pockets and say, where would I rather put my money. So strategically, I see because of what the NBA is doing, in the next 10 years BAL is going to be really big. Just looking at what FIFA is saying is they've seen it and they're also getting ready for it.

Dr Lindsay Sarah Krasnoff

All right, I have one last question. Just on that last point. Do you think that the NBA certainly is generally seen as perhaps a better example of good governance amongst global sports leagues. In terms of less incidences of known corruption and so forth. You just think of many of the issues that FIFA overall has had exposed in the past several years. Do you think that the BAL's association with both NBA and FIBA is going to be helpful in its development and growth in Africa, especially given the intent of FIFA to penetrate more the African continent?

Cynthia Mumbo

Yes, yes, yes, yes. FIBA is known as top level when it comes to governance, the NBA, I have never really had an incident in the last maybe five, 10 years. I've not heard any incidents, let me just be honest. So, yes, African brands are very sceptical about investing in sports. Looking at the history of both FIBA Africa, or FIBA just globally and the NBA, the credibility that they give out is very, very heavy. So, I think in terms of governance, there's going to be like questions. Of course, there's going to be request for accountability from all different stakeholders, but they come in with a lot of credibility. I mean, 10 years the NBA has been here they've done maybe 40 Junior NBA leagues, where we've not seen any issues.

There is definitely some level of credibility, high level of credibility coming in working with the FIBA brand and the NBA brand. I think that's definitely going to work this out. Considering also that their face in terms of the government of the day is Rwanda. Rwanda is really spearheading the governance conversation as a country.

They [the BAL] will have an easier time I could say, coming in with the backdrop of FIBA and the NBA. Just also having Rwanda which is spearheading the governance conversation as a country in Africa. The other thing is, FIFA has had such a challenge when it comes to governance. Governance in African football is a nightmare. That's what I was talking about. So, they come with a platform where they have so much more credibility. I don't think it would be as difficult to convince different stakeholders what their intentions are. They just need to stick to what they've always been doing, which is the right thing.

END

Interview with Cynthia Mumbo, February 2020

Founder & CEO, Sports Connect Africa

Conducted by Dr Lindsay Sarah Krasnoff

Research Associate, Centre for International Studies and Diplomacy, SOAS University of London Lk16@soas.ac.uk

Part of “**Basketball Diplomacy in Africa: An Oral History, from SEED Project to the Basketball Africa League (BAL)**,” an Information and Knowledge Exchange project funded by SOAS University of London. *Under the direction of Dr J Simon Rofe, Reader in Diplomatic and International Studies, Centre for International Studies and Diplomacy, SOAS University of London,* jsimon.rofe@soas.ac.uk

Published Online May 2020

© **Centre for International Studies and Diplomacy, SOAS University of London**

All rights reserved

10 Thornhaugh Street

Russell Square

London WC1H 0XG

<https://www.soas.ac.uk/cisd/>

Keywords

Basketball

Africa

Kenya

Rwanda

Diplomacy

Sports Diplomacy

Gender

Basketball Without Borders

NBA

Basketball Africa League

Subjects

Africa

Sports Diplomacy

Basketball

