

Sport for Development and Peace:

*Towards Achieving the
Millennium Development Goals*

**Report from the United Nations
Inter-Agency Task Force on
Sport for Development and Peace**



United Nations, 2003

CONTENTS

Executive summary	v
1. Introduction	1
2. Realizing the potential of sport as a tool for development and peace	1
3. Sport in pursuit of the Millennium Development Goals	5
Sport and Health	5
Sport and Education	8
Sport and Sustainable Development	10
Sport and Peace	15
Sport and Communication	17
Sport and Partnerships	19
Sport and HIV/AIDS	22
4. Conclusion and recommendations	24
5. Bibliography	25
6. Annexes	26
1. Inventory of initiatives on sport for development and peace	26
2. Legal/policy instruments supporting sport	27
3. Towards multisectoral policy in support of physical activity and “sport for all”	28
4. Further reading	31
5. Acronyms	32
6. List of participants	33
Notes	35

Executive summary

This report analyses in detail the potential contribution that sport can make towards achieving the United Nations Millennium Development Goals (MDGs). It provides an overview of the growing role that sports activities are playing in many United Nations programmes and crystallizes the lessons learned. It also includes recommendations aimed at maximizing and mainstreaming the use of sport.

United Nations efforts to assist countries to achieve the MDGs include various actors working in partnership for sustainable development and peace. In particular, the eighth MDG calls for concerted action to cultivate “a global partnership for development”. This is an essential step towards realizing the objectives of the United Nations, and it can only be achieved if civil society, as well as Governments and international agencies, is fully engaged.

The world of sport presents a natural partnership for the United Nations system. By its very nature sport is about participation. It is about inclusion and citizenship. Sport brings individuals and communities together, highlighting commonalities and bridging cultural or ethnic divides.

Sport provides a forum to learn skills such as discipline, confidence and leadership and it teaches core principles such as tolerance, cooperation and respect. Sport teaches the value of effort and how to manage victory, as well as defeat. When these positive aspects of sport are emphasized, sport becomes a powerful vehicle through which the United Nations can work towards achieving its goals.

This report views sport in a broad sense. Incorporated into the definition of “sport” are all forms of physical activity that contribute to physical fitness, mental well-being and social interaction. These include play; recreation; organized, casual or competitive sport; and indigenous sports or games.

The fundamental elements of sport make it a viable and practical tool to support the achievement of the MDGs. Sport has an impact on health and reduces the likelihood of many diseases. Sports programmes serve as an effective tool for social mobilization, supporting health activities such as HIV/AIDS education and immunization campaigns. Sport can be a significant economic force, providing employment and contributing to local development. It is also a key site and natural draw for volunteer involvement. Furthermore, participation in sport supports the preservation of a clean and healthy environment.

The practice of sport is vital to the holistic development of young people, fostering their physical and emotional health and building valuable social connections. It offers opportunities for play and self-expression, beneficial especially for those young people with few other opportunities in their lives. Sport also provides healthy alternatives to harmful actions, such as drug abuse and involvement in crime. Within schools, physical education is an essential component of quality education. Not only do physical education programmes promote physical activity; there is evidence that such programmes correlate to improved academic performance.

Sport can cut across barriers that divide societies, making it a powerful tool to support conflict prevention and peace-building efforts, both symbolically on the global level and very practically within communities. When applied effectively, sports programmes promote social integration and foster tolerance, helping to reduce tension and generate dialogue. The convening power of sport makes it additionally compelling as a tool for advocacy and communications.

The chief finding of the United Nations Inter-Agency Task Force on Sport for Development and Peace is that well-designed sport-based initiatives are practical and cost-effective tools to achieve objectives in development and peace. Sport is a powerful vehicle that should be increasingly considered by the United Nations as complementary to existing activities.

The Task Force therefore strongly recommends that:

1. Sport should be better integrated into the development agenda.
2. Sport should be incorporated as a useful tool in programmes for development and peace.
3. Sport-based initiatives should be included in the country programmes of United Nations agencies, where appropriate and according to locally assessed needs.
4. Programmes promoting sport for development and peace need greater attention and resources by Governments and the United Nations system.
5. Communications-based activities using sport should focus on well-targeted advocacy and social mobilization, particularly at the national and local levels.
6. A final recommendation of the Task Force is that the most effective way to implement programmes that use sport for development and peace is through partnerships.

1. Introduction

In July 2002, the Secretary-General of the United Nations convened an Inter-Agency Task Force to review activities involving sport within the United Nations system. The aim of the Task Force was to promote the more systematic and coherent use of sport in development and peace activities, particularly at the community level, and to generate greater support for such activities among Governments and sport-related organizations. The Task Force was also asked to establish an inventory of existing sport-for-development programmes,¹ identify instructive examples and encourage the United Nations system to incorporate sport into its activities and work towards achieving the Millennium Development Goals (MDGs).

With these aims in mind, the United Nations Inter-Agency Task Force on Sport for Development and Peace was formed, bringing together agencies with significant experience using sport in their work, including ILO, UNESCO, WHO, UNDP, UNV, UNEP, UNHCR, UNICEF, UNODC and UNAIDS. The Task Force was co-chaired by Mr. Adolf Ogi, the Special Adviser to the Secretary-General on Sport for Development and Peace, and Ms. Carol Bellamy, Executive Director of UNICEF. Secretariat support was provided by the non-governmental organization (NGO) Right To Play (formerly Olympic Aid). Members of the Task Force were designated by the heads of the participating United Nations organizations.

Between October 2002 and March 2003, the Task Force met twice: first, to determine its overall strategy and, second, to decide upon recommendations. Participating agencies prepared submissions based upon their experience using sport and its relevance to their work. A smaller Drafting Committee met a further three times to determine the structure and content of the report. The submissions were then consolidated and a report was prepared by the Secretariat and Co-Chairs, in close consultation with participants.

The Task Force sought to crystallize the lessons learned from the growing experience within the United Nations system of using sport as a tool for development and peace, as well as to seize the growing interest in the world of sport in United Nations activities. Several concrete steps have been taken in recent years in support of the use of sport for development and peace. These include recommendations emanating from MINEPS III, the UNESCO meeting of ministers for physical education and sport in 1999; the World Health Assembly resolution WHA55.23 in 2002 concerning the WHO Global Strategy on Diet, Physical Activity and Health; the decision by UNEP's Governing Council in 2003 to initiate a long-term strategy on sport and the environment; and a UNICEF Executive Directive in early 2003 encouraging all field offices to consider sport in their programming. Similarly, in the sports world, various sports federations and organizations have demonstrated an increasing awareness about the broader potential of sport.

However, much more should be done. Sport has yet to be mainstreamed into the development agenda or the United Nations system. In general, sports initiatives to date have been ad hoc, informal and isolated. The time is ripe to develop a coherent and systematic strategy for increasing the use of sport within the United Nations. A common framework needs to be established that draws together sport-related initiatives and actors across the different sectors.

2. Realizing the potential of sport as a tool for development and peace

Sport is far more than a luxury or a form of entertainment. Access to and participation in sport is a human right and essential for individuals of all ages to lead healthy and fulfilling lives. Sport—from

play and physical activity to organized competitive sport—has an important role in all societies. Sport is critical to a child’s development. It teaches core values such as cooperation and respect. It improves health and reduces the likelihood of disease. It is a significant economic force providing employment and contributing to local development. And it brings individuals and communities together, bridging cultural or ethnic divides. Sport offers a cost-effective tool to meet many development and peace challenges, and help achieve the MDGs.

The potential of sport as a tool for development and peace has yet to be fully realized. The use of sport remains outside the mainstream of thinking among United Nations agencies. While sport and play are repeatedly acknowledged as a human right, they are not always seen as a priority and have even been called the “forgotten right”.² Sport is seen as a by-product of development, not as an engine.

This report shows why sport must play a stronger role in the development agenda. By demonstrating the contribution sport can make when it is used in a coordinated and strategic way, the report challenges the United Nations and its partners to integrate sport into their work. In addition, it aims to garner new support for such initiatives among sport-related organizations, Governments and the private sector, suggesting ways to move forward in partnership with civil society.

The scope of sport

This report views sport in a broad sense. Incorporated into the definition of “sport” are all forms of physical activity that contribute to physical fitness, mental well-being and social interaction.³ These include play; recreation; organized, casual or competitive sport; and indigenous sports or games.

Play, especially among children, is any physical activity that is fun and participatory. It is often unstructured and free from adult direction. Recreation is more organized than play and generally entails physically active leisure activities. Sport is more organized again and involves rules or customs and sometimes competition. Importantly, play, physical recreation and sport are all freely chosen activities undertaken for pleasure.

The concept of “sport for all” is central to this understanding of sport. “Sport for all” initiatives aim to maximize access to and participation in appropriate forms of physical activity. Emphasis is placed on participation and the inclusion of all groups in society, regardless of gender, age, ability or race.

Given the Task Force’s emphasis on “sport for all”, elite competitive sport generally lies outside the scope of this report, although at times references are made to it.⁴ The aim of United Nations activities involving sport is not the creation of new sporting champions and the development of sport but rather the use of sport in broader development and peace-building activities. While in some instances such activities may lead to the development of sport, the primary desired outcome is to contribute to overall development via sport-related projects.

Maximizing the positive aspects of sport

Many of the core values inherent in sport are compatible with the principles necessary for development and peace, such as fair play, cooperation, sharing and respect. The life skills learned through sport help empower individuals and enhance psychosocial well-being, such as increased resiliency, self-esteem and connections with others. These features of sport are beneficial to people of all ages, but they are especially vital to the healthy development of young people.

Sport, however, is a reflection of society. It should be acknowledged that sport, like many aspects of society, simultaneously encompasses some of the worst human traits, including violence, corruption, discrimination, hooliganism, excessive nationalism, cheating and drug abuse. However, these negative aspects of sport by no means outweigh its potential positive benefits. The United Nations has the abil-

ity to help Governments and communities harness the positive aspects of sport and channel them in a coordinated way towards the pursuit of the MDGs.

Sport and sustainable human development

Central to the United Nations notion of development is sustainable human development, which recognizes that development is more than economic growth. Development is a process of enlarging people’s choices and increasing the opportunities available to all members of society. Based on the principles of inclusion, equity and sustainability, emphasis is on the importance of increasing opportunities for the current generation as well as generations to come. The basic human capabilities that are necessary for this are to “lead long and healthy lives, to be knowledgeable, to have access to the resources needed for a decent standard of living and to be able to participate in the life of the community”.⁵ Sport can directly help build these capabilities.

Participation in sport has significant physical benefits, contributing to people’s ability to lead long and healthy lives, improving well-being, extending life expectancy and reducing the likelihood of several major non-communicable diseases, particularly heart disease, diabetes and certain cancers. Sport also provides psychosocial benefits, such as fostering social integration and teaching coping mechanisms, as well as psychological benefits, such as reducing depression and improving concentration.

Sport further builds human capabilities by increasing knowledge and contributing to education. Incorporating physical education into the school curriculum and providing opportunities for recreation improve a child’s ability to learn, with evidence indicating that it also increases attendance and overall achievement. Sport also educates people about the body, raising awareness and respect for their bodies and those of others, critical for healthy living and the prevention of diseases, like HIV/AIDS. Similarly, participation in outdoor sports raises awareness and respect for the environment, teaching people about the importance of a clean and healthy environment.

Sport is also a key component of social life, directly engaging communities. It brings people together in a fun and participatory way. It helps create social relationships, build connections and improve communication between individuals and groups. Sport also mobilizes volunteers and promotes active community involvement, helping to build social capital and strengthen the social fabric.

Sport and economic development

While sport is essential to human development, it also contributes to economic development. The economic potential of sport is highlighted by its economic weight, resulting from activities such as the manufacture of sporting goods, sports events, sport-related services and the media. In the UK, for example, the value added of sports activities is estimated to be 1.7 per cent of GDP, with sport-related turnover comparable to that of the automotive and food industries.⁶

Beyond being an economic force in itself, sport is also a potential catalyst for economic development. A physically active population is a healthier population, improving the productivity of the workforce and increasing economic output. Sport and physical activity also provide one of the most cost-effective forms of preventive medicine, with the potential to cut health-care costs dramatically.

Sport adds further to economic development by providing a cheap method of improving employability, especially among young people. By teaching core skills essential for the workplace such as teamwork, leadership, discipline and the value of effort, it provides young people with a constructive activity that helps reduce levels of juvenile crime and antisocial behaviour and, in instances of child labour, provides a meaningful substitute for work.

Sport can also be an engine for local economic development and job creation. Sports programmes provide employment opportunities as well as stimulate demand for goods and services. Sport is also an important source of public and private expenditure, such as that spent on infrastructure, during major events and on consumption. Together, these factors result in sport having considerable potential for initiating economic development.

Sport and peace

The potential links between sport and peace are also powerful. From international events to the grass roots, sport brings people together in a way that can cross boundaries and break down barriers, making the playing field a simple and often apolitical site for initiating contact between antagonistic groups. Consequently, sport can be an ideal forum for resuming social dialogue and bridging divides, highlighting the similarities between people and breaking down prejudice.⁷

The popularity of sport and its convening power further contribute to sport being a powerful voice for communicating messages of peace and a site for symbolic public acts on the global and local levels. Sport is an effective element in community-based initiatives that aim to create sustainable peace. The skills and values learned through sport are many of the same skills and values taught in peace education to resolve and prevent conflict and create conditions conducive to peace, from the interpersonal to the international.⁸ Well-crafted sports activities teach respect, honesty, communication, cooperation, empathy, and how and why to adhere to rules. Sport is a powerful way to communicate these values, especially to young people, in a way that is fun and participatory. For refugees, displaced persons, orphans and former child soldiers, sport offers a sense of normality providing structure in destabilizing environments, and serves as a means to channel energies positively.

Sport as a human right

Sport is more than a practical method to achieve development and peace. The opportunity to participate in and enjoy sport and play is a human right that must be promoted and supported. Sport and play are therefore not only a means, but also an end.

While the Office of the High Commissioner for Human Rights (OHCHR) was not represented on the Task Force, there was nonetheless consensus about the importance of examining the right to sport and play, especially given its prominence in several key instruments used by the agencies involved.⁹

That sport is a human right is explicitly embodied in article 1 of the Charter of Physical Education and Sport adopted by UNESCO in 1978. The charter states: “The practice of physical education and sport is a fundamental human right for all.” It stresses that every person is entitled to participate in sport, including especially women, young people, the elderly and the disabled.

Similarly, a child’s right to play is enshrined in article 31 of the Convention on the Rights of the Child, which recognizes “the right of the child to rest and leisure, to engage in play and recreational activities appropriate to the age of the child”. This article continues, stating that not only do children have the right to play; they also have the right to the provision of the opportunity to play, requiring States to “encourage the provision of appropriate and equal opportunities for cultural, artistic, recreational and leisure activity”.

Several other United Nations instruments also acknowledge the importance of access to and participation in sport, such as the Convention on the Elimination of All Forms of Discrimination against Women. Similarly, ILO Conventions Nos. 138 and 182 concerning child labour require Governments to establish policies for the rehabilitation of child labourers. Here, sport is considered an effective policy tool.

In spite of these international instruments, the right to sport and play is often denied. In many cases this is because of discrimination, particularly by gender and ability. It is also frequently due to political neglect of the importance of sport in society, exemplified by the decline in spending on physical education and the lack of appropriate spaces and resources necessary for sport.

However, the fact that access to and participation in sport and play are human rights creates the responsibility to ensure that these rights are upheld. It places a duty on Governments, the United Nations system and others to ensure that the opportunity for participation in sport and play exists, allowing all people to enjoy their right to sport and play. OHCHR may wish to look further into these issues and the potential of sport to promote respect for human rights.

3. Sport in pursuit of the Millennium Development Goals

Sport directly contributes to the pursuit of the Millennium Development Goals. It is an innovative and effective tool to assist existing efforts to achieve specific targets such as those concerning education, gender equality, HIV/AIDS and the reduction of major diseases. More broadly, well-designed sports programmes are also a cost-effective way to contribute significantly to health, education, development and peace and a powerful medium through which to mobilize societies as well as communicate key messages. As one of the richest and most developed aspects of civil society,¹⁰ and as a powerful international network of private sector actors and organizations, sport opens new avenues for creative partnerships through which to achieve the United Nations development goals.

Sport and Health

Sport and physical activity are essential for improving health and well-being, an aim integral to the achievement of the MDGs. Appropriate forms of sport and physical activity can play a significant role to prevent as well as help cure many of the world’s leading non-communicable diseases. Evidence shows that regular participation in physical activity programmes provides all people with a wide range of physical, social and mental health benefits. Such active participation also complements strategies to improve diet, discourage the use of tobacco, alcohol and drugs and enhance functional capacity. Consequently, physical activity is an effective method of disease prevention for the individual and, for nations, a cost-effective way to improve public health.

The global rise in non-communicable diseases

The health burden from preventable non-communicable diseases, such as cardiovascular diseases, cancer, diabetes and chronic respiratory diseases, is increasing significantly throughout the world. WHO estimates that mortality, morbidity and disability resulting from these leading diseases currently account for approximately 60 per cent of all deaths and 43 per cent of the global disease burden.¹¹ These rates are expected to rise to 73 per cent and 60 per cent respectively by 2020.¹²

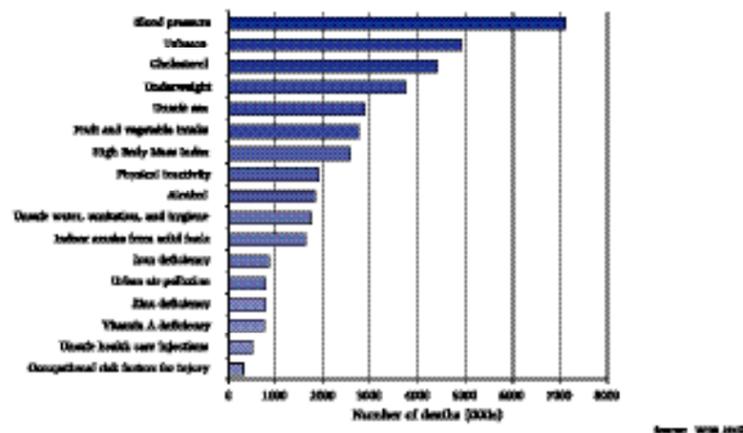
The rise in physical inactivity

Unhealthy diets, tobacco use and physical inactivity are the dominant factors causing the chronic diseases listed above and are now leading public-health issues in most countries. Of the disease-causing factors, physical inactivity is estimated to directly cause 1.9 million deaths globally, while also indirectly contributing to diseases and deaths resulting from factors including high blood pressure, high cholesterol and obesity (see figure 1 on the following page).

Globally, over 60 per cent of adults do not participate in a sufficient amount of sport and physical activity, largely due to changes in lifestyle such as inactivity at work, sedentary forms of recreation, like television and computers, and excessive use of “passive” modes of transport. Such a sedentary lifestyle also contributes to obesity.

Those most likely to be physically inactive are women, older people, the disabled and people from lower socio-economic groups. In addition, while physical activity is critical for the holistic development of young people, one third of adolescents are insufficiently active, with girls offered fewer opportunities to be

Figure 1.
World deaths in 2000 attributable to selected leading risk factors



active than boys. This is especially problematic given that patterns of physical activity set when young usually form the basis for lifelong activity.

The health benefits of sport and physical activity

Engaging in sport has multiple health benefits. Physical activity can reduce the risk both of dying prematurely from non-communicable diseases and of developing illnesses ranging from cardiovascular diseases, cancer and diabetes to stress, anxiety and depression. It also helps prevent and reduce hypertension, control body weight, prevent and control osteoporosis and manage chronic pain.

While it is critical that everyone regularly participates in sport and physical activity, regardless of age, ability, gender or background, physical activity provides additional benefits to certain groups, for example:

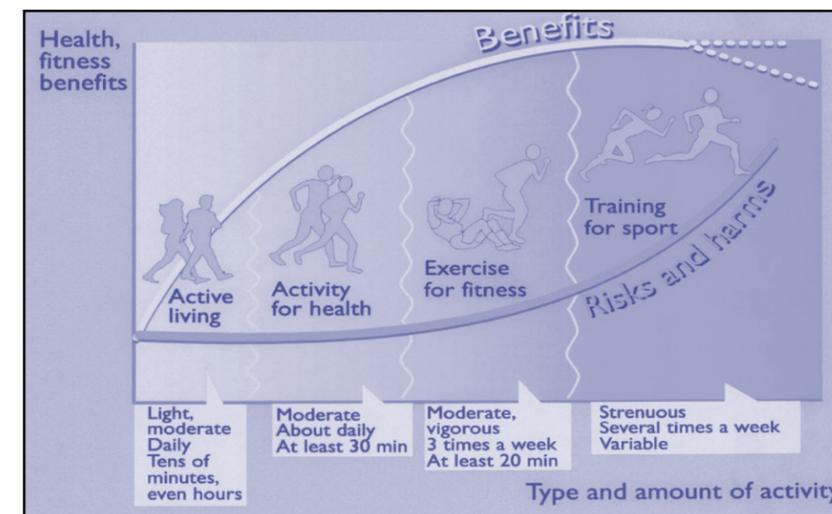
- Among young people, physical activity contributes to healthy bones, efficient heart and lung function and improved motor skills and cognitive function.
- Among women, physical activity helps prevent hip fractures and reduce the effects of osteoporosis.
- Among older people, physical activity enhances functional capacity, helping maintain quality of life and independence.

The economic benefits of sport for health

Medical evidence shows that participation in physical activity, as part of an overall healthy lifestyle, is the most cost-effective and sustainable way to tackle the rise in non-communicable diseases. Improving public health through increasing opportunities to participate in sport offers large economic benefits—particularly in developing countries where health resources are already stretched, making prevention especially essential.

Beyond improving public health and reducing health-care costs, sport and physical activity also provide significant economic benefits through increased productivity. For example, in the United States of America, where physical inactivity added US\$ 75 billion to medical costs in 2000, it is estimated that one dollar (US\$ 1) spent on physical activity results in a three dollar and twenty cent (US\$ 3.20) saving in medical costs.¹³ In Canada, it is estimated that physical activity increases productivity by the equivalent of Can\$ 513 per worker per year, resulting from reduced absenteeism, turnover and injury

Figure 2.
The recommended levels of physical activity



as well as an increase in productivity.¹⁴ Consequently, sport results in not only positive benefits for individuals, but also significant economic benefits for businesses, communities and nations.

- To highlight the importance of sport and physical activity for health, WHO dedicated World Health Day 2002 to “Move for Health”¹⁵ and World No Tobacco Day 2002 to “Tobacco-Free Sports: Play It Clean”. In 2003, WHO further expanded the “Move for Health” initiative with the aim of promoting sustained participation in physical activity and “sport for all” in all member States as part of an integrated approach to the prevention of non-communicable diseases, health promotion and socio-economic development. This initiative urges member States to celebrate a “Move for Health” day each year, promote physical activity as essential for health and well-being and develop partnership-based global and national strategies on diet, physical activity and health.

Key considerations regarding sport and health

- The correlation between an increase in disease and a decrease in physical activity requires that sport become a priority in policies by Governments and concerned stakeholders at all levels and in all sectors (see annex 3).
- The economic benefits of a physically active population include improved public health, reduced health-care costs and increased productivity, further highlighting the importance of sport and physical activity as a priority for Governments and concerned stakeholders.
- Care should be given to ensure that “sport for all” and physical activity programmes are appropriately designed and culturally relevant. They should also be inclusive of those groups that receive additional health benefits from physical activity while lacking equal opportunity to participate, especially women, persons with disabilities, young people and older people.
- The global “Move for Health” day/initiative should serve as a partnership-based opportunity for developing and/or strengthening global, national and local policies and programmes on physical activity within an integrated framework of non-communicable disease prevention, health and development.

Sport and Education

Education is central to the achievement of all of the MDGs, and sport has a natural place in education, whether the approach used is formal, non-formal or informal. In schools, physical education is a key component of a quality education and can be used to promote schooling among young people. Outside the classroom, sport is a “school for life”, teaching basic values and life skills important for holistic development. Sport is also a powerful vehicle for public education, while sporting events can effectively increase awareness and galvanize support and action around key issues (see “Sport and Communication”).

Sport as a “school for life”

Sport is an ideal school for life. The skills learned through play, physical education and sport are fundamental to the holistic development of young people. These skills, such as cooperation and confidence, are essential for social cohesion and are carried throughout adult life (see box).

Sport actively educates young people about the importance of certain key values, such as honesty, fair play, respect for self and others, and adherence to the rules and respect for their importance. It provides a forum for them to learn how to cope with competition, not only how to lose but also how to win. Sport is a way to build understanding for the value of common bonds. And traditional games, those native to an area or culture, can be especially effective in this regard. For example, some benefits of encouraging traditional games are that they emphasize the importance of diversity, contribute to inclusion and help people understand their own identity and those of others. Traditional sports and games are also usually lower in cost in terms of facilities and equipment than common sports.

Skills and values learned through sport	
Cooperation	Fair play
Communication	Sharing
Respect for the rules	Self-esteem
Problem-solving	Trust
Understanding	Honesty
Connection with others	Self-respect
Leadership	Tolerance
Respect for others	Resilience
Value of effort	Teamwork
How to win	Discipline
How to lose	Confidence
How to manage competition	

Since 2000, Youth Education through Sport (YES), a sport and education programme led by youth for youth, has reached 25,000 young people in Zimbabwe’s 10 provinces. Each participant must make a commitment to stay in school and to volunteer in the community. The aim of the programme is for young people to adopt life skills, become peer educators and contribute to their communities as positive role models.

Sport, education and inclusion

It is imperative that sports programmes both in and out of school include all people and ensure equal opportunity to participate regardless of gender, ethnicity or ability.

Girls, education and sport: The skills and values learned through sport are especially important for girls, given that they have fewer opportunities than boys for social interaction outside the home and beyond family networks. Ensuring that girls receive equitable access to quality education is central to development. Since achieving education for all and reaching girls who are denied access to basic education means expanding the way education is provided, non-formal forms of provision such as sport-related programmes should be considered.

In Romania, UNICEF’s education programme is using sport to increase school participation among the Roma community. The project aims to motivate children to attend school regularly as well as improve the gender balance in education by providing an opportunity for girls and boys to participate in sports teams, conditional upon school attendance and academic performance.

Through sport, girls are given the chance to be leaders and improve their confidence and self-esteem. As girls begin to participate in sport, they also acquire new interpersonal links and access to new opportunities, allowing them to become more engaged in school and community life. Sport provides young people with their own space, both physically and emotionally, which is especially important for girls. Sports teams and leagues often provide girls a forum to develop a sense of camaraderie and share time and values with other girls.

Providing girls with access to sport can also contribute to achieving gender parity in education. Given that sport is a traditionally male domain, girls’ participation in sport challenges stereotypes of girls and women, breaking down entrenched attitudes. And, as female athletes gain recognition, they become mentors for others.

Physical education and the disabled: Giving young people with disabilities the opportunity to participate in physical education programmes at school and through community clubs is crucial given the additional benefits they receive from sport and physical activity.

Sport, education and refugees: Education is voluntary for most refugees given that they are not citizens in their host countries. Sports programmes in refugee schools provide an additional incentive to get young people to school. Anecdotal evidence from UNHCR shows that including physical education and team sports programmes in refugee schools attracts new groups of students to school, often girls, that otherwise do not attend. Sports programmes increase attendance rates and reduce antisocial and uncooperative behaviour, including violence.

Since 1997, IOC and UNHCR have been working in Bhutanese refugee camps in Nepal to offer structured sport and recreational activities for refugees. By providing the opportunity to play, the programme aims to improve the education in the camps, while also helping to heal the psychological effects of war and flight.

UNHCR is working closely with many partners to provide refugees with sports activities in refugee communities around the world. In Peshawar, UNHCR partners with the NGO Right To Play and Insan Foundation Pakistan to provide sports and physical education programmes to Afghan refugees. The programmes contribute to the rise in school attendance rates, especially among girls, and, according to parents and teachers, reduce aggression and violence.

Sport, education and physical education

Physical education is an essential component of quality education and an integral part of lifelong learning. The neglect of physical education reduces the quality of education, with negative future impacts on public health and health budgets. Physical education is the only subject in the curriculum that focuses specifically on the body. In doing so, it helps teach young people respect for the body—their own as well as others—and helps them respond to many of the challenges faced by young people, including the threat of HIV/AIDS and other sexually transmitted diseases, and the dangers of tobacco and drugs. Providing students with the opportunity to play sport at school ensures that they receive a well-rounded education that addresses body, mind and spirit.

Physical education is an effective means of promoting physical activity among young people. Given that rates of physical activity tend to decrease from adolescence, it is imperative that young people gain an appreciation of sport at school in order to ensure lifelong active and healthy living.

In Mongolia, a UNESCO project funded by the Danish aid agency promotes sport at several learning centres throughout the country and supports physical education and sports events as part of the education curriculum.¹⁶

Inside the classroom, there is strong evidence highlighting the positive correlations between participation in sport and academic achievement. One study found that children between the ages of 6 and 12 who do at least five hours per week of physical activity achieve better marks than those who are active for less than one hour.¹⁷ More generally, research shows that increasing the time spent on physical education in schools does not reduce marks in intellectual subjects but rather improves the ability of some students to learn and retain information.

Despite recognition of the positive impact sport has on education and child development, physical education is being increasingly marginalized in the education system. This includes a decrease in the amount of time allocated to physical education, the number of specially trained staff, the amount of training for physical education teachers and spending on resources needed to participate in sport, physical activity and games in school. Research conducted in 126 countries shows that the marginalization of physical education is near universal.¹⁸ The primary reason for this marginalization is that physical education is often seen as non-productive and non-intellectual and, hence, an inessential component of education, despite being a legal requisite in over 100 of the countries surveyed.

➤ In January 2003, UNESCO hosted representatives from 103 countries at a Ministerial Round Table. One of the three key topics addressed was the importance of reversing the marginalization of physical education, given its effectiveness as a tool for health and physical development as well as for acquiring values necessary for social cohesion and intercultural dialogue.

Physical education is an excellent means to put into practice many of the skills that are considered necessary outcomes of a modern education system, especially teamwork, cooperation, problem-solving and confidence-building. These are aspects of learning that involve knowledge, but knowledge alone is not sufficient; physical education provides a very practical way to imbue these skills.

Key considerations regarding sport and education

- Sport provides an ideal “school for life”, especially when activities are explicitly designed to teach key skills and values and ensure the empowerment of marginalized groups.
- Due to the negative future impact on public health and health budgets resulting from the neglect of physical education, Governments should acknowledge the importance of physical education and show their support by improving the provision of resources and staff training and allocating appropriate amounts of school time to physical education.
- To achieve broader goals in education and development, sports programmes must focus on the development of the individual and not only on the development of technical sports skills.

Sport and Sustainable Development

Effective development must be sustainable and human-centred. Sustainable development requires that the needs of the present generation are met without compromising the ability of future generations to meet their own needs,¹⁹ and human development requires that people’s choices are enlarged, providing all members of society with increased opportunities and the conditions necessary to live long and fulfilling lives.²⁰ Well-designed sports programmes work to assist meeting the objectives of sustainable human development, by contributing to economic and social development and environmental sustainability.

Sport and economic development

Sport is a catalyst for economic development. Globally, the sports sector is valued at US\$ 36 billion and is predicted to expand by 3 to 5 per cent per year.²¹ Included in the sports sector are the manufacture of sporting goods, sport-related services, infrastructure development and sports events, including supplementary effects from spectators, sponsors, vendors and the media. These elements of the sports economy are interconnected, both contributing to and benefiting from the development of sport.

Sport can be an effective stimulus for economic development, especially at the local level. The linkages between the different elements of the sports sector are highly effective when harnessed locally because of existing economies of scale. Individually, each of the various sectors of the sports economy can create activity, jobs and wealth. When several are combined together into a single strategy, it is possible to achieve additional economic gains because of the synergies that result. The local economic potential of sport is further enhanced when supported by national “sport for all” strategies.

By encouraging sport and sport-based economic activities, it is possible to initiate a “virtuous circle” in which new forms of activity are generated, requiring additional goods and services, creating jobs and contributing to economic development.²² Here, the provision of financial and technical assistance, such as coach training or assistance with technical aspects of sporting goods manufacturing, are highly beneficial and provide the support to initiate such a cycle.

Both the design and implementation of sport-based local economic development strategies must be participatory, encouraging and facilitating partnerships between local stakeholders, including Governments, UN agencies, NGOs, community groups, employers and employees. Such strategies should take an integrated approach, considering activities that concern small and medium-sized enterprises (SMEs), employment creation and training, and the development of infrastructure.

Manufacture of sporting goods: There is high consumer demand for sporting goods. However, many of these goods are prohibitively expensive in the developing context. This unfilled demand provides opportunities for local SMEs to use existing skills and facilities to produce specialized sporting equipment at a price that is locally affordable.²³

Sport and job creation: Sport is an effective tool for job creation.²⁴ By developing new activities based on sport or by more effectively using existing sports facilities, sports- and community-based programmes can create jobs, particularly for young people, and especially where unmet demand is identified.

➤ In Jonava, Lithuania, UN-Habitat assisted in the creation of recreational zones to provide areas for all people to use free of charge, addressing equality and social inclusion. The development of these zones increased employment opportunities for the unemployed and included vocational training and work experience in the environment field, teaching skills increasingly in demand in the region.

Sport and employment training: Sport-related initiatives can improve the capacity of the labour force. Beyond the increased productivity generated by having a physically active workforce, sport is a valuable employment training tool. Sport teaches skills such as the value of effort and how to work as a team, thus improving employability. This is especially effective when focused on young people and marginalized groups.

➤ In Albania, the Government, the NGO Unione Italiana Sport per Tutti and ILO are providing sport as a means to help young people cope with the negative side effects of the transition to a market economy,

including youth unemployment of up to 25 per cent, drugs and poverty. Through a network of youth centres, young people are given their own space and an opportunity to socialize and to participate in sport and recreational activities, while also receiving advice, counselling and assistance with job-seeking.

Sports infrastructure: Economic development can be stimulated by the construction or rehabilitation of sports infrastructure, whether large facilities or small projects, such as levelling a space to make it safe and suitable for playing. Therefore, open spaces and the development of sports infrastructure are important in urban planning. The economic benefits of developing infrastructure include employment and investment during construction, as well as ongoing employment to manage the facility and the activities within it. Once constructed, some sports facilities can be used for multiple purposes, including by schools and community groups for cultural, social and other activities.

✦ In Mozambique, the Minister for Youth and Sports and local government are rehabilitating sports facilities with the support of IOC and other sports federations in Boane and Namaacha. In parallel, ILO, UNICEF and Right To Play are running coach-to-coach training programmes that focus on using sport as a community development and social mobilization tool, in particular concerning issues surrounding health, such as sports festivals held on World AIDS Day.

Sport and social development

More than stimulating economic growth, effectively designed sports programmes strengthen basic human capabilities, create connections between individuals, and teach core values and life skills. They are a valuable tool to initiate social development and improve social cohesion, especially when implemented with young people. Together, the benefits from such programmes provide a powerful means to tackle social exclusion, rehabilitate child labourers and integrate marginalized groups into their communities.

✦ In Zambia, Edusport Outreach International uses netball, basketball, athletics, aerobics, dance and volleyball programmes to train young people in coaching their peers and to teach life skills to over 10,000 street children, orphans and at-risk youth. The success of this programme has led to its being used as a model for programmes in Botswana, South Africa, Tanzania and Uganda.

Drug abuse: When social and personal skills are combined, sport can be an effective medium to intervene in a person's decision to abuse or not abuse drugs. While participation in sport does not inherently lead to a drug-free lifestyle, well-designed sports programmes, run by skilled and credible coordinators, help to reduce high-risk behaviours. This is especially true when the elements of sport are combined with the structured provision of drug-related information and life-skills training.²⁵

✦ In 2001, UNODC, the US National Basketball Association and a number of other partners cooperated in a high-profile camp for young teens from the former Yugoslavia. The camp focused on leadership building, conflict resolution and the importance of living a healthy lifestyle without drugs.

✦ In Georgia, more than 46,000 children from 2,028 schools have participated in regional football tournaments sponsored by government agencies, UNICEF, businesses and NGOs. The matches are designed to encourage a healthy lifestyle for young people, promoting the message that “smoking, drinking and taking drugs can't compare to the extraordinary high of kicking a winning goal”.

Crime: Factors that contribute to young people turning to crime include the absence of positive role models, a lack of self-discipline and boredom. Sport can tackle these causes of juvenile crime by helping disaffected youth make positive connections with adults and peers, by integrating them into constructive activities within society and by providing a useful activity for their time.

✦ In the UK, a recent report showed that sports programmes in high-crime areas helped reduce juvenile crime, vandalism and delinquency and stopped many young people from reoffending.²⁶

✦ In Brazil, UNICEF supports a detention centre for young people in trouble with the law. After academic classes, they play football, learn judo and practise gymnastics, helping them to channel frustrations and learn new ways to deal with anger.

Gender equity: Sport can be an effective tool for empowering girls and women, given that they are often excluded from participating and enjoying the physical and psychosocial benefits offered by sport. By directly challenging and dispelling misperceptions about women's capabilities, integrated sports programmes help to reduce discrimination and widen the role prescribed to women.

✦ In the US, research shows that regular participation in sport correlates to girls being less sexually active, lower rates of teen pregnancy and higher academic performance.²⁷

✦ In Zimbabwe, IDSP, a division of Commonwealth Games Canada, partners with provincial health units to deliver biweekly aerobics programmes, open to all women in urban and rural communities and reaching an estimated 200,000 participants. Included are discussions on women's rights, parental guidance, basic health, family planning, pre- and post-natal care, HIV/AIDS education and counselling services.

Persons with disabilities: Sport can integrate persons with disabilities into society, providing an arena for positive social interaction, reducing isolation and breaking down prejudice. Sports programmes for the disabled are also a cost-effective method of rehabilitation. They are highly therapeutic, improving motor skills and increasing mobility, self-sufficiency and self-confidence.

✦ The Norwegian Confederation of Sport and Olympic Committee (NIF) supports sports programmes for the disabled. For example, in Zimbabwe it is working with the Zimbabwe Olympic Committee and Commonwealth Sport Development Programme (now IDSP) to assist people with disabilities, enabling them to participate in a sport of their choice.

✦ UNVs, working with UNDP and ILO, combined karate with vocational training programmes for the physically disabled in Kenya, where over 1 million workers are disabled, in order to help improve motor skills and mobility as well as confidence.

Child labour: As part of a quality education, sport can help to rehabilitate child labourers, strengthening their capacities, serving as part of a replacement activity to work and giving them the opportunity to play. Sport can also be used as a platform to mobilize young people within the community against child labour.

Sport and the environment

The relationship between sport and the environment includes both the impact of sport on the environment and the impact of the environment on sport. All sports activities, events and facilities have an impact on the environment, creating an “ecological footprint”. Although sport is generally not a major cause of pollution, its cumulative impact is significant and can include pesticides, erosion, waste generation and habitat loss.²⁸ As a result, the negative impact of sport on the environment should always be minimized.

✦ UNEP is working with major sports organizations, including the Olympic Movement and the World Federation of the Sporting Goods Industry, to ensure that major sports events and sports goods are “green”.

It is also important for sport to be pursued in an environmentally sustainable manner, given that the deterioration of environmental conditions reduces the health, well-being and living standards of individuals and communities as well as their levels of physical activity. Factors such as waterborne, air-borne and soil-borne pollutants and ultraviolet radiation impact negatively on people's ability and willingness to participate in sport. Conversely, a cleaner environment encourages people to be more connected to the natural environment and to be more physically active. Participation in sport also requires the provision of appropriate, safe and clean places to play, whether specific facilities or parks and open spaces. Maximizing participation in sport therefore requires the creation of a clean, suitable and sustainable environment.²⁹

➤ The football club MYSA, located in the slum of Mathare in Nairobi, allocates points to its teams on the basis of wins, losses, draws and garbage collection, coupling the health benefits from a clean environment with those from participation in sport.³⁰

The inherent link between a clean environment and participation in sport is part of what makes sport a powerful tool for communicating environmental messages and encouraging action to clean up the environment.

Sport and volunteerism

Volunteers are an important strategic resource for sports programmes that should be actively mobilized.³¹ Sport everywhere relies on volunteers, whether community-based matches or international events. For example, the Sydney 2000 Olympic Games deployed 47,000 volunteers. Once involved through sport, volunteers can then be mobilized to donate their time to other activities.

Given that sport is a key site for volunteer involvement, sport should be used to promote volunteerism, especially among youth whose participation is a strong predictor of volunteering in later life. Volunteerism provides benefits to the individual, such as self-fulfilment, skill acquisition, increased understanding and social integration. It also benefits society, through impacts including economic growth, social welfare, community participation, generation of trust and reciprocity, and the broadening of social interaction through new networks. Consequently, volunteerism creates social capital, helping to build and consolidate social cohesion and stability. Sport is a key way to encourage volunteerism within societies and achieve the resulting social benefits.³²

➤ In the UK, the contribution made by volunteers to sport is estimated to be greater than government and lottery funding combined.³³ Volunteers are a key resource in sport for development programmes, including UNVs, White Helmets (Argentina), VSOs (UK), Peace Corps (US) and volunteer coaches used by NGOs including SCORE and Right To Play.

➤ SCORE, an NGO based in South Africa, recruits international and local volunteers to implement sports programmes in schools and in underprivileged communities. Volunteers work on activities including physical education programmes, organized sports activities in and after school, sports festivals, sport for the disabled and the development of community sports clubs.

Key considerations regarding sport and development

- In order to maximize the economic potential of sport, development strategies should take an integrated, coherent approach, with emphasis placed on the value of stimulating growth at the local level.
- Sports programmes aimed at supporting social development must be well designed, led by trained personnel, focused on the development of the individual, and inclusive of all groups regardless of age, race, gender or ability.

Continued from the previous page

- Consideration must be given to the potential harm or adverse effects of sports activities on the environment. The positive environmental achievements of sports organizations and the organizers of sports events should be recognized, as this can inspire others to increase their efforts in support of a sustainable environment.
- Volunteers are a strategic resource that should be mobilized when implementing sport-for-development programmes. Furthermore, sport is a key site and natural draw for volunteer involvement.

Sport and Peace

Sport is an international language. Its ability to cross cultures enables sport-related programmes to bridge social and ethnic divides. As a result, sport can be a powerful tool to promote peace, both symbolically on the global level and very practically within communities.

The power of sport can be used as a tool for preventing conflict as well as an element for building sustainable peace. When applied effectively, sports programmes promote social integration and foster tolerance. These core values are the same as those necessary for lasting peace. In post-conflict environments in particular, this can work to reduce tensions and generate dialogue.

Community-based peace initiatives

The use of sport to promote peace is extremely effective in programmes at the community level, since they directly involve those affected by conflict and social tension. Sport is often denied in times of instability and yet it offers a sense of normality, especially for young people. Sports programmes provide structure in an unstructured and destabilizing environment and serve as a means to channel energies away from aggression or self-destruction. Concurrently, they help build the individual skills and values necessary to avoid conflict and to ensure peace. Various groups benefit particularly from sport-for-peace programmes.

➤ In Somalia, UNICEF and UNESCO are working towards promoting peace through sport with programmes that both train youth in peaceful conflict resolution skills while doing sports training and provide resources and encourage and support inter-district and regional sport-peace tournaments. The aim is to build the capacity of sport while creating a protective environment to help rehabilitate and reintegrate young people living in a post-conflict situation.

Young people: In many circumstances young people lack hope, as well as the practical means to change their situation. Sport is a medium to help build character and confidence, preparing young people to better meet the challenges of a competitive world. These elements can be especially beneficial in the care and support of orphans.

➤ *Sharek*, the Arabic word for participate, is a UNDP initiative for youth in the West Bank and Gaza. When designing and implementing their own programmes with the help of UNVs, young Palestinians overwhelmingly chose sport as a necessary element of their lives.

➤ The Danish Cross Cultures Project Association and UEFA support 185 "Open Fun Football Schools" for 37,000 children between 8 and 14 years of age as part of a project to nurture peaceful coexistence in countries such as Bosnia and Herzegovina, the former Yugoslav Republic of Macedonia, and Serbia and Montenegro. Young people participate in football training camps that aim to engender team spirit and help bridge ethnic and religious divides.

Refugees and IDPs: The psychosocial benefits from the practice of sport help to address the trauma of flight and the distress resulting from displacement. Sports programmes serve as a positive and pro-

ductive activity for refugees and internally displaced persons, easing many of the problems they face, including violence, limited access to education and broken family structures.

➤ Sport is used as a bridge between refugee and host communities, providing an opportunity for the communities to engage in positive activities. For example, in Thailand, “friendly matches” were coordinated by UNHCR between refugee communities from the Tham Him camp and the local people from Suan Phung.

Former child soldiers: Child soldiers are uprooted from their communities and social structures and experience extreme brutality. The process of their demobilization and rehabilitation is difficult and highly sensitive, requiring physical, psychological and psychosocial care, as well as opportunities to develop the skills necessary for adult life. Here, sport can play a unique role. Sports programmes offer a space to play, giving children back their childhood, while providing an outlet for channelling anger and controlling aggression. Sports teams also allow these young people to build positive connections with peers and adults, creating a sense of belonging that is essential for their effective demobilization.

➤ In Sierra Leone, UNICEF partners with the NGO Right To Play to incorporate sport and play into its Community Based Reintegration programme. Volunteers are working with local communities to build a network of coaches who will implement sports programmes and provide young people with a sense of belonging through the establishment of crucial community connections.

International peace initiatives

On the global level, sport can serve as a compelling symbol for peace. The United Nations General Assembly recognizes the potential of sport to support the building of a peaceful and better world, and since 1993 has endorsed the Olympic Truce in advance of the Olympic Games.³⁴ Worldwide, there is increasing recognition of the power of sport as an international messenger for peace.

➤ Sport has on several occasions successfully brought together the two Koreas, most recently seen at the 2003 Pan-Asian Games when the North and South Korean teams marched side by side in the opening ceremony.

➤ UEFA began its partnership with ICRC in 1997 when it made resources available for the campaign against landmines. The partnership has expanded to raise funds and awareness concerning the importance of protecting children in war, particularly against their recruitment as child soldiers and for the legal provisions to protect them.

➤ The Pakistani-Israeli tennis pair Aisam ul-Haq Quereshi and Amir Hadad served as positive role models for peace within their countries, known globally as “a two-man peace initiative, with rackets”.³⁵

Key considerations regarding sport and peace

➤ Given that the skills and values taught through sport are compatible with efforts to promote peace, sports activities should be considered as a supportive element of programmes in post-conflict and high-tension areas.

➤ It is imperative that sport-for-peace programmes emphasize the positive values and cohesive potential of sport, and are provided in safe and supportive environments that are enjoyable and pressure-free.

➤ Sport-related peace initiatives require responsible and well-trained leadership.

➤ As an international language, sport should be considered as a practical means to communicate messages of peace and help find non-violent solutions to problems.

Sport and Communication

Sport is one of the world’s most powerful communication tools due to its near universal appeal, its convening power and its many positive associations. Together, these features give sport the capacity to reach a range of audiences in a variety of ways, particularly groups that are otherwise difficult to reach. On its own, sport has the ability to communicate messages such as cooperation, coexistence, or how to graciously manage victory and defeat. As a powerful channel to communicate messages, sport can also be an arena to promote United Nations goals for development and peace. Whether a one-time event or a longer-term campaign, sport provides valuable opportunities for both advocacy and the mobilization of communities.

Sport and advocacy

Many United Nations organizations successfully collaborate with the world of sport in the area of communications, generating awareness about key issues through global and local efforts. There are various ways to apply sport as a vehicle to send messages, including working with athletes as ambassadors or spokespersons, the dedication of sports events to development issues, the involvement of the media, and collaboration between all partners involved in sports events, including the private sector. These elements can be used individually, or together as part of a coherent communications framework.

➤ The US-based Johns Hopkins University Center for Communication Programs partners with sports associations and health organizations in over 30 African countries to promote healthy lifestyles and behaviours. Health information booths are set up inside stadiums, educational materials are distributed, counselling services are offered, pre-match and half-time forums are held to advocate action, and male and female athletes serve as spokespersons at events and in the media.

Athletes as Goodwill Ambassadors: The popularity of sports stars allows them to effectively reach diverse audiences, as well as attract the media’s attention. In addition to raising awareness about issues, athletes serving as spokespersons can generate the interest of fellow athletes and team members, and contribute to resource mobilization efforts.

➤ At the global level, UNDP works with footballers Ronaldo and Zinedine Zidane, who act as Goodwill Ambassadors to advocate and support efforts for poverty reduction.

➤ At the local level, UNESCO and UNICEF collaborate in Cambodia to communicate HIV/AIDS prevention messages through a national poster campaign that highlights four well-known athletes in four different sports, including swimming, Khmer boxing, football and running.

Sports events: Sports events are an ideal forum for reaching large numbers of people, whether at the event or through its media coverage. Methods for raising awareness include using public service announcements, in-stadium videos and banners, half-time shows, publications and linkages on event web sites. Globally, sports events can incorporate all of the above elements and provide additional opportunities in marketing and fund-raising.

➤ At the global level, UNICEF and FIFA formed an alliance to promote the “Say Yes for Children” campaign during the 2002 FIFA World Cup in Korea/Japan. Multiple elements were used including public service announcements with footballers, information on child rights in publications and on FIFA’s web site and the generation of funds through an auction of sports memorabilia. The alliance also resulted in collaboration between UNICEF country offices and national football federations in over 70 countries.

➤ At the community level, the NGO Comvida in Honduras uses national football matches as a communications tool to increase awareness about HIV/AIDS prevention, putting on mock games prior to

matches featuring players like “Knowledge” and “Condom” as well as “Infected Syringe” and “Infidelity”, representing “Death United”.

Within sports organizations: Establishing strong relationships with sports federations and associations is an effective way to tap into existing networks and structures on regional and national levels, allowing a large and diverse audience to be reached with key United Nations messages. As sports organizations work to develop their sport at local levels, United Nations bodies can promote and support those areas where the development of sport overlaps with the use of sport-for-development issues. Furthermore, working directly with sports organizations can lead to positive changes and get them on board, setting high-profile examples for others to follow.

▶ UNEP’s work with IOC led to the environment becoming the third dimension of the Olympics—alongside sport and culture—and to the development of guidelines for “green” Olympic Games, with supplementary effects to other sports federations and associations and NOCs.

Sports media: The print and broadcast media are further avenues for advocacy through sport. Profiles of individuals who have been affected by sport, accounts that highlight charitable involvement of athletes, or stories that bring light to United Nations sport-related activities raise awareness about development issues.

Campaigns: Many United Nations communications campaigns use sport in a variety of innovative ways:

▶ ILO partners with FIFA and the African Confederation of Football (CAF) to promote the “Red Card to Child Labour” campaign, which at the 2002 African Cup of Nations in Mali used sponsors, the media and promotions at matches and national and local football events to spread its message.

▶ WHO dedicated 2002 World Health Day to “Move for Health” and 2002 World Tobacco Day to “Tobacco Free Sports” in collaboration with FIVB, FIFA (Tobacco-Free World Cup in Korea/Japan) and IOC (Tobacco-Free Salt Lake City 2002 Winter Olympic Games).

▶ UNDP’s campaign “Teams to End Poverty” draws upon the advocacy power of sports stars including Ronaldo, Zinedine Zidane, Martina Hingis, Sergey Bubka and Jacques Villeneuve.

▶ UNEP’s “Play for the Planet” campaign aims to bring young people closer to nature through sport and raise awareness that sport and sports facilities can adversely affect the environment.

▶ UNHCR’s “Wannabe” campaign in Argentina, Australia, Germany, Greece and Spain uses images of refugee children playing football to create empathy for refugees.

▶ UNICEF’s alliances with FIFA (2003 Women’s World Cup) and Fox Kids (Under-13 Fox Kids Cup) promote “25 by 2005”, a campaign for girls’ education aiming to get all girls in school and achieve gender parity in education in 25 countries by 2005.

▶ UNODC’s “Sports against Drugs” public awareness campaign uses sports stars and sports events in over 40 countries to promote positive life choices and a drug-free lifestyle.

Sport and social mobilization

Sport is a particularly effective element to support social mobilization efforts. The convening power of sport makes it a useful tool to gather communities for direct public initiatives. It allows for broad delivery of messages and programmes to a wide range of people at the local and national levels, drawing diverse groups of people together in a fun and supportive environment. Whether as an additional element to an existing sports event or as a sports festival specifically organized to support mobilization

efforts, sport platforms provide a practical and cost-effective medium to get critical information and programmes to hard-to-reach groups in a comfortable and familiar atmosphere.

▶ In Nairobi, Kenya, the German Population Fund and UN-Habitat ran a football league for homeless young people at risk from prostitution, violence and HIV/AIDS. By gathering together over 1,000 street children, the tournaments offered an entry point for organizations to provide services and support, highlighting the value of providing an enabling environment for sports activities that can then be used as a vehicle for outreach and social mobilization.

As a valuable supplement to health initiatives, particularly immunization campaigns, sport platforms are an effective way to bring adults and young people together in a friendly environment. They can attract people into district centres from surrounding regions, and increase the numbers of those reached with critical vaccines.

▶ In Ghana, a sports festival was organized by government ministries, WHO, UNICEF, the Vaccine Fund and Right To Play to mobilize rural communities in order to be immunized with the 5-in-1 vaccine. Over 4,000 people were reached in one day.

▶ In Zambia, in June 2003, government ministries, United Nations agencies and NGOs were to use the power of sport as a tool to increase those reached with measles vaccines during a national campaign. This initiative combined a large-scale advertising campaign using one of the country’s football stars and local sports events.

Key considerations regarding sport and communication

▶ Public campaigns should have clear strategies and focused objectives, and consideration should be given to the various ways to use sport as a vehicle to send messages.

▶ When designing communications initiatives using sport, programme objectives, target audiences and the media to communicate must be clearly defined.

▶ Athletes who serve as spokespersons or ambassadors must reflect the values of the United Nations.

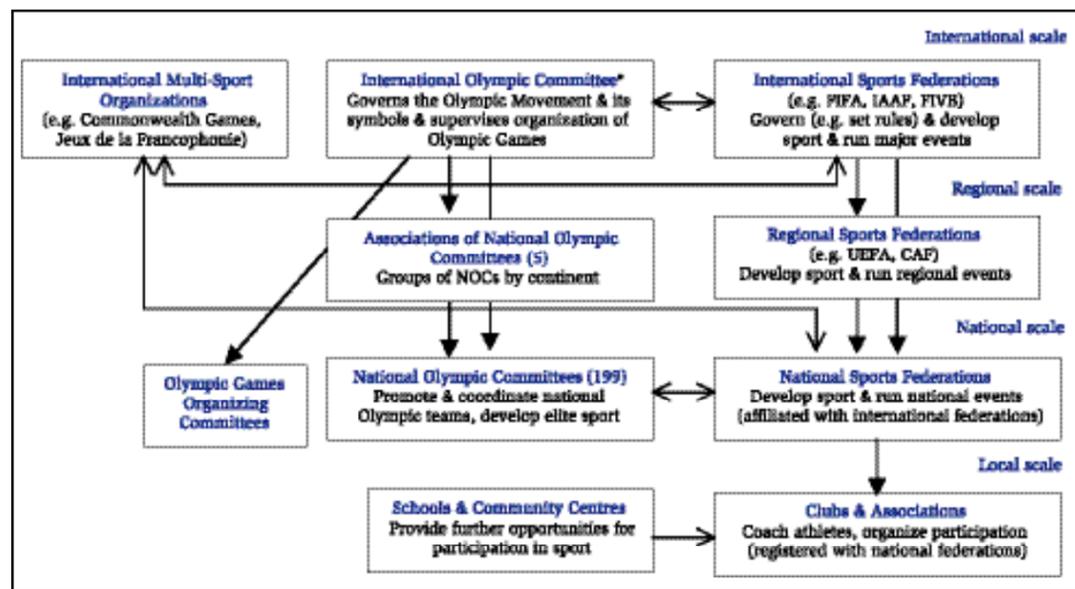
▶ Care should be taken when partnering with elite sport for communications purposes given potential conflicts of interest in getting the public and media’s attention during “noisy events” and the potential commercialism involved.

▶ At the local and national levels, sport should also be considered as a highly effective tool to support social mobilization efforts and a practical method of engaging diverse communities in broader activities, particularly in support of large-scale immunization campaigns or other health initiatives.

Sport and Partnerships

The eighth MDG calls for the establishment of a global partnership for development as a way both to involve new sections of society and to meet global development challenges more effectively. The sports sector provides a significant opportunity for establishing such new partnerships for development. Partnerships are also a particularly effective way to work with sport, given that the world of sport is by definition a world of partnerships, incorporating diverse actors from the community, the public and private sectors and sports organizations at various scales (see figure 3 below). The implementation of sport-for-development programmes and the use of sport by the United Nations should, therefore, be based upon strategic partnerships with the range of stakeholders involved in sport, coordinated through a common framework.

Figure 3.
The institutional setting of the world of sport



*The organization of the Paralympic Movement mirrors that of the Olympic Movement. The International Paralympic Committee organizes and coordinates the Paralympic Games and other multidisciplinary competitions. It is also the umbrella organization for 160 National Paralympic Committees and five disability-specific international sports federations.

Partnership approach to sport-for-development programmes

There are three areas where a partnership approach to sport for development is especially effective.

Programme implementation: Many existing sport-for-development programmes are based on innovative partnerships among actors in the sector, including sports organizations, government authorities, volunteers, and NGOs with specific expertise in implementing sport-related development programmes.

- UNDP has partnered with NOCs in over 50 countries since 1997 through various initiatives to fight poverty.
- WHO works with multiple levels of government in various countries to develop multisectoral policies necessary for effective “Move for Health” initiatives.
- In numerous countries, including Mozambique and Nicaragua, Universitas, a United Nations programme established by ILO, the Italian Government and a range of UN agencies, is tapping into the international network of universities to assist with the training and management aspects of sport and to actively address issues of knowledge-sharing and youth training in conjunction with efforts to enhance local development through sport.

Resource mobilization: Partnerships provide a strategic approach to resource mobilization, both for and through sport. They are an effective way to fund development initiatives for specific issues, and are useful instruments for government initiatives. Ways to mobilize resources include engaging sports organizations and athletes or forging partnerships and with the private sector. Corporate philanthropy efforts are particularly effective if working with sponsors of major sports events or focusing on cause-related marketing or other creative initiatives.

➤ The Olympafrica Foundation funds centres throughout Africa that use sport to foster social development. Olympafrica operates in partnership with major donors including a number of UN agencies and international corporations, as well as community groups and partners at the local level.

➤ In Cuba, there are 41,000 tertiary-educated technical support and training personnel who are sports specialists. These people are a valuable resource in Cuba’s technical cooperation programmes in over 100 countries, who can be working alongside medical personnel to address health and social issues through sport.

Advocacy: Partnering with the sports world also provides innovative ways to communicate the messages of the United Nations to diverse groups and to effectively mobilize society around certain issues (see “Sport and Communication”).

A common framework on sport for development and peace

A strategic approach should be developed in the United Nations system to foster field-based partnerships related to sport in a way that is both impact-oriented and cost-effective, as well as complementary to technical cooperation projects and broader development goals.

The creation of a common framework on sport for development and peace would draw together the full spectrum of actors involved with sport, including government (e.g. ministries for youth, sport, health, finance and others), sports organizations (e.g. sports federations, NOCs, national football associations, sports clubs), sport-related development NGOs, and the private sector. Within this framework, the resources and needs of particular locations should be mapped, communication and consultation between the different actors facilitated, and strategic actions and partnerships planned.

This common framework must also be combined with the existing planning process of the United Nations to ensure that sport is effectively mainstreamed into United Nations activities. The United Nations system relies on several coordination mechanisms to identify national development priorities (e.g. CCA and UNDAF) and to coordinate their humanitarian and peacekeeping operations. Recipient countries, donors and NGOs also use these instruments to formulate their policies and priorities in the field.

Sport should be incorporated into such coordination instruments, first, to better integrate sport-related programmes into the United Nations system’s broad strategic planning and, second, so that those using these instruments can realize the full value of sport to achieve development and peace promotion objectives. Establishing this common framework would bring new potential partners into development planning and would add value to existing coordination instruments by providing the expertise and means to use sport effectively in the achievement of the MDGs.

Key considerations regarding sport and partnerships

- A common framework on sport for development and peace should be established at the national level that draws a broad range of actors together in order to create strategic partnerships for programme implementation and assist country-based planning.
- The world of sport presents a natural partnership for the United Nations system and should be included in the cultivation of a “global partnership for development”—the eighth MDG. Sport provides an innovative avenue to engage civil society into development initiatives.

Sport and HIV/AIDS

The HIV/AIDS pandemic is one of the greatest threats to life, dignity and the enjoyment of human rights. UNAIDS estimates that 42 million people are living with HIV/AIDS; 90 per cent are from developing countries, 75 per cent in sub-Saharan Africa.³⁶ Fourteen million children have lost one or both parents to the disease. The extent of devastation caused by this pandemic makes it more than a health issue. HIV/AIDS has fundamental implications for economic development, social cohesion and security, which resonate throughout society. Consequently, all aspects of civil society, including sport, must be mobilized in the global fight against HIV/AIDS.

The impact of sport on HIV/AIDS

Sport can be a vehicle to help mitigate the spread and impact of HIV/AIDS. The four pillars necessary for effective HIV/AIDS programming are knowledge, life skills, the provision of a safe and supportive environment and access to services. The nature of sport and the benefits derived when it is incorporated into development initiatives make it well suited to support these four pillars. The groups most at risk of contracting the disease—women and young people, especially girls—are known to be highly responsive to targeted sports initiatives (see “Sport and Social Development”).³⁷

Knowledge: Coaches and leaders of sports programmes are well placed to incorporate HIV/AIDS prevention activities into sports programmes. Young people playing sport usually have a special and trusting relationship with their coaches, often unlike other relationships with adults. This puts coaches in a good position to discuss sensitive issues, especially sex, in a way necessary to effectively teach HIV/AIDS prevention and to care for those members who are HIV-positive.

Life skills: Well-designed sports programmes teach essential life skills necessary for HIV/AIDS protection and prevention, further enhancing the effectiveness of incorporating sport (see “Sport and Education”). Studies shows, for example, that when adolescent girls participate in sport, they develop a sense of ownership of and respect for their bodies, encouraging them to delay sexual activity.³⁸

Safe and supportive environment: Given the informal, social and fun nature of sport and play, the playing field can be readily transformed into a secure environment necessary for effective HIV/AIDS programmes and activities. Sport provides a forum to openly discuss the disease, its transmission and the eradication of stigma and discrimination. In particular, this is especially effective in the care and support of orphans and other vulnerable children, in that sport not only provides structure and connections with others but it also provides a space for expression and a chance to play.

Access to services: Sport is well placed to increase knowledge, provide life skills and create a safe environment. It is, therefore, an ideal location to access services, particularly for young people. Collaboration with sports organizations can tap into an existing network of clubs, volunteers and communication channels, providing a medium to engage large numbers of people quickly.

► “Kicking AIDS Out” is a regional network of organizations in southern Africa that uses sport to strengthen communities. It creates sustainable sports activities that increase awareness about HIV/AIDS, provide leadership training to at-risk youth and offer safe and healthy alternative activities.

The effectiveness of sport for communication and social mobilization (see “Sport and Communication”) makes it a highly effective tool for raising public awareness about HIV/AIDS. Sports leagues and matches bring communities together, providing an ideal site for public information campaigns on prevention and protection and reaching large numbers of people of varying backgrounds and ages. Furthermore, sport’s positive associations and the widespread perception that it is removed from formal politics means that these messages have the potential to reach populations who might not

otherwise be reached. The participatory nature of sport also makes it a powerful means to dispel misunderstandings about the disease, breaking down stigma and discrimination.

Information about HIV/AIDS is not getting out and is especially not being absorbed by adolescents. Therefore, it is imperative to explore new and innovative ways to deliver prevention messages. The deep roots of sport within communities and its appeal to young people make it a positive forum for implementing HIV/AIDS prevention programmes.

► UNFPA supports the Botswana Christian Council and the Botswana National Sports Council as part of its efforts to promote reproductive health and HIV/AIDS prevention among adolescents. These two societal institutions were chosen because of their significant influence on young people and high levels of youth participation, emphasizing the power of sport to address the issue of HIV/AIDS.

The impact of HIV/AIDS on sport

The impact of HIV/AIDS on the world of sport will be dramatic, especially in high-incidence countries. HIV infection is concentrated among young people and the working-age population, the same groups that are most involved in sport. Sports organizations in high-incidence countries will increasingly be confronted by the fact that athletes, coaches, staff and members will become ill and die. Already HIV/AIDS absences, due to people becoming ill, attending funerals or caring for sick family members, are eroding many sports bodies and threatening them with organizational collapse. While all organizations in high-incidence countries face this threat, sports organizations, like community-based groups and NGOs, are particularly vulnerable, given that they often rely on people with specialized skills and volunteers who can be difficult to replace.

Faced with this prospect, sports organizations need to plan their response. This can include innovative thinking in the recruitment of new members, staff, coaches and volunteers. However, it should also include working with existing personnel to help prevent the spread of the disease and to mitigate its impact on those who are already infected or personally affected. HIV-positive sportswomen and sportsmen must feel that they are in “safe havens” in their sports organizations.

► ILO, with UNAIDS, has developed a “Code of Practice on HIV/AIDS and the World of Work”, as well as a “Tool Box for Young Workers on HIV/AIDS”, a valuable resource for sports organizations.

Key considerations regarding sport and HIV/AIDS

- Sports organizations and associations should be incorporated into the global fight against HIV/AIDS and actively brought in as partners by the United Nations system.
- Sports programmes aimed at tackling HIV/AIDS must include all elements necessary for effective HIV/AIDS programming, especially the four pillars: knowledge, life skills, a safe and supportive environment and access to services.
- The full capacity of sport-for-development initiatives must be realized on both the international and local levels, for the purposes of raising awareness about the disease, increasing knowledge about prevention and directly tackling stigma and discrimination in a positive, participatory manner.
- The organizers of sport-based HIV/AIDS prevention programmes should be trained effectively in the issues surrounding HIV/AIDS in addition to sports coaching and how to work with young people. A generic curriculum on HIV/AIDS, for local adaptation, should be elaborated for sports coaches, trainers and others involved in sport.

4. Conclusion and recommendations

This report has shown that sport—from play and physical activity to organized and competitive sport—is a powerful and cost-effective way to support development and peace objectives. The many benefits of sport and physical activity are not only enjoyed by the individual, but felt throughout society. There is, therefore, a crucial need for United Nations agencies, Governments and concerned stakeholders to integrate sport and physical activity into policies and programmes across a range of sectors, including health, education, and economic and social development. By promoting sport in a strategic, systematic and coherent way, the potential of sport as a tool for development and peace can be realized.

When sport is used as an instrument for development and peace it must be implemented in a way that is equity-driven and culturally relevant. Sports programmes must be based upon the “sport for all” model, ensuring that all groups are given the opportunity to participate, particularly those who gain additional benefits such as women, persons with disabilities and young people. Sports programmes must also be designed explicitly to draw out the core skills and values that can be learned through sport.

When the positive aspects of sport are maximized, it is a powerful and cost-effective way of supporting a range of development and peace objectives. The time is ripe for the United Nations system to realize the full potential of sport as a viable and practical tool for development and peace.

The United Nations Inter-Agency Task Force on Sport for Development and Peace recommends the following:

1. Sport in the development agenda: Calls for the incorporation of sport and physical activity into the development policies of countries as well as the development agendas of national and international development agencies, with particular emphasis on young people.

2. Sport as a programme tool: Urges Governments and United Nations agencies to include the opportunity to participate in sport as an objective as well as a tool to achieve the Millennium Development Goals and the goals of other international conferences and the broader aims of development and peace.

3. Sport in United Nations country programmes: Recommends the inclusion of sport-related initiatives into the programmes of United Nations agencies, where appropriate and according to locally assessed needs.

4. Partnerships: Recommends that the United Nations system:

- (a) Take a leadership role in fostering dialogue between the worlds of sport and development at the national and international levels in order to facilitate the development of innovative partnerships involving sport for development;
- (b) Consider creating a “global network on sport for development” to facilitate partnerships between the UN system and sport-related organizations, including sports federations and associations and IOC, sport-related humanitarian NGOs, the private sector, athletes and teams and volunteers.

5. Resource mobilization:

- (a) Urges Governments to identify and make available resources for:
 - Sports initiatives, which maximize participation in and access to “sport for all”, within their own countries;

- Sport-for-development programmes within overseas development assistance;

- Strengthening the position of sport and physical activity in policy development generally.

(b) Urges United Nations system partners, including private sector partners, sports organizations and civil society, to generate in-kind and financial support for sport for development and peace.

6. Communication: Encourages the United Nations system to seek new and innovative ways to use sport for communication and social mobilization, particularly at the national, regional and local levels, engaging civil society through active participation and ensuring that target audiences are reached.

5. Bibliography

Central Council of Physical Recreation (UK) (2002). *Everybody Wins: Sport and Social Inclusion*, Central Council of Physical Recreation: London.

Fabre, J., and A. Hillmer (1998). “Common Ground: The Place of Sport in Development”, paper presented at the International Olympic Forum for Development, Kuala Lumpur, 9-10 September 1998.

Hardman, K., and J. Marshall (1999). *Worldwide Survey of the State and Status of School Physical Education: Summary of Findings*, ICSSPE: Berlin.

Health Canada (1998). *Improving the Health of Canadians through Active Living*, Health Canada: Ottawa.

Lalkaka, R. (1999). “The Role of Sporting Goods Manufacture in Economic Development”, study prepared for the United Nations Development Programme, presented at the International Olympic Forum for Development, June 1999.

Masure, I., Y. Yamaguchi and M. Chogbara (2002). *Sport for All in Japan* (2nd ed.), Sasakawa Foundation: Tokyo.

Pratt, M., C. A. Macera and G. Wang (2000). “Higher direct medical costs associated with physical inactivity”, *The Physician and Sports Medicine* 28(1), CDC: Atlanta.

Sabo, D., et al. (1998). *The Women’s Sports Foundation Report: Sport and Teen Pregnancy*, Women’s Sports Foundation: New York.

UNAIDS (2002). *AIDS Epidemic Update*, December 2002.

UNDP (2002). *Human Development Report*, UNDP: New York.

UNEP (1992). *Agenda 21: The Rio Declaration*, UNEP.

UNEP and D. Chernushenko (1994, 2000). *Greening Our Games: Running Sport Events and Facilities That Won’t Cost the Earth*, UNEP.

UNEP and D. Chernushenko (2001). *Sustainable Sport Management: Running an Environmentally, Socially and Economically Responsible Organization*, UNEP: Ottawa.

UNICEF (1999). *Peace Education in UNICEF*, Working Paper Series (Education Section), July 1999.

UNICEF (1999). *Implementaton Handbook for the Convention on the Rights of the Child*, UNICEF: New York.

UNICEF (2002). *Children Affected by Armed Conflict: UNICEF Actions*, UNICEF: New York.

Universitas (2001). *Overview and Learned Lessons on Local Economic Development, Human Development, and Decent Work*, Working Paper, October 2001.

UNODC (2002). *Sport: Using Sport for Drug Abuse Prevention*, UNODC: New York.

UNV (2001). *Below the Waterline of Public Visibility*, report from the Round Table on Volunteerism and Social Development in The Hague, Netherlands, 29-30 November 2000.

UNV (2001). *On Volunteering and Social Development*, UNV Expert Working Group Meeting.

WHO (2002). *World Health Report: Reducing Risks—Promoting Healthy Life*.

WHO (2002). World Health Assembly resolution WHA55.23 on diet, physical activity and health.

WHO (February 2003). The Annual Global Move for Health Initiative: A Concept Paper.

World Bank (1999). *World Development Indicators*, World Bank: Washington.

Zinser, L. (2002). “Together, this team succeeds”, New York Times, 29 August 2002.

6. Annexes

Annex 1 — Inventory of initiatives on sport for development and peace

An inventory of existing initiatives (programmes and projects) using sport as a tool for promoting development and peace has been established. It is located on the Internet at www.sportdevconf.org/?cmd=8. While this inventory is not exhaustive, it represents a first attempt by the United Nations system to draw together sport-for-development initiatives in a coordinated and comprehensive manner. This inventory is being continuously updated and improved as further information is gathered on existing and planned sport-for-development-and-peace initiatives.

To date, over 120 such initiatives have been identified. Of those included in the inventory, half are run or supported by United Nations agencies. Sports federations are involved in just over a quarter, with two thirds of these carried out in partnership with United Nations agencies. The remainder are run by Governments and specialist, sport-for-development non-governmental organizations. One quarter of the identified sport-related initiatives are being implemented in more than one country.

The programmes and projects identified in the database are highly diverse. However, the primary objectives of sport-for-development initiatives fall into three main categories:

- **Social issues:** One third of the initiatives deal exclusively with social issues, such as deprived and underprivileged children, education, gender equality and women’s empowerment, and assistance to refugees and internally displaced people.
- **Health issues:** Approximately 15 per cent of the initiatives deal exclusively with health-related issues, including HIV/AIDS prevention, drug prevention, malaria prevention, immunization, active and healthy living and young people with disabilities.
- **Economic development issues:** 5 per cent of the initiatives deal exclusively with economic development, including poverty alleviation, local economical development, volunteer involvement, job creation and environmental protection.

A further one fifth of the programmes and projects registered in the inventory have objectives that combine social, health and economic development issues.

A final important category of identified initiatives are communication campaigns using sport. One sixth of the initiatives listed in the inventory are communication-focused, using sport as a platform to

gain media exposure and raise public awareness. The majority of the campaigns identified occur at the international level.

Annex 2 — Legal/policy instruments supporting sport

ILO

- ILO Convention 182 on the Worst Forms of Child Labour (1999): *see especially* articles 3 (a), 3 (d), 7 (2b) and (2c), and 8
- Recommendation R 190 (1999) on elimination of the worst forms of child labour: *see especially* article 2 (b)
- ILO Convention 138 on Minimum Age (1973): *see especially* article 7 (paragraphs 1-4)
- Declaration on Fundamental Principles and Rights at Work (1998)

UNESCO

- International Charter of Physical Education and Sport (1978): *see especially* article 1, which states: “The practice of physical education and sport is a fundamental right for all.”
- Recommendations from the International Conference of Ministers and Senior Officials Responsible for Physical Education and Sport (MINEPS) meetings: *see especially* the most recent Declaration of Punta del Este (1999) from MINEPS III

WHO

- World Health Assembly resolution WHA55.23 (2002) on diet, physical activity and health: *see especially* articles 2, 3 (1) and 3 (5)
- World Health Day 2002, “Move for Health”
- Framework Convention on Tobacco Control, 2003

UNEP

- UNEP Governing Council decision (2003) on long-term strategy on sport and the environment: *see especially* the section on using sport to promote environmental awareness

UNICEF

- Convention on the Rights of the Child (1990): *see especially* article 31, which states: “The practice of physical education and sport is a fundamental right for all.”
- Declaration on the Rights of the Child (1959): *see especially* principle 7, which states: “The child shall have full opportunity for play and recreation, which should be directed to the same purposes as education; society and the public authorities shall endeavour to promote the enjoyment of this right.”
- “A World Fit for Children”, outcome document from the special session on children (2002): *see especially* paragraphs 37 (19) and 40 (17)

UN General Assembly resolutions concerning the Olympic Truce

- Resolution 48/10 of 25 October 1993: International Year of Sport and of the Olympic Ideal, which proclaimed 1994 as the International Year
- Resolution 50/13 of 7 November 1995: The Olympic Ideal

- Resolution 52/21 of 25 November 1997: Building a peaceful and better world through sport
- Resolution 54/34 of 24 November 1999: Building a peaceful and better world through sport
- Resolution 56/75 of 11 December 2001: Building a peaceful and better world through sport
- Resolution 55/2 of 8 September 2000: United Nations Millennium Declaration (*see* paragraph 10)

Other United Nations instruments

- Convention on the Elimination of All Forms of Discrimination against Women (1979): *see especially* articles 10 (g) and 13 (c)
- Platform for Action adopted at the UN World Conference on Women in Beijing (1995): *see especially* paragraphs 85 (m), 107 (f) and 280 (d)

Other relevant instruments

- Geneva Conventions (1949): *see especially* GC III, article 38 (regarding the right of prisoners of war to “physical exercise, sports and games, and for being out of doors”), and GC IV, article 94 (regarding children’s right to “outdoor sports and games” during times of war)
- The Olympic Charter of the International Olympic Committee: *see especially* article 8, which states: “The practice of sport is a human right.”
- European Sports Charter (1992)
- European Sports for All Charter (1975)

Annex 3 — Towards multisectoral policy in support of physical activity and “sport for all”

Strong political commitment and support at all levels are an essential prerequisite for the development and sustainability of “sport for all” and physical activity initiatives within countries. Therefore, it is important that advocacy targets not only individuals, with the aim of changing behaviour, but also policy makers.

Relevant multisectoral policies and initiatives are needed to motivate and involve people in appropriate sports and physical activity within supportive environments. These policies should target specifically populations who are not sufficiently physically active, particularly in urban areas. High priority should also be given to children and adolescents, both male and female and those in and out of school, because a physically active lifestyle, when one is young, has positive benefits throughout life.

The following actions are examples of possible initiatives by the concerned development sectors for promoting the regular practice of physical activity and sport in the population, ensuring equity in accessibility to healthy sports and physical activity as well as supportive environments. The list of sectors is not exhaustive. The actions below constitute a preliminary set of recommendations for partnership-based intersectoral planning and implementation.

The health sector can

- Provide nationwide evidence-based advocacy on the health, social and economic benefits of physical activity

- Develop action-oriented networks with other relevant sectors and stakeholders on physical activity
- Promote integrated, multisectoral public policy
- Educate health professionals, especially on physical activity counselling and programme development
- Organize specific physical activity programmes in health services
- Promote community- and family-based physical activity programmes
- Secure seed investment and mobilize resources for physical activity
- Participate in global actions to promote physical activity

The sport sector can

- Strengthen programmes for physical activity and “sport for all”, promoting the idea that sport is a human right for all individuals regardless of race, social class and sex
- Make the community use of local sports facilities easy and convenient
- Allocate a proportion of funds for the development of sport to sport-for-development programmes and the promotion of physical activity
- Teach about the benefits of physical activity in sport-sector training programmes
- Advocate for physical activity and sport for all at professional, amateur and scholastic sporting events
- Organize physical activity events in the community
- Use physical activity and sport to promote healthy lifestyles, reduce violence and foster social integration, development and peace

The education and culture sectors can

- Strengthen national policies related to physical education, physical activity and “sport for all” in schools
- Implement sufficient physical education programmes by trained teachers in school curricula
- Provide sufficient playgrounds and sports facilities on school premises
- Make schools’ sports facilities available for public use
- Increase physical activity in cultural and leisure programmes and events

The media can help promote physical activity by

- Disseminating appealing messages and information about the benefits of physical activity

- Organizing regular programmes/campaigns to promote physical activity
- Preparing journalists (e.g. sports, health or science journalists) to advocate for physical activity

The urban planning sector can

- Plan for plenty of safe sidewalks and cycling paths
- Include open spaces, parks and facilities for physical activity
- Support municipal or local authorities in implementing these choices

The transport sector can

- Strengthen efforts to reduce traffic speed reduction in cities
- Support action for clean cars, thus clean air

Local governments and municipalities can

- Develop local legislation and policy to support physical activity
- Allocate safe indoor and outdoor spaces for physical activity, play and sports
- Organize community programmes
- Support physical activity initiatives initiated by various sectors and actors
- Strengthen, through local actions, national public policy in support of physical activity

Financial and economic planning decisions should aim to

- Look seriously at the health, social and economic benefits of physical activity
- Take relevant measures to allocate resources to concerned sectors
- Encourage public and private sectors to invest in physical activity
- Support physical activity programmes
- Raise funds through levies of certain taxes (e.g. tobacco, alcohol, soft drinks etc.) for physical activity and other health promotion programmes

Annex 4 — Further reading

WHO

World Health Organization process for a Global Strategy on Diet, Physical Activity and Health, September 2002

World Health Day 2002, “Move for Health”: Fact Sheets

Health and Development through Physical Activity and Sport

UNV

UNV (2001), *Below the Waterline of Public Visibility*, report from the Round Table on Volunteerism and Social Development in The Hague, Netherlands, 29-30 November 2000

UNV (2001), *On Volunteering and Social Development*, UNV Expert Working Group Meeting

UNEP

IOC/UNEP *d’s Children: Child Participation*, UNICEF (especially panel 4)

UNICEF (1999), *Implementation Handbook for the Convention of the Rights of the Child*, UNICEF (especially section on article 31)

Other reading

Olympic Review, December 1998, vol. 26(24), Special Edition for the 50th Anniversary of the Universal Declaration of Human Rights—The Practice of Sport as a Human Right.

Vuori, I., et al. (1995), *The Significance of Sport for Society: Health, Socialisation, Economy*, document prepared for the 8th Conference of European Ministers Responsible for Sport, Lisbon, 17-18 May 1995, Council of Europe Press.

Maggingen Declaration and Recommendations are the result of the first Sport and Development International Conference held in Maggingen, Switzerland, 16-18 February 2003. The texts can be found on the web site <http://www.sportdevconf.org> together with additional material on this subject.

CAF	African Confederation of Football
Can\$	Canadian dollar
CCA	common country assessment
FIFA	International Federation of Football Associations
FIVB	International Federation of Volleyball Associations
GDP	gross domestic product
HIV/AIDS	human immunodeficiency virus/acquired immune deficiency syndrome
IAAF	International Association of Athletic Federations
ICRC	International Committee of the Red Cross
IDP	internally displaced person
IDSP	International Development through Sport programme

International Labour Organization	
IOC	International Olympic Committee
IPC	International Paralympic Committee
MDG	Millennium Development Goal
MINEPS	International Conference of Ministers and Senior Officials Responsible for Physical Education and Sport
MYSA	Mathare Youth Sports Association
NBA	National Basketball Association (USA)
NGO	Non-governmental organization
NIF	Norwegian Confederation of Sport and Olympic Committee
NOC	National Olympic Committees
OHCHR	Office of the High Commissioner for Human Rights
SCORE	Sport Coaches' Outreach
SMEs	small and medium-sized enterprises
UEFA	European Football Association
UK	United Kingdom of Great Britain and Northern Ireland
UN	United Nations
UNAIDS	Joint United Nations Programme on HIV/AIDS
UNDAF	United Nations Development Assistance Framework
UNDP	United Nations Development Programme
UNEP	United Nations Environment Programme
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNFPA	United Nations Population Fund
UN-Habitat	United Nations Human Settlements Programme
UNHCR	Office of the United Nations High Commissioner for Refugees
UNICEF	United Nations Children's Fund
UNODC	United Nations Office on Drugs and Crime
UNV	United Nations Volunteers
US	United States of America
US\$	United States of America dollar
VSO	Volunteer Service Organization (UK)
WHA	World Health Assembly
WHO	World Health Organization
YES	Youth Education through Sport

Co-Chairs of Task Force

Special Adviser to the Secretary-General on Sport for Development and Peace

	Mr. Adolf Ogi, Under-Secretary-General
UNICEF	Ms. Carol Bellamy, Executive Director

Participating specialized agencies, programmes and funds

ILO	Dr. Giovanni di Cola, Focal Person on Sport for Development, Universitas Programme Coordinator
UNESCO	Ms. Mary-Joy Pigozzi, Director, Division for the Promotion of Quality Education Mr. Hocine Hamid Oussedik, Head of Preventive Education and Sport Section Mr. Marcellin Dally, Project Officer, Preventive Education and Sport Section
WHO	Dr. Pekka Puska, Director, Non-Communicable Disease Prevention and Health Promotion Mr. Hamadi Benaziza, Group Leader, Physical Activity Department of Non-Communicable Disease Prevention and Health Promotion
UNDP	Mr. Jean Fabre, Deputy Director, in charge of Communications Ms. Aziyadé Poltier-Mutal, Communications Partnerships Officer
UNV	Mr. Andre Carvalho, Head of Programme Development and Operations Group Ms. Deborah Verzuu, Liaison Officer
UNEP	Mr. Tore Brevik, Special Representative for Sport and Environment Mr. Wondwosen Asnake, Youth and Outreach, Regional Office for Europe
UNHCR	Mr. Claude Marshall, Consultant, Private Sector and Public Affairs Service
UNICEF	Ms. Alison Qualter-Berna, Programme Officer, Sports for Development
UNODC	Mr. Tim Carlsgaard, Senior Public Information Officer, External Relations Unit
UNOG Office of Mr. Ogi	Mr. Michael Kleiner, Private Secretary of the Special Adviser to the Secretary-General on Sport for Development and Peace

Observers

UNAIDS	Ms. Bai Bagasao, Chief of Partnerships Unit Mr. Calle Almedal, Special Adviser, Partnerships Unit
IOC	Ms. Katia Mascagni, Manager, Department of International Cooperation and Development, International Olympic Committee

Secretariat

Olympic Aid	Mr. Johann Koss, Chairperson
-------------	------------------------------

(Right To Play) Dr. Chloë Flutter, Manager, Policy
Ms. Ann Peel, Executive Director, Programs and Policy

Notes

- ¹ This inventory is available at www.sportdevconf.org/?cmd=8 and further information is also in annex 1.
- ² The UNICEF *Implementation Handbook for the Convention on the Rights of the Child* (1999) notes: “Children’s right to play is sometimes referred to as the ‘forgotten right’, perhaps because it appears to the adult world as a luxury rather than a necessity of life.”
- ³ This broad definition of sport is in keeping with many popularly used definitions, including, for example, that used by the Council of Europe in the 1992 European Sports Charter (article 2.i).
- ⁴ It should be noted that elite sport and “sport for all” are often complementary. See, for example, the Arnhem Declaration from the 9th World “sport for all” Congress in 2002.
- ⁵ UNDP (2002) *United Nations Human Development Report*, p. 13.
- ⁶ R. Lalkaka (1999), “The Role of Sporting Goods Manufacture in Economic Development”, study prepared for the United Nations Development Programme, presented at the International Olympic Forum for Development, June 1999, p. 12.
- ⁷ See the Action Plan from UNESCO’s Ministerial Round Table for Sport and Peace in Yamoussoukro in 2001.
- ⁸ UNICEF (1999), *Peace Education in UNICEF*, Working Paper Series (Education Section), July 1999.
- ⁹ See annex 2 for the full text of the various international instruments supporting the right to sport and play.
- ¹⁰ For example, the European Commission noted in its decision to dedicate 2004 to the European Year of Education through Sport that sport is “one of the most significant social phenomena in Europe in the twentieth century [and] represents the best structured social fabric in European civil society” (COM (2001) 584 Final of 16.10.2001).
- ¹¹ WHO (2002), *World Health Report: Reducing Risks—Promoting Healthy Life*, WHO: Geneva.
- ¹² The risk from cardiovascular diseases rises by up to 1.5 times in people who are less active than recommended and, globally, physical inactivity is estimated to cause approximately 22 per cent of ischaemic heart disease and 10 to 16 per cent of cases of breast, colon and rectal cancers and diabetes mellitus.
- ¹³ M. Pratt, C. A. Macera and G. Wang (2000), “Higher direct medical costs associated with physical inactivity”, *The Physician and Sports Medicine* 28(1), CDC: Atlanta.
- ¹⁴ Health Canada (1998), *Improving the Health of Canadians through Active Living*, Ottawa.
- ¹⁵ This initiative is based on the 55th World Health Assembly resolution on diet, physical activity and health (resolution WHA55.23, May 2002).
- ¹⁶ J. Fabre and A. Hillmer (1998), “Common Ground: The Place of Sport in Development”, paper presented at the International Olympic Forum for Development, Kuala Lumpur, 9-10 September 1998.
- ¹⁷ R. Shephard and R. Lavell (1994), quoted in the document prepared by ICSSPE for MINEPS III, Punta del Este, 30 November–3 December 1999.
- ¹⁸ K. Hardman and J. Marshall (1999), *Worldwide Survey of the State and Status of School Physical Education: Summary of Findings*, ICSSPE.
- ¹⁹ UNEP (1992), *Agenda 21: The Rio Declaration*, UNEP.
- ²⁰ UNDP (2002), *Human Development Report*, UNDP: New York.

- ²¹ World Bank (1999), *World Development Indicators*, World Bank: Washington.
- ²² Universitas (2001), *Overview and Learned Lessons on Local Economic Development, Human Development, and Decent Work*, Working Paper, October 2001.
- ²³ See R. Lalkaka (1999), “The Role of Sporting Goods Manufacture in Economic Development”, study prepared for the United Nations Development Programme, presented at the International Olympic Forum for Development, June 1999.
- ²⁴ The role sport can play in employment creation is exemplified by recent policies implemented in Europe, such as “Sport-Employment Plan” in France, “Sport Provides Work and Quality of Life” in Finland, “PRINCE: Professional Development in Sport” in the Netherlands and the “New Deal for Young People” in the UK (see “The European Strategy for Employment”, agreed upon during the Employment Summit in Luxembourg in November 1997).
- ²⁵ UNODC (2002), *Sport: Using Sport for Drug Abuse Prevention*, United Nations: New York (see www.unodc.org/youthnet_action.html).
- ²⁶ Central Council of Physical Recreation (UK) (2002), *Everybody Wins: Sport and Social Inclusion*, London.
- ²⁷ D. Sabo et al. (1998), *The Women’s Sports Foundation Report: Sport and Teen Pregnancy*, New York.
- ²⁸ UNEP and D. Chernushenko (2001), *Sustainable Sport Management: Running an Environmentally, Socially and Economically Responsible Organization*, Ottawa.
- ²⁹ UNEP and D. Chernushenko (1994, 2000), *Greening Our Games: Running Sport Events and Facilities That Won’t Cost the Earth*.
- ³⁰ In 1992 MYSAs received the UNEP Global 500 Roll of Honour for Environmental Achievement for sports-related organizations. Others to receive this award include: the Sydney Organising Committee for the Olympic Games and the Olympic Coordination Authority in 2001 for their commitment to economically sustainable development and putting in place effective environmental management tools; the Lillehammer Olympic Organizing Committee and Project for an Environmentally-Friendly Olympics in 1994 for taking a “green approach”; and the Dutch Cyclists Union (Fietsersbond) in 1992 for lobbying to avoid polluting modes of transport.
- ³¹ UNV (2001), *Below the Waterline of Public Visibility*, report from the Round Table on Volunteerism and Social Development in The Hague, Netherlands, 29-30 November 2000.
- ³² UNV (2001), *On Volunteering and Social Development*, UNV Expert Working Group Meeting.
- ³³ Central Council of Physical Recreation (UK) (2002), *Everybody Wins: Sport and Social Inclusion*, London.
- ³⁴ Resolution 48/11 of 25 October 1993 revived the ancient Greek tradition of *ekecheiria*, the “Olympic Truce”. The most recent resolution passed by the UN General Assembly was resolution 56/75 on 11 December 2001 on building a peaceful and better world through sport and the Olympic ideal.
- ³⁵ L. Zinser (2002), “Together, this team succeeds”, *New York Times*, 29 August 2002.
- ³⁶ UNAIDS (2002), *AIDS Epidemic Update*, December 2002.
- ³⁷ UNAIDS (2002), *AIDS Epidemic Update*, December 2002.
- ³⁸ D. Sabo et al. (1998), *The Women’s Sports Foundation Report: Sport and Teen Pregnancy*, New York.