



# INTRODUCTION TO SPORT FOR DEVELOPMENT AND PEACE





# CHAPTER 1

## 3 WHAT IS SPORT FOR DEVELOPMENT AND PEACE?

3 Setting the Stage

5 Defining “Sport” in the Development Context

5 Sport’s Unique Contribution to Development and Peace

7 Sport and the International Human Rights Framework

9 Sport and the Millennium Development Goals

12 Limitations and Risks Associated with Sport

## 13 SPORT FOR DEVELOPMENT AND PEACE STAKEHOLDERS

14 The Leading Role of National Governments

15 From the Field: the Contribution of Non-Governmental Organizations

16 Mobilizing the Sport Community: the Contribution of Sport Organizations

17 Supporting National Governments: the Contribution of the United Nations

18 More than Just Funding: the Contribution of the Private Sector

18 Building the Evidence Base: the Contribution of Research

19 LOOKING AHEAD

Left:

Local primary school students participate in a sports festival organized by young leaders. Activities are designed to be inclusive and to teach teamwork and communication skills.

Dreams and Team Poland

Previous page:

A Zambian boy participates in a "play day". Play days, which are held regularly during the school year, bring children together to play and learn in a positive and fun environment.

Right To Play/Melania Spitzer

# 1 WHAT IS SPORT FOR DEVELOPMENT AND PEACE?

## 1.1 SETTING THE STAGE

Sport for Development and Peace refers to the intentional use of sport, physical activity and play to attain specific development and peace objectives, including, most notably, the Millennium Development Goals (MDGs).

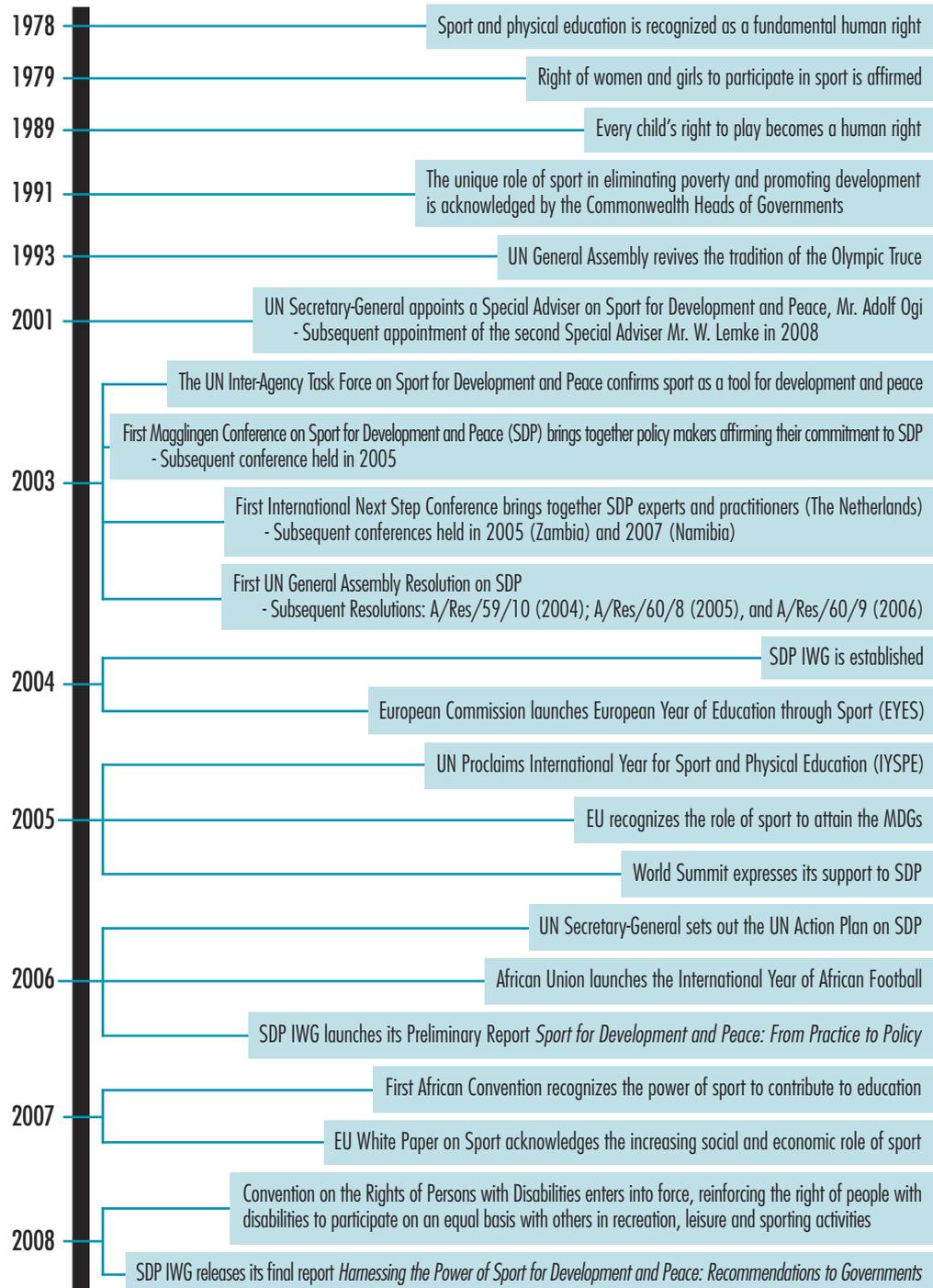
Successful Sport for Development and Peace programs work to realize the right of all members of society to participate in sport and leisure activities. Effective programs intentionally give priority to development objectives and are carefully designed to be inclusive. These programs embody the best values of sport while upholding the quality and integrity of the sport experience. Strong Sport for Development and Peace programs combine sport and play with other non-sport components to enhance their effectiveness. They are delivered in an integrated manner with other local, regional and national development and peace initiatives so that they are mutually reinforcing. Programs seek to empower participants and communities by engaging them in the design and delivery of activities, building local capacity, adhering to generally accepted principles of transparency and accountability, and pursuing sustainability through collaboration, partnerships and coordinated action.

While Sport for Development and Peace is widely seen as an emerging field in the area of development, its antecedents can be traced back to antiquity when the Olympic Truce was first used to establish temporary peace between warring states, to allow for competition among their athletes.

There is no doubt that sport has historically played an important and diverse role in virtually every society. However, formal recognition of the value of sport with regard to development and peace is far more recent. The timeline in Figure 1.1 illustrates the

advancement of Sport for Development and Peace from the post-World War II period to the present, demonstrating growing international momentum in support of sport's development potential. A more detailed outline of key Sport for Development and Peace milestones, highlighting the progression in thinking about sport and its value to society, is presented in Appendix 2.

**Figure 1.1 SPORT FOR DEVELOPMENT AND PEACE TIMELINE**



## 1.2 DEFINING "SPORT" IN THE DEVELOPMENT CONTEXT

Definitions of the term "sport" vary. In a development context the definition of sport usually includes a broad and inclusive spectrum of activities suitable to people of all ages and abilities, with an emphasis on the positive values of sport. In 2003, the UN Inter-Agency Task Force on Sport for Development and Peace defined sport, for the purposes of development, as "all forms of physical activity that contribute to physical fitness, mental well-being and social interaction, such as play, recreation, organized or competitive sport, and indigenous sports and games."<sup>1</sup> This definition has been accepted by many proponents of Sport for Development and Peace and is the working definition of sport for the purposes of this report.

## 1.3 SPORT'S UNIQUE CONTRIBUTION TO DEVELOPMENT AND PEACE

Support for Sport for Development and Peace is rooted in the recognition that sport possesses unique attributes that enable it to bring particular value to development and peace processes. These attributes are discussed in greater detail below.

### **Sport's universal popularity**

As participants, spectators, or volunteers, people are attracted to sport — arguably more than to any other activity. This popularity transcends national, cultural, socio-economic and political boundaries and can be invoked with success in virtually any community in the world. Sport's popularity derives in large part from the fact that, when done right, it is fun and enjoyable for everyone — participants and spectators alike. In contexts where people are faced with difficult and unrelenting challenges in their day-to-day lives, the value of this dimension of sport should not be underestimated.

### **Sport's ability to connect people and communities**

Sport's value as a social connector is one of its most powerful development attributes. Sport is an inherently social process bringing together players, teams, coaches, volunteers and spectators. Sport creates extensive horizontal webs of relationships at the community level, and vertical links to national governments, sport federations, and international organizations for funding and other forms of support. These community sport networks, when inclusive, are an important source of social networking, helping to combat exclusion and fostering community capacity to work collectively to realize opportunities and address challenges. Programs that reflect the best values of sport — fair play, teamwork, cooperation, respect for opponents, and inclusion — reinforce this process by helping participants to acquire values and life skills consistent with positive social relationships, collaborative action, and mutual support. If the population involved is broadly inclusive, sport's connecting dimension can help to unify people from diverse backgrounds and

perspectives, establishing a shared bond that contributes positively to social cohesion. For this reason, sport has long been used as a means to promote national unity and harmony within and across nations.

### **Sport as a communications platform**

Over the past few decades, sport has emerged as global mass entertainment, and has become one of the most powerful and far-reaching communications platforms in the world. Because global sport events offer the capacity to reach vast numbers of people worldwide, they are effective platforms for public education and social mobilization. By extension, high-performance athletes have become global celebrities in their own right, enabling them to serve as powerful ambassadors, spokespeople and role-models for development and peace initiatives.

### **Sport's cross-cutting nature**

Sport is one of the most cross-cutting of all development and peace tools. It is increasingly being used to promote health and prevent disease, strengthen child and youth development and education, foster social inclusion, prevent conflict and build peace, foster gender equity, enhance inclusion of persons with disabilities, and promote employment and economic development. There are few areas of development where sport cannot be used as a platform for public education and social mobilization, or as a program vehicle to strengthen individual capacity and improve lives. In this respect, Sport for Development and Peace initiatives can play a powerful role in both preventing and helping to address a broad range of social and economic challenges. They can be a highly effective and low-cost means of reducing the individual and public costs associated with development challenges — costs which can be extremely high in some contexts and can significantly impede development.

### **Sport's potential to empower, motivate and inspire**

Sport is inherently about drawing on, developing and showcasing people's strengths and capacities. By shining a light on what people can do, rather than what they cannot do, sport consistently empowers, motivates and inspires individuals and their communities in a way that promotes hope and a positive outlook for the future — ingredients that are essential to the success of all development and peace endeavours. For this reason, sport is also an extremely powerful means of promoting physical and mental health. Sport can be used to encourage people of all ages to become more physically active, providing opportunities for enjoyment and personal development, building self-esteem, and fostering positive social connection with others — all important factors in promoting and maintaining health and well-being.

## 1.4 SPORT AND THE INTERNATIONAL HUMAN RIGHTS FRAMEWORK

In the modern era, Sport for Development and Peace's more recent foundations can be traced to the international human rights framework that emerged post-World War II under the auspices of the United Nations.

In 1948, the UN Universal Declaration of Human Rights asserted that all persons have the right to: rest and leisure,<sup>2</sup> a standard of living adequate to their health and well-being and that of their family,<sup>3</sup> free and compulsory primary education,<sup>4</sup> and participation in the cultural life of the community.<sup>5</sup> Nine subsequent international covenants and treaties (see Table 1.1) have affirmed and expanded on these rights, defining them more specifically, and establishing their limitations. Governments that are party to these treaties must respect, protect and fulfill the rights they set out.

**TABLE 1.1 INTERNATIONAL HUMAN RIGHTS COVENANTS AND TREATIES**

INTERNATIONAL HUMAN RIGHTS COVENANTS AND TREATIES	DATE	MONITORING BODY
International Convention on the Elimination of All Forms of Racial Discrimination	21 Dec 1965	Committee on the Elimination of Racial Discrimination (CERD)
International Covenant on Civil and Political Rights	16 Dec 1966	Human Rights Committee (HRC)
International Covenant on Economic, Social and Cultural Rights	16 Dec 1966	Committee on Economic, Social and Cultural Rights (CESCR)
Convention on the Elimination of All Forms of Discrimination against Women	18 Dec 1979	Committee on the Elimination of All Forms of Discrimination against Women (CEDAW)
Convention against Torture and Other Cruel, Inhuman or Degrading Treatment or Punishment	10 Dec 1984	Committee Against Torture (CAT)
Convention on the Rights of the Child	20 Nov 1989	Committee on the Rights of the Child (CRC)
International Convention on the Protection of the Rights of All Migrant Workers and Members of their Families	18 Dec 1990	Committee on Migrant Workers (CMW)
International Convention for the Protection of All Persons from Enforced Disappearance	Not in force	Committee on Enforced Disappearances (Not in force)
Convention on the Rights of Persons with Disabilities	3 May 2008	Committee on the Rights of Persons with Disabilities

While none of the above conventions explicitly defines the “right to sport,” sport in its broadest sense can be linked to the following human rights as set out in the above treaties and covenants:

- Right to the highest attainable standard of physical and mental health;<sup>6</sup>
- Right to education directed at the fullest development of human personality;<sup>7</sup>
- Right to take part in cultural life;<sup>8</sup>
- Right to rest and leisure;<sup>9</sup>
- Right for children to engage in play and recreational activities;<sup>10</sup>
- Women’s right to participate in recreational activities and sports;<sup>11</sup> and
- Right of persons with disabilities to participate in sport on an equal basis with others.<sup>12</sup>

In addition, UNESCO’s International Charter of Physical Education and Sport, referencing the Universal Declaration of Human Rights, states that “access to physical education and sport should be assured and guaranteed for all human beings.”<sup>13</sup>

The Committee on the Rights of the Child, which monitors compliance with the Convention on the Rights of the Child, advises governments to consider the development of a child’s “physical abilities to their fullest potential”<sup>14</sup> when reporting to the Committee on education. The CRC also advises that physical education is an essential component of a balanced and holistic approach to education.<sup>15</sup> In providing advice on the observance of early childhood rights, the Committee highlights the need to pay more attention to the right to leisure and play activities outlined in Article 31 of the Convention,<sup>16</sup> and calls upon governments to pay special attention to girls’ right to play, encouraging them to allocate adequate resources for this purpose.

The international Convention on the Rights of Persons with Disabilities,<sup>17</sup> the most recent of the human rights instruments referenced above, requires State Parties to encourage and promote the participation of persons with disabilities “to the fullest extent possible” in mainstream sporting activities at all levels and to ensure that they have access, on an equal basis with others, to training, resources, and venues. The Convention specifically addresses the needs of children with disabilities, mandating State Parties to ensure that children with disabilities “have equal access with other children to participation in play, recreation and leisure and sporting activities, including those activities in the school system.”<sup>18</sup>

It is clear that without access to sport and play a number of human rights are not fully attainable. The explicit mention of sport, play and physical activity in so many human rights instruments underscores the centrality of these activities to human health, development and well-being, and establishes a strong and compelling foundation for Sport for Development and Peace.

## 1.5 SPORT AND THE MILLENNIUM DEVELOPMENT GOALS

Building on the international human rights framework and the unique attributes of sport, sport programs represent a significant, yet largely untapped, source of potential for enhancing and even accelerating development and peace efforts worldwide, particularly those related to attaining the Millennium Development Goals (MDGs). The MDGs were established by the international community at the UN Millennium Summit in September 2000<sup>19</sup> in an effort to focus world attention and resources on the eradication of global poverty. The MDGs comprise eight benchmarks with supporting targets that aim to eradicate or reduce poverty, hunger, child mortality, and disease, and to promote education, maternal health, gender equality, environmental sustainability and global partnerships (see Table 1.2). The target date for achieving the MDGs is 2015.

In its landmark 2003 report, *Sport for Development and Peace: Towards Achieving the Millennium Development Goals*,<sup>20</sup> the United Nations Inter-Agency Task Force on Sport for Development and Peace, concluded 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 UN as complementary to existing activities."<sup>21</sup> The report also specifically notes that: the fundamental elements of sport make it a viable and practical tool to support the achievement of the MDGs.<sup>22</sup>

The MDGs have been widely accepted as the primary framework for measuring development progress and they now guide the international assistance system. While progress toward the MDGs is uneven and the goals will be difficult for some countries to achieve by 2015 without increased efforts, much can be done in a short period of time if there is collaboration and commitment, and if adequate resources and support are provided.<sup>23</sup>



Children with and without disabilities gain confidence and improve their health by participating in inclusive sport programs.

Handicap International -  
Sport and Leisure Activities  
for Children with Disabilities,  
Bangladesh

TABLE 1.2 THE MILLENNIUM DEVELOPMENT GOALS<sup>24</sup>

THE MILLENNIUM DEVELOPMENT GOALS	
1. Eradicate extreme poverty and hunger	<ul style="list-style-type: none"> <li>• Reduce by half the proportion of people living on less than a dollar a day</li> <li>• Achieve full and productive employment and decent work for all, including women and young people</li> <li>• Reduce by half the proportion of people who suffer from hunger</li> </ul>
2. Achieve universal primary education	<ul style="list-style-type: none"> <li>• Ensure that all boys and girls complete a full course of primary schooling</li> </ul>
3. Promote gender equality and empower women	<ul style="list-style-type: none"> <li>• Eliminate gender disparity in primary and secondary education preferably by 2005, and at all levels by 2015</li> </ul>
4. Reduce child mortality	<ul style="list-style-type: none"> <li>• Reduce by two thirds the mortality rate among children under five years of age</li> </ul>
5. Improve maternal health	<ul style="list-style-type: none"> <li>• Reduce by three quarters the maternal mortality ratio</li> <li>• Achieve, by 2015, universal access to reproductive health</li> </ul>
6. Combat HIV and AIDS, malaria, and other diseases	<ul style="list-style-type: none"> <li>• Halt and begin to reverse the spread of HIV and AIDS</li> <li>• Achieve, by 2010, universal access to treatment for HIV and AIDS for all those who need it</li> <li>• Halt and begin to reverse the incidence of malaria and other major diseases</li> </ul>
7. Ensure environmental sustainability	<ul style="list-style-type: none"> <li>• Integrate the principles of sustainable development into country policies and programs; reverse loss of environmental resources</li> <li>• Reduce biodiversity loss, achieving, by 2010, a significant reduction in the rate of loss</li> <li>• Reduce by half the proportion of people without sustainable access to safe drinking water</li> <li>• Achieve significant improvement in the lives of at least 100 million slum dwellers by 2020</li> </ul>
8. Develop a global partnership for development	<ul style="list-style-type: none"> <li>• Develop further an open trading and financial system that is rule-based, predictable and non-discriminatory, and includes a commitment to good governance, development, and poverty reduction — nationally and internationally</li> <li>• Address the least developed countries' special needs. This includes tariff- and quota-free access for their exports; enhanced debt relief for heavily indebted poor countries; cancellation of official bilateral debt; and more generous official development assistance for countries committed to poverty reduction</li> <li>• Address the special needs of landlocked and small island developing States</li> <li>• Deal comprehensively with developing countries' debt problems through national and international measures to make debt sustainable in the long term</li> <li>• In cooperation with the developing countries, develop decent and productive work for youth</li> <li>• In cooperation with pharmaceutical companies, provide access to affordable essential drugs in developing countries</li> <li>• In cooperation with the private sector, make available the benefits of new technologies — especially information communications technologies</li> </ul>

While sport's impact on the specific themes outlined in the MDGs is explored more fully in the chapters that follow, Table 1.3 sets out some of the key contributions that sport can make. Sport alone will not enable the international community to achieve the MDGs, but sport's unique attributes make it a valuable component of broader, holistic approaches to addressing each of the millennium challenges. The potential contribution that sport can make, combined with the fundamental urgency underlying the MDG targets, unites Sport for Development and Peace proponents in their efforts to engage and mobilize governments in developing nations to include Sport for Development and Peace in their national development frameworks and strategies, and to encourage governments in donor nations to integrate sport into their international assistance strategies.

For low-income countries, national Poverty Reduction Strategy Papers (PRSPs) provide the guiding framework for efforts to attain the MDGs, describing programs to promote growth and reduce poverty and outlining associated needs for external financing.<sup>25</sup> Policies and programs embedded by national governments in these strategies receive high priority on their agendas. A growing number of countries (including Cape Verde, Mozambique, Sierra Leone, Tanzania, and Uganda)<sup>26</sup> have integrated sport into their PRSPs. Many developing countries, however, are still unaware of the ways in which Sport for Development and Peace can be used to advance their development objectives. In these cases, advocacy is needed to position Sport for Development and Peace as a valuable cross-cutting tool for achieving the MDGs.

**TABLE 1.3 CONTRIBUTION OF SPORT TO THE MILLENNIUM DEVELOPMENT GOALS**

MILLENNIUM DEVELOPMENT GOAL	CONTRIBUTION OF SPORT
1. Eradicate extreme poverty and hunger	<ul style="list-style-type: none"> <li>• Participants, volunteers and coaches acquire transferable life skills which increase their employability</li> <li>• Vulnerable individuals are connected to community services and supports through sport-based outreach programs</li> <li>• Sport programs and sport equipment production provide jobs and skills development</li> <li>• Sport can help prevent diseases that impede people from working and impose health care costs on individuals and communities</li> <li>• Sport can help reduce stigma and increase self-esteem, self-confidence and social skills, leading to increased employability</li> </ul>
2. Achieve universal primary education	<ul style="list-style-type: none"> <li>• School sport programs motivate children to enroll in and attend school and can help improve academic achievement</li> <li>• Sport-based community education programs provide alternative education opportunities for children who cannot attend school</li> <li>• Sport can help erode stigma preventing children with disabilities from attending school</li> </ul>

MILLENNIUM DEVELOPMENT GOAL	CONTRIBUTION OF SPORT
3. Promote gender equality and empower women	<ul style="list-style-type: none"> <li>• Sport helps improve female physical and mental health and offers opportunities for social interaction and friendship</li> <li>• Sport participation leads to increased self-esteem, self-confidence, and enhanced sense of control over one's body</li> <li>• Girls and women access leadership opportunities and experience</li> <li>• Sport can cause positive shifts in gender norms that afford girls and women greater safety and control over their lives</li> <li>• Women and girls with disabilities are empowered by sport-based opportunities to acquire health information, skills, social networks, and leadership experience</li> </ul>
4. Reduce child mortality	<ul style="list-style-type: none"> <li>• Sport can be used to educate and deliver health information to young mothers, resulting in healthier children</li> <li>• Increased physical fitness improves children's resistance to some diseases</li> <li>• Sport can help reduce the rate of higher-risk adolescent pregnancies</li> <li>• Sport-based vaccination and prevention campaigns help reduce child deaths and disability from measles, malaria and polio</li> <li>• Inclusive sport programs help lower the likelihood of infanticide by promoting greater acceptance of children with disabilities</li> </ul>
5. Improve maternal health	<ul style="list-style-type: none"> <li>• Sport for health programs offer girls and women greater access to reproductive health information and services</li> <li>• Increased fitness levels help speed post-natal recovery</li> </ul>
6. Combat HIV and AIDS, malaria, and other diseases	<ul style="list-style-type: none"> <li>• Sport programs can be used to reduce stigma and increase social and economic integration of people living with HIV and AIDS</li> <li>• Sport programs are associated with lower rates of health risk behaviour that contributes to HIV infection</li> <li>• Programs providing HIV prevention education and empowerment can further reduce HIV infection rates</li> <li>• Sport can be used to increase measles, polio and other vaccination rates</li> <li>• Involvement of celebrity athletes and use of mass sport events can increase reach and impact of malaria, tuberculosis and other education and prevention campaigns</li> </ul>
7. Ensure environmental sustainability	<ul style="list-style-type: none"> <li>• Sport-based public education campaigns can raise awareness of importance of environmental protection and sustainability</li> <li>• Sport-based social mobilization initiatives can enhance participation in community action to improve local environment</li> </ul>
8. Develop a global partnership for development	<ul style="list-style-type: none"> <li>• Sport for Development and Peace efforts catalyze global partnerships and increase networking among governments, donors, NGOs and sport organizations worldwide</li> </ul>

### 1.6 LIMITATIONS AND RISKS ASSOCIATED WITH SPORT

While well-designed Sport for Development and Peace programs hold significant potential to help drive the attainment of the MDGs and related development goals, sport alone cannot ensure peace or solve complex social problems. Sport should be positioned, instead, as a highly effective tool in a broader toolkit of development practices,

and should be applied in a holistic and integrated manner with other interventions and programs to achieve optimal results.

It is important to note that not all sport programs are suitable for all development and peace purposes. Commercial sport programs, while potentially positive economic generators, are not necessarily conducive to social development because their primary objective is usually commercial gain. Other high-performance sport programs are equally unsuited for broad-based use as a development tool, due to restrictions in who is allowed to participate (e.g. only elite athletes). This does not mean, however, that professional and high-performance sport events, federations, clubs, teams and athletes cannot play an active role in Sport for Development and Peace. In fact, they have historically played a critical and highly valuable role (e.g., by mobilizing athletes and teams as advocates and role models, establishing sport events as public education platforms, and providing resources for community-based programs) and they will continue to do so.

Society's ills can be found in sport environments, as in all other social domains. As a result, sport brings with it particular risks. These risks can have a negative impact on development and peace aims and must be guarded against if the full positive power of sport is to be realized. Examples include the unfair exploitation of talent from developing countries for commercial gain, aggression and violent rivalry among opposing teams and their supporters, and an emphasis on winning at any cost that encourages unethical and unhealthy behaviours (like aggression, doping and other forms of cheating). Risks such as these can undermine the positive values of sport and offer negative role models to young people. Sport programs and events that exhibit these attributes are not suitable for Sport for Development and Peace purposes.

The specific risks associated with the use of sport for diverse development objectives are explored and addressed in greater detail in the chapters that follow. In general, however, these risks can be minimized by ensuring that Sport for Development and Peace initiatives are driven first and foremost by development objectives and are delivered according to the principles of transparency, accountability, and sustainability, thereby protecting the integrity, inherent joyfulness and positive social value of the sport experience.

## 2 SPORT FOR DEVELOPMENT AND PEACE STAKEHOLDERS

Sport for Development and Peace is an international movement that embraces a broad cross-section of stakeholders from government, local and international non-governmental

organizations (NGOs), the sport community, multilateral institutions, business and academia. Through the combined efforts of all these actors, Sport for Development and Peace has emerged as a significant new development field and demonstrates growing momentum around the world. Few Sport for Development and Peace initiatives involve just one sector. Most involve cross-sectoral collaborations and partnerships designed to harness critical expertise, leverage resources, deepen impact, develop local capacity and foster long-term sustainability.

Cross-sectoral collaboration is evident within the Sport for Development and Peace community. For example, resource-sharing facilitated by the online web resource on Sport for Development and Peace (the International Platform on Sport and Development) features contributions and news from all sectors, while the Magglingen and Next Step conferences have brought together highly diverse stakeholders to share experiences and knowledge within and across sectors related to Sport for Development and Peace issues.

## 2.1 THE LEADING ROLE OF NATIONAL GOVERNMENTS

To fully harness sport's potential, appropriate national government policies, investment, and capacity are needed to support programs and, where appropriate, to scale-up these programs on a nationwide basis.

This process involves a broad range of government actors. At the national level, international development agencies must be aware of, and open to, the use of sport as a tool for development and peace, and integrate it into their international assistance policies and programs. At the same time, governments need to be aware of the power of sport to help them meet their domestic development goals, and the importance of integrating sport into their development strategies and approaches. In developing nations, this may mean including Sport for Development and Peace initiatives in a Poverty Reduction Strategy Paper or a National Development Framework. Finance departments are usually key stakeholders in this process because they are the primary architects of economic development and poverty reduction strategies and act as primary liaisons with multilateral donors like the World Bank and regional development banks.

Sport departments also play a critical role, given their unique understanding, expertise, and networks in sport. In some cases, international sport units have been the first movers within governments, integrating development objectives into their international sport development programs. In other cases, sport departments may work with their counterparts in departments responsible for education, health, youth, persons with disabilities, women, economic development, and labour to help design, implement and support sport-based programs aimed at achieving development objectives.

Provincial, state and local governments all have important roles to play in supporting the development and scale up of Sport for Development and Peace policies and programs. In some cases, they may have more direct jurisdiction over education and sport infrastructure and programs than national governments. They can help to leverage resources and foster participation in Sport for Development and Peace programs.

Due to the broad array of Sport for Development and Peace international, national and sub-national stakeholders that may be active in a given country, national governments can play an important role in convening key players to encourage knowledge exchange, networking, collaboration, partnerships, and coordinated participation in national Sport for Development and Peace policy and program development and implementation.<sup>27</sup>

## 2.2 FROM THE FIELD: THE CONTRIBUTION OF NON-GOVERNMENTAL ORGANIZATIONS

Non-governmental organizations were among the first to recognize sport's development and peace potential and have been at the forefront of the Sport for Development and Peace movement since its inception. They range from large, international NGOs focused on humanitarian action and development through sport, to grassroots organizations that make use of sport to realize local development and peace objectives. Some of these organizations are primarily focused on Sport for Development and Peace. An increasing number, however, are more generalist in their approach and see sport as an additional valuable tool for furthering their development and peace efforts.

NGOs bring unique attributes to Sport for Development and Peace that make them essential partners to governments and other stakeholders. In many cases, NGOs act as intermediaries between governments and the people and communities they are assisting, providing a critical conduit for information and feedback on community and target population needs, as well as policy and program impacts in the field. They also serve as the primary delivery agent for many Sport for Development and Peace initiatives offered in the community, outside of schools and workplaces. Because their missions tend to be highly targeted, they are often deep wells of community and development knowledge, expertise, and leadership, and are trusted and respected by their members and stakeholders. As such, they are necessary and central partners when it comes to Sport for Development and Peace policy and program advocacy, development and implementation.<sup>28</sup>

Many local and international NGOs have played leadership roles in advancing the practical integration of sport and development in the field. They have contributed to the development of shared knowledge and resources, including: the Next Step Toolkit (a compendium of best practices from the field); program profiles developed by the Commonwealth

Advisory Body on Sport and the SDP IWG; and the Magglingen and Next Step conferences (organized to promote knowledge exchange among international Sport for Development and Peace stakeholders). For more information on these organizations and initiatives, readers are encouraged to visit the International Platform on Sport and Development.<sup>29</sup>

## 2.3 MOBILIZING THE SPORT COMMUNITY: THE CONTRIBUTION OF SPORT ORGANIZATIONS

Like NGOs, international sport federations, organizations and clubs from the national to local level have been at the forefront of the Sport for Development and Peace movement since its inception.

International sport federations implement and support Sport for Development and Peace projects, participate in disaster-relief efforts, promote peaceful international relations, lend their infrastructure to other development efforts, and work to strengthen mainstream sport capacity in developing nations. They are also increasingly making use of their large-scale international sport events to communicate important development and peace messages and to provide platforms for more sustained international social mobilization efforts.

The recognition of the development potential of sport has also been adopted by the Olympic movement. From an initial focus on the role of sport in the development of critical life skills and the strengthening of the social fabric within nations, Olympic and Paralympic values have evolved to include a broader focus on advancing more sustainable futures for all those touched by the Games. This has introduced new legacy dimensions to the Olympic movement, including the improvement of social and economic conditions in host communities, innovation in conservation and management of natural resources related to the delivery of the Games, and increased inclusion of youth, women and indigenous peoples in the benefits created by the Games. In the case of the London 2012 Olympic Games, this legacy is being extended internationally by the United Kingdom, which has committed to a Sport for Development legacy program, *International Inspiration*, aimed at engaging and inspiring the youth of the world through sport.<sup>30</sup>

The International Olympic Committee has also worked actively with the United Nations to develop joint programs to promote education, health care (particularly the prevention of HIV and AIDS), environmental issues, and the role of women in sport and society.

At the national, regional and local level, sport federations, organizations and clubs undertake their own Sport for Development and Peace programs, and also partner with governments, development NGOs, grassroots organizations and multilateral agencies such as the United Nations, contributing sport expertise, equipment, and training to other Sport for Development and Peace initiatives.

While Sport for Development and Peace does not include a focus on developing high-performance sport, it benefits greatly from the expertise, infrastructure and support that this community brings to bear on development issues in communities around the world.

High-performance sport teams and athletes are perhaps the most visible champions of Sport for Development and Peace. Through their achievements and celebrity, they serve as powerful role models, effective advocates, and ambassadors of hope to disadvantaged communities. Sport's exceptional popularity also makes athletes among the most effective spokespeople when it comes to disseminating public health and education messages to hard-to-reach groups. Athletes have been particularly active in the fight against HIV and AIDS — delivering critical prevention information and encouraging people to speak openly about HIV and AIDS issues.

Athletes do not have to be international celebrities to contribute to Sport for Development and Peace efforts. Athletes who are well-known locally, regionally and nationally can be equally effective as role models, ambassadors and champions in their own communities.

## 2.4 SUPPORTING NATIONAL GOVERNMENTS: THE CONTRIBUTION OF THE UNITED NATIONS

United Nations' agencies possess significant expertise and knowledge and actively work to promote Sport for Development and Peace internationally.

Much of this support is offered at the country level by agencies participating as partners in Sport for Development and Peace initiatives. UN agencies also facilitate networking and coordination and are important sources of knowledge development — actively investigating how sport can be used to advance development and peace goals and synthesizing impact evidence and lessons learned from the field. In keeping with this role, a number of UN agencies, programs and funds<sup>31</sup> have been active participants in the SDP IWG process from its inception.

The UN Office on Sport for Development and Peace (UNOSDP) has primary responsibility for promoting Sport for Development and Peace throughout the UN community and with national governments. Most recently, in 2005, this included promoting the largest international Sport for Development and Peace initiative to date, the International Year of Sport and Physical Education (IYSPE 2005).

Through its work with the UN Group of Friends of Sport for Development and Peace (an informal group of UN Ambassadors supportive of Sport for Development and Peace, and working closely with UN agencies, programs and funds, as well as civil society actors)

the UNOSDP successfully led the November 3, 2006 adoption of UN General Assembly Resolution 61/10 on Sport for Development and Peace.<sup>32</sup> An accompanying Action Plan was also adopted which laid out a three-year plan for expanding and strengthening Sport for Development and Peace partnerships, programs, projects advocacy and communication activities.<sup>34</sup> The UNOSDP now has primary responsibility for driving the implementation of this plan within the UN system.

## 2.5 MORE THAN JUST FUNDING: THE CONTRIBUTION OF THE PRIVATE SECTOR

The private sector brings a wide range of unique skills, expertise, resources and relationships to Sport for Development and Peace partnerships. According to recent research undertaken by the International Business Leaders Forum,<sup>35</sup> these resources extend well beyond funding and include the following contributions:

- Technical, IT, and project management skills;
- Branding, communications and marketing expertise and services;
- Global relationships and networks;
- Management support; and
- Employee volunteering and fundraising activity.

Workplaces are also important delivery sites for some Sport for Development and Peace initiatives. Many companies are already engaged in sport, for business or philanthropic purposes, through sponsorships, support for community-level sport, production of sport-related goods and services, and employee involvement in competitive and community sport. In many cases, there are opportunities to make creative links between these activities and Sport for Development and Peace objectives. Companies benefit from these partnerships which help them to achieve their social investment objectives, reach new target markets, engage and motivate their employees, and improve their relations with governments.

Effective partnerships in this area are limited, however, and there remains a great deal of untapped potential. Because a series of high-profile sporting events will be hosted over the next few years in developing countries (e.g., the 2008 Beijing Olympics, 2010 Delhi Commonwealth Games, 2010 FIFA World Cup in South Africa), private sector interest in Sport for Development and Peace is likely to increase, offering more opportunities for governments and other stakeholders to engage private sector partners in helping them meet their development objectives.

## 2.6 BUILDING THE EVIDENCE BASE: THE CONTRIBUTION OF RESEARCH

Because Sport for Development and Peace is an emerging movement, there is still much to be learned about the full potential of sport to advance development and peace goals and the best ways to do this. Monitoring, evaluation and research play a critical role in this process. While the lack of widely available evaluation tools specific to Sport for

Development and Peace remains a challenge, skilled researchers from around the world have begun to build a credible base of evidence in support of sport's use as a development tool. This work, together with expanded research and knowledge exchange networks and processes for translating research into practical policy and program advice, will play a critical role in strengthening Sport for Development and Peace efforts in future.

### 3 LOOKING AHEAD

This report builds on the premise that sport and development are natural and complementary processes that can enable governments and their partners to build a better world. Although sport alone cannot resolve complex social and economic challenges, it can serve as an education platform, a mobilization process, a way to strengthen individuals and communities, and a source of joy, inspiration and hope.

The information in this report aims to provide Sport for Development and Peace stakeholders with the foundation they need to build policies, programs and initiatives that will drive development goals forward.

Given the complexity of the issues, Chapters 2 through 6 of this report are intended as useful resources for policy-makers interested in establishing sport-based initiatives to:

- Prevent disease and promote health;
- Strengthen child and youth development and education;
- Promote gender equity and empower girls and women;
- Foster the inclusion and well-being of persons with disabilities; and
- Prevent conflict and build peace.

Chapters 2-6 address each of these development objectives respectively and provide readers with information on relevant global trends, information on how sport can be used to advance the objective in question, evidence of sport's impact, policy and program recommendations to governments based on best practices (where available), and examples from governments, NGOs and other partners already using sport to this end.

Chapter 7 summarizes the SDP IWG's key findings with regard to national government approaches to harnessing Sport for Development and Peace and offers high-level recommendations designed to help governments develop and implement effective Sport for Development and Peace policies and programs. These recommendations address

diverse questions related to mobilizing government support and action, policy development, program design and implementation, and resource mobilization, partnerships and collaboration.

## ENDNOTES

1-30

- 1 United Nations Inter-Agency Task Force on Sport for Development and Peace, *Sport for Development and Peace: Towards Achieving the Millennium Development Goals* (Geneva: 2003) at 2, online: United Nations <<http://www.un.org/themes/sport/task.htm>> [UN, *Towards Achieving*].
- 2 United Nations, *Universal Declaration of Human Rights*, 10 December 1948, A/Res/217/A (III), at article 24. [UN, *Universal Declaration of Human Rights*].
- 3 *Ibid.* at Article 25 (1).
- 4 *Ibid.*, at Article 26 (1, 2).
- 5 *Ibid.*, at Article 27 (1).
- 6 United Nations, *International Covenant on Economic, Social and Cultural Rights* (16 December 1966) A/Res/2200 (A) XXI, entered into force 3 January 1976, at Article 12 (1).
- 7 *Ibid.* at Article 13 (1).
- 8 *Ibid.* at Article 15 (a).
- 9 *Universal Declaration of Human Rights* at Article 24.
- 10 United Nations, *Convention on the Rights of the Child* (20 November 1989) A/Res/44/25 entered into force 2 September 1990, at Article 31, online: UNHCHR <<http://www.unhcr.ch/html/menu2/6/crc/treaties/crc.htm>>. [*Convention on the Rights of the Child*].
- 11 United Nations, *Convention on the Elimination of all Forms of Discrimination Against Women* (18 December 1979) A/Res/34/180, entered into force 3 September 1981, at Article 13 (c), online: United Nations <<http://www.un.org/womenwatch/daw/cedaw/text/econvention.htm>>. [CEDAW].
- 12 United Nations, *Convention on the Rights of Persons with Disabilities* (18 March 2008) A/Res/62/170, entered into force online: UN <<http://www.un.org/depts/dhl/resguide/r58.htm>> at Article 30. [*Convention on the Rights of Persons with Disabilities*].
- 13 UNESCO, *International Charter of Physical Education and Sport*, adopted by the General Conference on 21 November 1978, online UNESCO <[http://www.unesco.org/education/information/nfsunesco/pdf/SPORT\\_E.PDF](http://www.unesco.org/education/information/nfsunesco/pdf/SPORT_E.PDF)>.
- 14 Committee on the Rights of the Child, General Comment No. 1, "The Aims of Education", CRC/GC/2001/1 (April 17, 2001), online: Office of the UN High Commissioner for Human Rights <<http://www2.ohchr.org/english/bodies/crc/comments.htm>> [CRC, General Comment No. 1]
- 15 CRC, General Comment No. 1, 12.
- 16 Committee on the Rights of the Child, General Comment No. 7, "Implementing Child Rights in Early Childhood", CRC/C/GC/7.Rev.1 (September 20, 2006), online: Office of the UN High Commissioner for Human Rights <<http://www2.ohchr.org/english/bodies/crc/comments.htm>>.
- 17 *Convention on the Rights of Persons with Disabilities* at Article 30.
- 18 *Convention on the Rights of Persons with Disabilities* at Article 30 (5).
- 19 United Nations, *United Nations Millennium Declaration*, 8 September 2000, A/Res/55/2, online: United Nations <<http://www.un.org/depts/dhl/resguide/r58.htm>>.
- 20 UN, *Towards Achieving*.
- 21 *Ibid.* at v.
- 22 *Ibid.* at v.
- 23 United Nations Millennium Project, *Investing in Development, A Practical Plan to Achieve the Millennium Development Goals*, (UN Millennium Project, 2005) at 29.
- 24 UN Millennium Development Goals, online: United Nations <<http://www.un.org/millenniumgoals/index.html>>. [UN, Millennium Development Goals].
- 25 World Bank, *Poverty Reduction Strategies*, online: World Bank <[http://web.worldbank.org/WBSITE/EXTERNAL/ TOPICS/EXTPOVERTY/EXTPRS/0,,menuPK:384207~pagePK:149018~piPK:149093~theSitePK:384201,00.html](http://web.worldbank.org/WBSITE/EXTERNAL/TOPICS/EXTPOVERTY/EXTPRS/0,,menuPK:384207~pagePK:149018~piPK:149093~theSitePK:384201,00.html)>.
- 26 These examples have been taken from an analysis of the Sport for Development and Peace activities of 34 national governments by the SDP IWG Secretariat, and should therefore not be considered a comprehensive list.
- 27 For more information on what governments are currently doing in the area of Sport for Development and Peace, see the SDP IWG's compendium report *Sport for Development and Peace: Governments in Action* (Toronto: SDP IWG Secretariat, 2008).
- 28 For more information on the specific Sport for Development and Peace projects and programs of various NGOs and sport organizations, refer to the SDP IWG's compendium publication, *From the Field: Sport for Development and Peace in Action* (Toronto: SDP IWG Secretariat, 2007).
- 29 For more information, see the International Platform on Sport and Development, online: <http://www.sportanddev.org>
- 30 For more information on *International Inspiration*, please see: UK Sport, online: <[http://www.uk-sport.gov.uk/news/uk\\_leads\\_international\\_inspiration/](http://www.uk-sport.gov.uk/news/uk_leads_international_inspiration/)>.

**ENDNOTES**  
31-34

- 31 ILO, UNDP, UNEP, UNESCO, UNFIP, UN HABITAT, UNHCR, UNICEF, UNOP, UNOSDP.
- 32 United Nations, *Sport as a Means to Promote Education, Health, Development and Peace*, (3 November 2006) A/Res/61/10, online: UN Documentation: Research Guide , <<http://157.150.195.10/depts/dhl/resguide/r61.htm>>
- 33 Ibid.
- 34 International Business Leaders Forum, *Shared Goals Through Sport* (London: 2008), online: International Business Leaders Forum <<http://www.iblf.org/resources/Publications.jsp>>