The year 2005, the International Year of Sport and Physical Education (IYSPE 2005), was a unique opportunity to highlight the potential contribution of sport and physical education to achieving the Millennium Development Goals (MDGs), specifically by helping to promote education, health, development and peace.

The IYSPE 2005 sought to create the right conditions for more sport-based development programs and projects. It provided a forum for discussion of the importance of sport in society, and the role of sport and physical education in combating human development challenges such as extreme poverty, conflict and HIV/AIDS. Through a series of conferences and other events, the overall goal of the IYSPE 2005 was to highlight the vital contribution that sport and physical education can make to creating a better world.

United Nations member states played a key role in commemorating this International Year. Under the leadership of multi-stakeholder national committees, they planned, coordinated and implemented national commemorative activities ranging from generating public awareness to issuing of commemorative stamps and, ultimately, to the implementation of projects linking sport with development and peace. Their efforts were made easier by the fact that sport is already firmly integrated in many governmental structures and activities. This aspect gives rise to optimism when we consider the desired outcomes of the IYSPE 2005, namely to make sport and physical activity an integral part of the national project in every country and to ensure the necessary governmental structures are in place to sustain mainstream sport activity for human, social and economic development within society.

At the international level, the Sport for Development and Peace International Working Group (SDP IWG) was officially launched at the United Nations in May of 2005. The purpose of this four-year initiative is to develop and advance the adoption of policies that incorporate sport and physical activity into development and foreign assistance strategies and programs. To achieve this goal, the SDP IWG brings together Ministers of Youth, Sport and International Development, directors from the United Nations system, and representatives from civil society. A legacy project of the IYSPE 2005, this unique partnership in Sport for Development will continue its work beyond the proclaimed International Year.

On November 3rd, 2005, the United Nations General Assembly’s most recent resolution on sport again recognized the inherent value of sport as a tool for development and peace. This resolution asks the UN Secretary-General to elaborate a sport for development action plan that will expand and strengthen partnerships with governments, sport-related organizations and the private sector. It is hoped that, as a direct result of the IYSPE 2005, an institutional structure will remain in place to coordinate future UN activities in relation to Sport for Development and Peace, leaving a tangible legacy and considerable momentum for future action.°

Adolf Ogi,
Special Adviser to the United Nations Secretary-General on Sport for Development and Peace

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SPORT FOR DEVELOPMENT AND PEACE:
From Practice to Policy

Preliminary Report of the
Sport for Development and Peace
International Working Group

Toronto, Canada
June 2006
ACKNOWLEDGEMENTS

The Sport for Development and Peace International Working Group (SDP IWG) was established in 2004 to articulate and promote the adoption of policy recommendations to governments for the integration of sport and physical activity into their national and international development strategies and programs. It comprises elected government representatives, United Nations (UN) agencies, and civil society organizations. It is supported by officials from participating governments and organizations and Right To Play, an athlete-driven international humanitarian organization which serves as the secretariat.

The SDP IWG emerged from the work of the United Nations Inter-Agency Task Force on Sport for Development and Peace and is supported by generous funding from the Department of Canadian Heritage, the Royal Norwegian Ministry of Foreign Affairs, the Swiss Agency for Development and Cooperation, and the Sport Division of Austria’s Federal Chancellery. The SDP IWG also wishes to give special recognition to Johnson & Johnson as its first private-sector partner and to acknowledge its generous contribution.

The SDP IWG is chaired by the United Nations Development Program (UNDP), and is grateful to UNDP for its ongoing leadership and support. The SDP IWG would also like to give special thanks to the International Paralympic Committee for co-hosting the recent Torino meetings and inviting SDP IWG delegates to attend the Paralympic Games.

The SDP IWG Secretariat would like to acknowledge the invaluable assistance of those who contributed to the preparation of this report. Foremost are the members of the SDP IWG Bureau and Steering Committee, who provided critical guidance and feedback throughout the process, and those who gave generously of their time and expertise in interviews and through detailed feedback on the sections relating to their government’s policies and programs. Without their contribution, this report would not have been possible.

The SDP IWG would also like to thank its many partners at the UN, in particular the UN Office for Sport for Development and Peace and the UNDP, which provided in-depth feedback on issues relating to the incorporation of Sport for Development and Peace into national poverty reduction strategies in developing countries, and provided the Secretariat with valuable national contacts to enable it to explore these issues further.

For more information on Sport for Development and Peace please visit www.sportanddev.org.
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EXECUTIVE SUMMARY

Sport and physical activity are rapidly gaining recognition as simple, low-cost, and effective means of achieving development goals. Over the past decade, UN agencies, international sport federations, international non-governmental organizations (NGOs) and grassroots organizations have been using sport as a tool for development and peace. These efforts led the UN Inter-Agency Task Force on Sport for Development and Peace to conclude in 2003 that, in addition to sport’s inherent benefits, well-designed sport-based initiatives incorporating the best values of sport can be powerful, practical, and cost-effective tools to achieve development and peace objectives. Sport in this context is defined 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.”

Well-designed sport and physical activity programs are powerful tools for fostering healthy child and individual development, teaching positive values and life skills, strengthening education, preventing disease (particularly HIV/AIDS) and improving health and well-being. These programs can help empower and promote the inclusion of marginalized groups, especially women, migrants, and people with disabilities. Further, sport and physical activity programs can assist in preventing and reducing conflict, increasing social cohesion, and contributing to community economic development. Sport’s unparalleled popularity and reach also make it a highly effective communication and social mobilization tool.

Scale and success in harnessing the power of Sport for Development and Peace internationally depend on engaging and mobilizing national governments, as these drive national and international development strategies and investment. The Sport for Development and Peace International Working Group (SDP IWG) was created in 2004 to engage and work with national governments on policy recommendations to support the integration of sport and physical activity into their national and international development strategies and programs. Countries in the north and south differ widely in the nature and development of both their sport systems and their current use of sport for development and peace objectives. However, experience has shown that there are many points along this continuum where Sport for Development and Peace can be successfully introduced, even where there is no sport system or infrastructure in place.

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2 The SDP IWG includes representatives of national governments, UN agencies, and international non-governmental organizations and sport federations. Its mandate extends to 2008, when it will present its final report and policy recommendations at the 2008 Summer Olympic Games in Beijing.
This report explores the diverse approaches of a cross-section of countries to learn what is working, the challenges that remain to be addressed, and how national governments can broaden the current dialogue to both strengthen current initiatives and encourage more countries to harness and integrate the tremendous power of sport into broader national development and peace strategies. To this end, the Secretariat reviewed available English-language policy and program information and interviewed leading government proponents of Sport for Development and Peace from 13 developing and developed countries. While much work remains to be done, the information, insights, and advice obtained through these interviews are an invaluable resource and will be used to inform the work of the SDP IWG as it moves toward the delivery of its final report and policy recommendations in Beijing in 2008.

Key Findings

• Positioning sport as a tool for development. To engage governments, sport should not be positioned as an end in itself, but rather as a low-cost, high-impact tool to achieve broader development aims, in particular the Millennium Development Goals.

• Building government support is contingent on the existence of a Sport for Development and Peace focal point within government, policy evidence, strong champions, and effective outreach across governments and to external sport and development partners.

• Sport federations and development NGOs play an essential role in advocating for and delivering Sport for Development and Peace programs. Governments need to engage these civil society organizations as policy and delivery partners, and challenge them to become more engaged in Sport for Development and Peace efforts.

• Strengthening the current evidence base. Efforts must be made to strengthen the monitoring and evaluation of programs, to increase the current evidence base, and to enhance international and cross-sectoral coordination at the field and policy levels.

• Donor countries are firmly focused on the need to build local and national capacity and ownership to ensure good-quality, high-impact, sustainable programs, and to foster greater support among developing countries. These face particular challenges due to competing development priorities and resource constraints that need to be explored more deeply and addressed in the SDP IWG’s future work.

• There is strong momentum among developing countries in favour of Sport for Development and Peace. A number of countries have national policies already in place or underway, and there are several examples of successful large-scale programs.

• Regional outreach. Developing nations have been among the first to make use of broader regional organizations to raise the issue of Sport for Development and Peace and to invite their peers to consider its potential to contribute to their own national development strategies. This has elicited a strong positive response and promises to be an excellent mechanism for engaging more countries in the ongoing Sport for Development and Peace dialogue.

• Engaging multilateral institutions. Government leadership needs to be accompanied by outreach to multilateral institutions not yet involved, to raise their awareness of the value of Sport for Development and Peace and to encourage its integration into their policies and strategies.

3 The countries surveyed were: Azerbaijan, Australia, Austria, Brazil, Canada, Ghana, the Netherlands, Norway, Sierra Leone, Switzerland, Tanzania, the United Kingdom, and Zambia.
This document is the preliminary report of the Sport for Development and Peace International Working Group (SDP IWG). The SDP IWG is a four-year policy initiative, conceived at the 2004 Athens Roundtable Forum “Harnessing the Power of Sport for Development and Peace” and launched on 24 May 2005, at the United Nations (UN) in New York as part of the International Year for Sport and Physical Education (IYSPE 2005).

At the SDP IWG’s May 2005 inaugural meeting, government ministers of youth and sport from 12 countries recognized the tremendous power of sport as a cross-cutting tool to advance a range of development and peace objectives. At that time, they also acknowledged the critical leadership of non-governmental organizations (NGOs), sport federations, and UN agencies in building awareness and support for the large-scale use of sport to advance development and peace and, more particularly, the Millennium Development Goals (MDGs).

Participating ministers also recognized that national governments are critical to this process and that the key challenge is to inform and mobilize governments to integrate Sport for Development and Peace into their national programs and policies, and to ensure a corresponding allocation of resources. To achieve this goal, it will be necessary to harness the tremendous knowledge and expertise of UN agencies, national governments, national and international sport federations, and NGOs that are already active in this field. It will also be important to create mechanisms to share information and resources more systematically, to harness opportunities, and to remove barriers to the full integration of sport into national and international development efforts.

The SDP IWG Bureau and Secretariat were tasked with preparing an initial overview of the status of Sport for Development and Peace and investigating current practice at the national government level to highlight successes, identify the specific challenges governments face in integrating sport more fully into their national and international development strategies, shed light on lessons learned to date, and inform the development of policy recommendations for presentation at the 2008 Summer Olympic Games in Beijing.

This interim report fulfills that request. It discusses the concept of Sport for Development and Peace, identifies the particular benefits that sport offers in a development context, and looks at the strong and growing support for Sport for Development and Peace internationally. It also outlines key findings from an examination of thirteen national governments and their approaches to Sport for Development and Peace and synthesizes the key themes emerging from this study. The report
concludes with suggestions of future directions the SDP IWG may choose to pursue and practical measures that can be taken to increase the awareness of national governments and support their efforts to harness the tremendous power of sport for the benefit of their citizens and, in the case of donor countries, those of their development partners around the world.

On March 10, 2006, this report was reviewed and accepted by the SDP IWG Executive Committee at its meeting in Torino, Italy. The meeting generated in-depth discussion of the report’s key findings, with a special focus on the role of the national governments and Executive Committee members in moving Sport for Development and Peace forward at the international and national level. The highlights of this discussion are summarized as follows:

- **Sport should be positioned as a low-cost, high-impact tool to advance attainment of the MDGs and related development objectives.** To this end, it is critical to coordinate research and enhance monitoring and evaluation in the field to strengthen the evidence of sport’s impact in relation to the MDGs.

- **To be effective tools for development, sport and physical activity need to be inclusive.** Universal access should be promoted on a wider scale, and should include access to sport and play activities for adolescents, girls, women, and people with disabilities.

- **Developing countries need to include sport in their national development plans** in order to attract donor resources to support their national Sport for Development and Peace initiatives.

- **Local capacity building and strengthening of existing national structures** is important for the success and sustainability of Sport for Development and Peace efforts. International development and multilateral agencies have a critical role to play in providing resources and other assistance to build support and capacity across national governments and civil society in developing nations.

- **Dialogue with multilateral agencies must be intensified** to enhance leadership and coordination among UN agencies and to engage other organizations—like the World Bank, International Monetary Fund, and regional development banks—in supporting the use of sport to achieve development goals.

- **Sport federations and development NGOs play an essential role** in advocating for and delivering Sport for Development and Peace programs. Governments need to engage these civil society organizations as policy and delivery partners, and challenge them to become more engaged in Sport for Development and Peace efforts.

The Executive Committee agreed that the key findings of this report provide important insights into the situation of Sport for Development and Peace in the world. The report is a useful resource for governments, UN agencies, sport federations and NGOs, and needs to be widely disseminated. The governments of Tanzania, Spain, and Mozambique have generously offered to translate the report into Swahili, Spanish, and Portuguese to enhance its reach and impact.

Building on this report, the SDP IWG’s immediate focus going forward will be on expanding Sport for Development and Peace outreach and advocacy efforts in regional and international forums, such as the African Union, Arab League, Commonwealth, European Union (EU), Francophonie, New Partnership for African Development (NEPAD), Organization of American States,
Organization of the Islamic Conference, World Economic Forum, and the World Urban Forum. Sierra Leone’s leadership in raising Sport for Development and Peace at the Supreme Sport Council meeting in Africa, Austria’s commitment to advance it on the agenda of forthcoming meetings of the Council of Europe EU Sport Ministers, and Spain and Canada’s commitments to advance it in regional meetings in the Americas are an excellent beginning.

The goal for 2008 remains the development of clear policy recommendations and an international scorecard to guide and monitor the future expansion of international Sport for Development and Peace efforts at the national government level.

The next meeting of the SDP IWG Executive Committee will take place in the autumn of 2007 in Freetown, Sierra Leone, at the invitation of the Minister of Youth and Sport of Sierra Leone. The next meeting of the SDP IWG Bureau will be co-hosted by the Austrian Federal Chancellery, Sport Division in the spring of 2007 in Vienna, Austria.
SECTION 1
WHAT IS SPORT FOR DEVELOPMENT AND PEACE?

The Sport for Development and Peace concept evolved from a growing recognition that well-designed sport-based initiatives that incorporate the best values of sport can be powerful, practical, and cost-effective tools to achieve development and peace objectives. Sport is viewed both as valuable in itself and as a means to achieving broader aims for development and peace.

1.1 Definition of Sport

In considering Sport for Development and Peace it is necessary to define the term "sport." While definitions vary, sport is usually defined in this context to include 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 2000, the UN Inter-Agency Task Force on Sport for Development and Peace defined Sport for 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." 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.

1.2 Sport as a Right

Access to sport and recreational activity has long been recognized as a fundamental right. The right of children, in particular, to engage in sport, play, physical education, and recreational activity, is an integral component of the international human rights framework. First recognized by the UN Declaration on the Rights of the Child in 1959, this was further embedded through the UNESCO International Charter of Physical Education and Sport and the Convention on the Rights of the
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Child, which specifically refers to “… the right of the child to rest and leisure, and to engage in play and recreational activities appropriate to the age of the child.” This is echoed in the Convention on the Elimination of All Forms of Discrimination Against Women, which affirms that, “…on a basis of equality of men and women …,” women must be ensured “… opportunities to participate actively in sports and physical education.”

The status of sport as a right brings with it an obligation on the part of governments, multilateral institutions, and other actors in civil society to ensure that opportunities exist for everyone to participate in sport and physical activity.

1.3 Benefits of Sport for Development and Peace

The Swiss Agency for Development and Cooperation, in its 2005 report *Sport for Development and Peace*, notes that sport “… enters into the most varied spheres of life and has numerous social, economic, and cultural interfaces and points of contact. From a development and peace perspective, sport is therefore the ideal cross-cutting instrument …” Sport is widely viewed to offer benefits in the following areas:

- Individual development
- Health promotion and disease prevention
- Promotion of gender equality
- Social integration and the development of social capital
- Peace building and conflict prevention/resolution
- Post-disaster/trauma relief and normalization of life
- Economic development
- Communication and social mobilization.

In 2003, the United Nations Inter-Agency Task Force on Sport for Development and Peace published a landmark report, *Sport for Development and Peace: Towards Achieving the Millennium Development Goals*, which examined the evidence in support of sport as a development tool. The report 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.” For a more in-depth examination of the benefits of Sport for Development and Peace, please refer to the above noted report or to the summary in Appendix 1.

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10 *Convention on the Elimination of All Forms of Discrimination against Women*, A/Res/34/180 (18 December 1979), article 10 (g).
13 Ibid.
1.4 Sport and the Millennium Development Goals (MDGs)

In its report, *Sport for Development and Peace: Towards Achieving the Millennium Development Goals*, the UN Inter-Agency Task Force specifically concluded that “[t]he fundamental elements of sport make it a viable and practical tool to support the achievement of the MDGs.”  

The MDGs were established by the international community at the UN Millennium Summit in September 2000, in an ambitious effort to focus world attention and resources on the eradication of global poverty. They comprise eight benchmarks that take aim at poverty, hunger, maternal and child mortality, and disease, and promote education, gender equality, environmental sustainability and global partnerships. Within this framework, 18 supporting targets were selected to provide tangible indicators by which to measure the world’s progress (see Appendix 2 for a list of MDGs and their corresponding targets). The target date for achieving the MDGs is 2015.

The MDGs have been accepted by the UN, the World Bank and national governments as the primary framework for measuring development progress. In total, 191 nations and 147 heads of state and government have pledged their support. The MDGs now guide the international assistance system. However, it has become evident that most countries will not be able to attain the eight goals by 2015. Common reasons for shortfalls in the attainment of the MDGs include poor governance, poverty traps with local and national economies unable to make investments, unequal distribution of economic development within countries, areas with multiple complex challenges that defy solutions, and the simultaneous occurrence of all or some of these factors.

Urgent action is needed to get the world’s poorest countries on track. According to the UN Millennium Project, the international community already possesses the practical knowledge and means and tools to attain the MDGs. Success now rests on the international community’s willingness to make significant economic investments and, in many cases, policy and institutional improvements to allow implementation of practical measures that have already been shown to work. Although progress toward the MDGs is uneven, much can be done in a very short period of time if there is collaboration and strong commitment, and adequate resources and support are provided.

While sport alone will not enable the world to achieve its millennium aims, sport’s potential to be an extremely valuable component of a broader, more comprehensive, integrated approach is still largely untapped. Sport offers potential benefits with regard to each of the MDGs, however, it is most commonly linked to:

- The eradication of poverty and extreme hunger
- Achieving universal primary education
- Promoting gender equality and empowering women
- Combating HIV/AIDS, malaria, and other diseases.

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14 Ibid.
16 Investing in Development: A Practical Plan to Achieve the Millennium Development Goals, UN Millennium Project (2005) at 29.
17 Headed by Professor Jeffrey Sachs, the Millennium Project is an independent advisory body and presented its final recommendations, Investing in Development: A Practical Plan to Achieve the Millennium Development Goals, to the Secretary General in January 2005. The Millennium Project has been asked to continue operating in an advisory capacity through the end of 2006. For more information, visit: http://www.unmillenniumproject.org
Translating the MDGs into action requires an operational framework at the national level. For a large number of the poorest countries in the world, their national Poverty Reduction Strategy Papers (PRSPs) are the primary vehicle to achieve the MDGs. PRSPs describe programs to promote growth and reduce poverty, and outline associated needs for external financing. They are prepared by governments through a participatory process involving civil society and development partners, such as the World Bank and the International Monetary Fund. Policies and programs embedded by national governments in these strategies enjoy high priority on their agendas.

The potential contribution sport can make to the achievement of the MDGs, combined with the fundamental urgency underlying the MDG targets, unites Sport for Development and Peace proponents in the current effort to engage and mobilize national governments.

To this end, the UNDP, at the request of the SDP IWG Secretariat, undertook a preliminary examination of the potential to include Sport for Development and Peace in the poverty reduction strategies of developing nations, as expressed in their PRSPs. UNDP Focal Points on Sport for Development in 26 countries were asked to comment on how Sport for Development and Peace could be integrated into national development strategies. Preliminary responses provided some valuable insights. First, Sport for Development and Peace must be positioned as a cross-cutting tool in national development strategies for achieving the MDGs. Second, many developing countries may not be aware of the ways in which Sport for Development and Peace can be employed to advance their development objectives. Third, UN advocacy and support for developing countries would be an asset in this process. All of the respondents stressed the importance of a coordinated approach to advocacy and promotion of Sport for Development and Peace. Similarly, it was thought to be necessary to ensure local ownership and an understanding of local contexts. Finally, some countries are already including Sport for Development and Peace in their PRSPs or other national development strategies. While it may be too early to measure the impact that this will have on development outcomes, national governments, the UN, and NGOs should be encouraged to capture and communicate regional examples and success stories, as these may be useful in engaging the attention of other countries.

The Sport for Development and Peace success stories featured in Appendix 8 to this report are a first step in this process. They are designed to illustrate the power of sport in relation to the MDGs and to encourage all national governments to think more actively about how they can use sport to improve the likelihood of achieving the MDGs and, therefore, to participate in scaling up these successful approaches.

19 The Secretariat would like to extend its thanks to the following UNDP personnel and Sport for Development focal points who provided this information: Valentina Stalyho (Belarus), Guillame Delalande (Cameroon), Luisa Barahal (Mongolia), Mayisha Mangueira (Mozambique), Patrick Silborn (New York), Renato Costa (Timor-Leste), and Verena Virmasalo (Zambia).
20 Mozambique has included Sport for Development and Peace in its PRSP. While Zambia does not have a PRSP, Sport for Development and Peace is part of its national development strategy. Similarly, Belarus’s National Strategy for Sustainable Development includes sport as a tool to promote healthy lifestyles and youth development.
SECTION 1 WHAT IS SPORT FOR DEVELOPMENT AND PEACE?  I  11

1.5 The Contribution of Non-governmental Organizations (NGOs)

A number of international NGOs have played leadership roles in advancing the practical integration of sport and development in the field. The following are only a few of the many NGOs that are active in this field, delivering a wide variety of programs and projects.

The Norwegian Olympic Committee and Confederation of Sports (NIF)\(^{21}\) is known for its active promotion of Sport for Development and Peace. NIF serves as the Secretariat to Kicking AIDS Out\(^{22}\), a unique international network that brings together large international NGOs and agencies with grassroot organizations from Kenya, Namibia, Norway, South Africa, Tanzania, the United Kingdom, Zambia, and Zimbabwe to mobilize sport to prevent HIV/AIDS. Its members share information and best practices, promote policy development, and support local projects. NIF also manages the Next Step Toolkit, a compendium of best practices from the field.\(^{23}\) These are important resources for the exchange of knowledge. They help strengthen programs and enable policy makers to connect with a broad range of innovative practices.

With the cooperation of the Government of Canada, Commonwealth Games Canada (CGC)\(^{24}\) launched its International Development through Sport Unit in 1993. Through this unit, CGC uses sport to provide leadership training to young people in Africa and the Caribbean.\(^{25}\)

The Swiss Academy for Development (SAD),\(^{26}\) plays a key role in examining the impact of sport and games on social development, and actively fosters the exchange of knowledge in support of Sport for Development and Peace projects. Through its leadership in coordinating the Magglingen conferences on Sport for Development, SAD continues to facilitate broad-based knowledge exchange and cooperation among the international Sport for Development and Peace community.

Right To Play\(^{27}\) is an international, athlete-driven, humanitarian organization that uses sport and play to foster the healthy development of children and youth in the most disadvantaged areas of the world. Currently, it works in 23 countries. Right To Play has actively promoted the concept of Sport for Development and Peace through roundtable forums at the 2002 Salt Lake City and 2004 Athens Olympics. These led to the creation of the SDP IWG. Right To Play serves as the Secretariat to the SDP IWG.

StreetFootball World (SFW)\(^{28}\) encourages individuals and communities to “Think global—play local,” and promotes a worldwide network of street and grassroot football initiatives: these include the Mathare Youth Sports Association\(^{29}\) (Nairobi, Kenya); Diambars\(^{30}\) (Dakar, Senegal); Search and

\(^{22}\) For more information on Kicking AIDS Out! visit: [http://www.kickingaidsout.net](http://www.kickingaidsout.net)
\(^{23}\) Toolkit Sport for Development (2005), online: International Platform on Sport for Development [http://www.sportanddev.org](http://www.sportanddev.org)
\(^{24}\) For more information on Commonwealth Games Canada, visit: [http://www.commonwealthgames.ca/site/index_e.aspx?ArticleID=2](http://www.commonwealthgames.ca/site/index_e.aspx?ArticleID=2)
\(^{25}\) In Africa, CGC is primarily active in Botswana, Lesotho, Namibia, South Africa, and Zambia, while in the Caribbean, it works in many countries, including Barbados, Grenada, Jamaica, Tobago, Trinidad, and St. Kitts.
\(^{26}\) For more information about the Swiss Academy for Development, visit: [http://www.sad.ch](http://www.sad.ch)
\(^{27}\) For more information on Right To Play, visit: [http://www.righttoplay.com](http://www.righttoplay.com)
\(^{28}\) For more information on StreetFootball World, visit: [http://www.streetfootballworld.org/index.htmien](http://www.streetfootballworld.org/index.htmien)
\(^{29}\) For more information on Mathare Youth Sports Association, visit: [http://www.mysakenya.org](http://www.mysakenya.org)
\(^{30}\) For more information on Diambars, visit: [http://www.diambars.com](http://www.diambars.com)
The inherent concern of Sport for Development and Peace with reducing social, economic, and health disparities requires a fundamental focus on, and commitment to, sport that is available and accessible to everyone. This focus is a critical factor in differentiating Sport for Development and Peace from professional and elite sport.

However, high-performance athletes play a critical role within this context. The Sport for Development and Peace movement includes many high-performance sport federations, teams, and athletes among its advocates and practitioners. By virtue of their achievements and resulting celebrity, elite athletes can serve as powerful role models and highly effective advocates. Thanks to the tremendous convening power of sport, athletes can also be remarkably effective in disseminating public health and education messages to hard-to-reach groups.

Athletes have been particularly active in the fight against HIV/AIDS—delivering critical prevention information while encouraging people to speak openly about HIV/AIDS issues, thereby helping to reduce the punishing stigma encountered by many people living with HIV/AIDS. Sport federations also play an important role in contributing to international development: running Sport for Development and Peace projects; participating in disaster-relief efforts; promoting peaceful international relations; lending their infrastructure to other development efforts; and working to strengthen mainstream sport capacity in developing nations.

1.7 Limitations and Risks Associated with Sport

While the positive values of sport and their careful application in well-designed Sport for Development and Peace programs hold enormous potential to help drive the attainment of development goals, sport alone cannot ensure peace or solve complex social problems. Nevertheless,
it is a highly underutilized tool in a broader kit of development practices that needs to be applied in a holistic and integrated manner to achieve results.

It is also important to recognize that society’s ills can be found in sport environments, as in all other social domains. These can have a negative impact on sport 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, tolerance of violent rivalry among supporters of opposing teams, and an emphasis on winning at any cost that undermines the positive values of sport and offers negative role models to young people.

These risks can be minimized by ensuring that Sport for Development and Peace initiatives are driven first and foremost by development objectives. Sport must be carefully incorporated with other components into a combined, holistic approach, eliciting the best that sport can offer. Successful Sport for Development and Peace initiatives are responsive to the challenges these dynamics pose and work consciously to ensure that they advance the best values of sport, protecting the integrity, inherent joyfulness and positive social value of the sport experience.

1.8 Growing International Support for Sport for Development and Peace

Sport has been increasingly recognized as an important factor in development and peace over the past decade. In recent years a growing number of international and multilateral institutions have formally recognized the latent potential of sport, and the need for a more coordinated and systematic effort to exploit its tremendous energy and resources for broader gains. Figure 1 (page 14) sets out some of the key international milestones in the evolution of Sport for Development and Peace. These are described more fully in Appendix 3.
SPORT FOR DEVELOPMENT AND PEACE: FROM PRACTICE TO POLICY

Sport and physical education is a human right for all (UNESCO).

The Millennium Declaration sets development targets and urges Member States to observe Olympic Truce.

The UN Inter-Agency Task Force on Sport for Development and Peace is established.

Adoption of Magglingen Declaration. UNTF produces report “Sport for Development: Towards Achieving the Millennium Development Goals” urging UN agencies to mainstream sport in their programs and policies.

EU Parliament adopts a resolution on development and sport.

Beijing Summer Olympic and Paralympic Games. SDP WG holds its first meeting at the UN Headquarters in New York.

Second Magglingen Conference issues Call to Action urging the governments to promote sport for all and integrate sport and play into national policies.

EU Parliament adopts a resolution on development and sport.

MINEPS III Physical Education and Sport become human development indicators.

The Millennium Declaration sets development targets and urges Member States to observe Olympic Truce.

The UN Inter-Agency Task Force on Sport for Development and Peace is established.

Adoption of Magglingen Declaration. UNTF produces report “Sport for Development: Towards Achieving the Millennium Development Goals” urging UN agencies to mainstream sport in their programs and policies.

Second Magglingen Conference issues Call to Action urging the governments to promote sport for all and integrate sport and play into national policies.

International Year for Sport and Physical Education (ISPE 2005).

International conferences and events promoting Sport for Development and Peace such as the Next Step conference in Zambia. Governments and civil society announce their commitment to sport as a tool for development.

European Year of Education through Sport (EYES) 2004. SDP IWG is established at the Athens Roundtable Forum hosted by Right To Play.

SDP IWG Bureau and Executive Committee will meet in Freetown, Sierra Leone in 2007 to review and comment on the preliminary policy recommendations for national governments.

Beijing Summer Olympic and Paralympic Games. SDP WG holds its first meeting at the UN Headquarters in New York.

Second Magglingen Conference issues Call to Action urging the governments to promote sport for all and integrate sport and play into national policies.

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Second Magglingen Conference issues Call to Action urging the governments to promote sport for all and integrate sport and play into national policies.
SECTION 1  WHAT IS SPORT FOR DEVELOPMENT AND PEACE?  15

In 2001, recognizing the development potential of sport, the UN Secretary-General appointed Mr. Adolf Ogi, former President of Switzerland, to serve as his Special Adviser on Sport for Development and Peace. In this capacity, Mr. Ogi has worked to promote sport as a means to promote health, education, development and peace within the UN system and to integrate sport in the efforts of the international community to achieve the MDGs.

In April 2006, Mr. Ogi presented his report to the UN Secretary-General outlining the variety of initiatives undertaken as part of the International Year for Sport and Physical Education (IYSPE 2005). The IYSPE 2005 was critical for the worldwide promotion of Sport for Development and Peace. It provided a global platform for conferences, new initiatives and events organised by national governmental coordinators, NGOs, universities and United Nations agencies. The legacy of the IYSPE 2005 is being carried forward by the strengthened network of partners and a variety of initiatives which have a lasting impact on health, education, development and peace building.

The Geneva and New York Offices of the Special Adviser to the UN Secretary-General on Sport for Development and Peace have been instrumental in gathering examples of UN-supported Sport for Development and Peace field projects and sharing them with governments, civil society and other UN agencies. The United Nations Fund for International Partnerships (UNFIP) works closely with these offices, promoting new partnerships and alliances in furtherance of the MDGs. These activities are also supported by the Group of Friends of IYSPE 2005, comprising various ambassadors to the United Nations active in supporting Sport for Development and Peace.

Recognition of sport as a tool for development is also growing within other geopolitical venues. In 1991, the Commonwealth Heads of Government, the presidents and prime ministers of the Commonwealth’s 72 member countries acknowledged the unique role of sport in fostering the Commonwealth’s goal to eliminate poverty and promote people-centred development. They called on member countries to recognize the importance of sport as a vehicle for development.

Sport and physical education are absent, however, from the agendas of the African Union and NEPAD. These two critical forums, as well as other regional cooperation bodies for the Americas, Europe, Asia, the Middle East, and Oceania, represent significant opportunities to broaden engagement and to promote more widespread use of Sport for Development and Peace in the context of national and regional development strategies.

Most recently, the IYSPE concluded with the second Magglingen Conference on Sport for Development in December 2005, bringing together more than 400 participants from 70 countries. The conference culminated in the Magglingen Call to Action, urging governments, sport federations, athletes, development agencies, the private sector, and other stakeholders to promote Sport for Development and Peace in their respective fields.

While this declaration and other similar calls to action are important outcomes in their own right, their implementation remains to be achieved. The Sport for Development and Peace community now looks to national governments for the concrete action necessary to see these commitments realized.

37 The Commonwealth is a voluntary association of 72 sovereign nations and territories, consisting of the United Kingdom and its dependencies and many former British colonies that are now sovereign states but owe allegiance to the British Crown.
While NGOs, sport federations, and multilateral institutions all play important roles, the future of Sport for Development and Peace ultimately depends on national governments. These set development priorities and provide funding for development activity either through national initiatives or international assistance.

A number of the countries surveyed in this report indicated that their international development agencies are moving, or have moved away, from direct funding to individual projects in favour of broad national partnership agreements with developing countries. This is part of a more general effort to enhance the effectiveness of their development assistance. As most of the donor agencies concerned reserve some portion of their funds for discretionary projects, this does not entirely preclude funding Sport for Development and Peace projects. However, where other program priorities have a greater claim to these funds, the absence of any explicit acknowledgement of sport as a powerful, cross-cutting, and cost-effective tool in international development strategies may prove to be a barrier to scaling up Sport for Development and Peace efforts.

The extent to which sport is among the priorities identified by developing countries for their own development will also play a major role in determining potential available funding. If developing countries do not themselves see Sport for Development and Peace as a useful tool, international assistance funds will be directed elsewhere. This is particularly true with respect to national partnership agreements with donor agencies and mechanisms like the national poverty reduction strategy plans used to channel significant multilateral development funding.

Consequently, proponents must focus on ensuring sport is accepted as a legitimate development and peace-building tool by the international development agencies of donor countries, and work directly with countries in the south to increase awareness of sport as a means to achieve their own goals. This includes demonstrating how sport can be practically integrated into their national development priorities and plans.

The aim of the SDP IWG is to work with national governments to encourage their use of sport as a development tool and to find ways to support their efforts, in particular through practical policy recommendations that take into account countries’ diverse contexts and issues.

In order to understand the state of Sport for Development and Peace from the perspective of national governments, the SDP IWG Secretariat undertook an examination of the current Sport for...
I

SPORT FOR DEVELOPMENT AND PEACE: FROM PRACTICE TO POLICY

Development and Peace policies, programs, and investments of 13 national governments: Austria, Australia, Azerbaijan, Brazil, Canada, Ghana, the Netherlands, Norway, Sierra Leone, Switzerland, Tanzania, the United Kingdom, and Zambia.

The Secretariat reviewed available English-language policy and program information from each country. As this material was limited in some cases, the Secretariat also undertook 1- to 1.5-hour structured interviews with one to three representatives from each government. These individuals were designated by their governments as highly knowledgeable regarding national Sport for Development and Peace policies and programs (see Appendix 4 for a list of interviewees and Appendices 5 and 6 for the interview guides). In some cases, the interviewees consulted within their governments; in others they relied on their own knowledge to respond to the questions. Due to the inevitable challenges of intercontinental telecommunication and language differences, some chose to submit written responses to the questionnaire rather than participate in an oral interview. In all cases, the interviewees were provided with draft copies of the resulting descriptions of their national policies, programs, and other feedback for their review and comments before these were finalized.

Based on this information, the Secretariat prepared a national overview for each of the countries surveyed (see Appendix 7). Although these refer to formal government policies and draw on published information, they also contain qualitative opinions of the interviewees. They are intended not only to provide a factual description of the national government’s general approach and activities, but also to draw on the extensive expertise and experience of the individuals questioned to offer an informed perspective on key successes to date, lessons learned, ongoing challenges, and future directions. However, to the extent that these are necessarily subjective judgments involving personal perspectives and experience, the ideas presented do not constitute in any way the formal positions of their governments and should not be construed in that light.

Sections 3 and 4 of this report focus on the key findings arising from the Secretariat’s examination of the 13 national governments. Findings from developing and developed countries are discussed separately on the basis of the contextual differences in their experiences. A synthesis of key themes is presented in Section 5.
As indicated in the previous section, six countries that can be characterized as developing or in economic transition participated in this survey: Azerbaijan, Brazil, Ghana, Sierra Leone, Tanzania, and Zambia. A summary of each country’s specific policies, programs, and perspectives can be found in national overviews in Appendix 7. This section presents key findings arising from the Secretariat’s examination of the Sport for Development and Peace experiences of these governments, as communicated by the interviewees. It is organized according to the topics explored in the research interviews. It is intended to highlight information that may be of interest to other governments and of use to the Sport for Development and Peace International Working Group as it seeks to formulate practical and relevant policy recommendations for its final report in 2008.

3.1 Genesis of Involvement in Sport for Development and Peace

Interviewees were asked to comment on the genesis of their government’s involvement in Sport for Development and Peace, a new area for most. With the exception of Tanzania and Azerbaijan, where national sport policies have been in existence since 1995, countries indicated that they have become engaged in Sport for Development and Peace only within the past two to three years.

In three of the countries surveyed (Brazil, Tanzania, and Zambia), presidential leadership played a large role in the genesis of their Sport for Development and Peace initiatives. In others, the impetus came from government ministers or senior officials. In Ghana and Zambia, the engagement of the latter was directly attributed to participation in the May 2005 meeting of the Sport for Development and Peace International Working Group. Unlike the developed countries surveyed, none of the developing nations specifically cited advocacy by sport personalities or evidence from successful field projects as an impetus for their initiatives in this area.

Countries differed in the degree to which they engaged non-governmental stakeholders and the public in the development of their initial policies. While Ghana and Zambia moved quickly within government to establish policies, Brazil adopted a strategy of extremely broad-based national consultation and engagement. The adoption of its National Sports Strategy was the culmination of an extensive national engagement process involving 80,000 Brazilians, including a five-day conference attended by delegates from each of Brazil’s 27 states. Tanzania is undertaking a review of
its national sport policy this year that also involves broad-based district-level consultations with all sport stakeholders (including those from the education and health sectors). The feedback from this process will be integrated into a national dialogue process to be led by the President of Tanzania in September 2006. Sierra Leone has also indicated its intention to conduct broad-based consultations with external stakeholders as part of its national policy development process.

Perhaps the most striking finding is the strong linkage made between sport and education in the countries surveyed. Four of the six have policies or programs targeting integration of sport into education programs. However, only two of these explicitly identified sport as a tool for education. Others emphasized the use of sport to achieve health goals and schools as the locus of intervention. Four of the countries also referred to, or highlighted, current and future plans to foster the use of sport to achieve other government objectives, through cross-governmental engagement processes (Brazil, Ghana, Sierra Leone, Zambia) and/or the development of programs that apply sport to other social development goals (Azerbaijan, Brazil, Ghana, Tanzania, Zambia).

3.2 Definitions of “Sport” and “Sport for Development and Peace”

None of the countries surveyed has a formal definition of Sport for Development and Peace; however, three (Sierra Leone, Tanzania, and Zambia) indicated that they plan to adopt one.

Working understandings of what sport comprises varied, but all five of the countries that responded to this question viewed sport in a broad sense. Three (Brazil, Ghana, and Sierra Leone) emphasized that sport’s definition should include accessibility to everyone. Elements that were highlighted by respondents are summarized in Table 1 (below).

Table 1 Elements of sport included in working understanding of Sport for Development and Peace

<table>
<thead>
<tr>
<th>ELEMENTS OF SPORT</th>
<th>AZERBAIJAN</th>
<th>BRAZIL</th>
<th>GHANA</th>
<th>SIERRA LEONE</th>
<th>TANZANIA</th>
<th>ZAMBIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recreation/leisure sport</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Competitive sport</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Physical education/activity</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td></td>
</tr>
<tr>
<td>Indigenous sports</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td></td>
</tr>
<tr>
<td>Play</td>
<td>●</td>
<td></td>
<td></td>
<td>●</td>
<td>●</td>
<td></td>
</tr>
</tbody>
</table>

Elite sport and its role in Sport for Development and Peace were not mentioned. However, in Tanzania, the National Sport Policy pays special attention to professional sport as a means of employment.
3.3 Key Policies and Programs

The countries surveyed are at various stages of policy and program development and implementation (see Table 4, page 23). Where policy and programs have yet to be developed, the government sees the potential of sport to address a number of issues of social importance.

As indicated in Table 2, health promotion or disease prevention, building individual and social capital, and economic development were the most frequently cited policy or program objectives (five countries), followed closely by community development, conflict resolution or peace building, and gender equity (four countries).

<table>
<thead>
<tr>
<th>POLICY/PROGRAM OBJECTIVES</th>
<th>AZERBAIJAN</th>
<th>BRAZIL</th>
<th>GHANA</th>
<th>SIERRA LEONE</th>
<th>TANZANIA</th>
<th>ZAMBIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health promotion or disease prevention</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Building individual or social capital</td>
<td>●●●●●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Economic development</td>
<td>●●●●●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Community development</td>
<td>●●●●●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Conflict resolution or peace building</td>
<td>●●●●●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Gender equity</td>
<td>●●●●●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Advancement of human rights</td>
<td>●●●●●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Sport development</td>
<td>●●●●●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Healthy human development</td>
<td>●●●●●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Education</td>
<td>●●●●●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Post-disaster or conflict normalization</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Improved quality of life</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Inclusion of people with a disability</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>

In Ghana and Tanzania, the primary focus of national policies seems to be the health and well-being of children and youth. In Ghana, a specially established Sport for Development and Peace Secretariat focuses on strengthening community fitness clubs and building local capacity. In Tanzania, sport and physical education are being integrated into the education system from primary
school through university, while more targeted programs focus on HIV/disease prevention and poverty reduction among youth. However, Tanzania is also making efforts to promote physical activity among seniors and to improve the participation of girls and women.

In Zambia, the chief priority is halting the spread of HIV/AIDS. Consequently, sport will be used for HIV/AIDS awareness and prevention, and efforts will focus primarily on children and adolescents, including HIV/AIDS orphans. Azerbaijan, Ghana, and Tanzania identified social cohesion as an important objective of their national sport policies and programs. The future Sport for Development and Peace policy and programs of Sierra Leone will attempt to address some issues related to the violent past of the country, and will primarily target children and adolescents involved in, or at risk of, conflict. Its policy and programs will also give special consideration to the MDGs and, in particular, education, gender equality, health, and HIV/AIDS prevention, in recognition of sport as a cost-effective way to contribute to development and peace.

Although existing programs and policies generally incorporate the principle of “sport for all” the most popular target population for current or future programs and policies is youth—cited by all six countries surveyed. More detailed information on target populations is set out in Table 3.

Table 3  Key target groups

<table>
<thead>
<tr>
<th>TARGET GROUPS</th>
<th>AZERBAIJAN</th>
<th>BRAZIL</th>
<th>GHANA</th>
<th>SIERRA LEONE</th>
<th>TANZANIA</th>
<th>ZAMBIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Youth</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>General Population</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Children</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Women and girls</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Athletes</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Refugees</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>People living with HIV/AIDS</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Low-income individuals and families</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Prison inmates</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Vulnerable populations</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Sport agencies</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Community sport clubs</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Sport-oriented NGOs</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
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<td>●</td>
</tr>
</tbody>
</table>
Two of the six countries (Sierra Leone, Zambia) surveyed do not have specific Sport for Development and Peace programs and policies in place. They are, however, in the process of establishing them.

Brazil has the most established and varied portfolio of national Sport for Development and Peace programs (see Table 4 below for detailed descriptions). In addition to domestic implementation of these programs, in 2005 Brazil worked with the Angolan government to replicate Segundo Tempo (Second Half) and Pintando a Liberdade (Painting Freedom) in Luanda. Similar programs are being launched in Mozambique and Haiti with Brazilian support. Five other South American countries (Argentina, Chile, Colombia, Paraguay, and Uruguay) have also expressed interest in establishing a version of each program with technical assistance from Brazil.

Table 4  Key Sport for Development and Peace policies and programs

<table>
<thead>
<tr>
<th>Country</th>
<th>Key Sport for Development and Peace Policy</th>
</tr>
</thead>
<tbody>
<tr>
<td>AZERBAIJAN</td>
<td>National legislation “On Physical Culture and Sports in Azerbaijan” maintains that physical culture and sport are integral to the culture of the people. 39</td>
</tr>
<tr>
<td></td>
<td>Key Programs</td>
</tr>
<tr>
<td></td>
<td>Program on the Development of Physical Education and Sport for 2004–2008</td>
</tr>
<tr>
<td></td>
<td>Adopted by the Cabinet on August 30, 2004, this program focuses on the importance of sport and physical education for overall national development and targets the general population of Azerbaijan.</td>
</tr>
<tr>
<td></td>
<td>Other Initiatives</td>
</tr>
<tr>
<td></td>
<td>Not applicable</td>
</tr>
<tr>
<td>BRAZIL</td>
<td>Brazil has a national sport policy with five main objectives:</td>
</tr>
<tr>
<td></td>
<td>• Ensure access to sport and recreation for all</td>
</tr>
<tr>
<td></td>
<td>• Build and strengthen citizenship by ensuring access to the practice of sport, and related technical and scientific knowledge</td>
</tr>
<tr>
<td></td>
<td>• Decentralize management of public recreational sport facilities</td>
</tr>
<tr>
<td></td>
<td>• Add an educational dimension to sport and strengthen cultural sport identity</td>
</tr>
<tr>
<td></td>
<td>• Develop sport talent and improve the results of athletes (both Olympians and Paralympians) in high-performance sport.</td>
</tr>
<tr>
<td></td>
<td>Key principles:</td>
</tr>
<tr>
<td></td>
<td>• Reversal of injustice and exclusion, and reduction of social vulnerability</td>
</tr>
<tr>
<td></td>
<td>• Obligation to ensure access of every citizen to sport and recreation as enshrined in Brazil’s constitution.</td>
</tr>
<tr>
<td></td>
<td>Key Programs</td>
</tr>
<tr>
<td></td>
<td>Segundo Tempo</td>
</tr>
<tr>
<td></td>
<td>After attending morning classes, children remain at school in the afternoon where they engage in supervised sport and games, have a meal, and attend extracurricular classes to help them with their studies:</td>
</tr>
<tr>
<td></td>
<td>Segundo Tempo was established in 2003 in the main cities. There are now over 1 million children enrolled in over 800 centers. The Ministry of Sport hopes to double this number in 2006 and extend the program nationwide.</td>
</tr>
</tbody>
</table>

BRAZIL (continued)

The program targets children and adolescents (7–17 years old) from disadvantaged communities who would not otherwise have access to sport or extracurricular activities.

**Pintando a Liberdade**

Established in 1997 to provide low-cost sporting equipment for Segundo Tempo while furthering economic development and the rehabilitation of state prisoners.

Inmates are provided with materials and a manufacturing area to produce sport equipment. In return they receive payment (two Brazilian reals for each ball made) and one day of sentence reduction for every three days worked. Local governments cover all wage costs while the federal government provides equipment, materials, and training.

The program was expanded to communities outside prison under the name Painting Citizenship. It is delivered through local cooperatives in disadvantaged communities as a means of economic development and increasing family incomes.

Pintando a Liberdade was significantly increased in scale in response to demand from Segundo Tempo for low-cost sport equipment. From the original 15 centres in three states, it was expanded to 70 centres in all 27 states, providing equipment for several million children.

**Other Initiatives**

**Athlete Scholarship Program**

This program was established to assist aspiring amateur and professional athletes from low-income families unable to train sufficiently due to their need to work. In 2006, 972 athletes—from young students to Olympians—athletes who meet the program criteria will receive scholarships. The government hopes to see improved performance results in 2007 as a result of the program.

**International cooperation and assistance**

In 2005, the Government of Brazil helped to establish a Segundo Tempo program in Luanda, Angola, for 1,000 children and a Pintando a Liberdade program in Viana, Angola, for 300 inmates, producing sport equipment for 130,000 Angolan children. Both of these programs are being expanded in 2006 at the request of the Angolan partners.

Similar programs are being launched in Mozambique and Haiti with support from Brazil. Five other South American countries (Argentina, Chile, Colombia, Paraguay, and Uruguay) have also expressed interest in establishing adapted versions of both programs with Brazil’s help.

GHANA

National Sport for Development and Peace Policy

The Ghana Ministry of Education and Sports (MES) established a two-prong national sport policy in 2005. The first prong is Sports for Excellence, aimed at supporting people with the potential to excel in national- and international-level competitive sport. Beneficiaries of this support include sport federations for people with disabilities. The second prong is Sport for Development and Peace. These initiatives are designed to include people of all ages, genders, and levels of physical and mental ability.

**Key Programs**

**Keep Fit Clubs**

Community fitness clubs are run by ten regional Sport for Life Associations. Government departments and agencies, and corporations also have fitness clubs. The Secretariat coordinates their activity, including intra-district and regional competitions, and promotes traditional sport and physical activity. It also provides capacity building through a three-day training course. It anticipates that it will train someone from each club (over 1,000) within one year.
### Preventive Medical Care Through Sport and Physical Activity

Fitness programs are delivered in Ghana’s schools and colleges. Thirty high schools will be selected to participate from each region’s capital city. A student will be selected from each school to participate in a training program that will equip them to lead their school’s Sport for Life Aerobics program.

**Walk for Life**

On 14 December 2005, the Secretariat held a 10K walk for fitness and health with over 10,000 participants. The walk was so successful that it has become a regular monthly event. The Secretariat is working to encourage corporate sponsors to organize it each month.

### Other Initiatives

These include:
- Strengthening sport agencies and sport-oriented NGOs
- Providing adequate and appropriate sport and recreational facilities at the local, district, regional, and national levels
- Ensuring availability and affordability of sport equipment at all levels of performance, and encouraging and facilitating the production of sport equipment locally
- Motivating and encouraging sport talents to achieve their full potential, while honouring past sport heroes and heroines
- Capacity building at all levels for community sport clubs, amateur and professional clubs, and fitness clubs
- Recognizing corporate and individual contributions to sport development and Sport for Development.

### Sierra Leone

**National Sport for Development and Peace Policy**

The government’s programs and policies to promote and utilize Sport for Development and Peace are in the initial stages of development. Currently, there is no official policy on Sport for Development, but the planning process is underway. In 2006, the government will embark on the formulation of a National Sports Policy for Sierra Leone, with extensive multi-stakeholder consultations taking place in the first quarter of 2006.

Although no specific policy currently exists, the national Ministry of Youth and Sport targets young people, especially those either directly or indirectly affected by conflict.

The envisioned policy will clearly define Sport for Development and Peace and outline key stakeholders and their roles and responsibilities. It is being planned with special consideration for the MDGs and, in particular, those related to education, gender equality, health, and HIV/AIDS prevention, as sport is understood to be a cost-effective way to contribute to health, development, and peace.

**Key Programs**

Not applicable

**Other Initiatives**

Not applicable

### Tanzania

**National Sport for Development and Peace Policy**

The Tanzanian government has a national sport policy, established in 1995, that clearly acknowledges sport as a tool for development. The government is reviewing the policy this year to ensure that it complies with the current position of the United Nations, and to see how it can be improved and implemented more effectively.

The policy emphasizes the development of professional sport as a means to employment and the eradication of poverty. It also encourages Tanzanians to participate in sport activities to improve their own health and productivity, as these are vital to the reduction of poverty. The existing policy does not currently target specific groups or populations.
The Tanzanian policy maintains that sport is a cross-cutting issue and that every government department has a part to play. Nevertheless, the Ministry of Education, the State Department of Youth, and the Armed Forces all play particularly important roles, with a focus on developing competitive sport.

### Key Programs

#### Integration of sport and physical education in the education system

The Ministry of Education has been mandated to ensure that every school—from primary to university level—has a qualified sport and physical education teacher. The educational curriculum is being revised accordingly to incorporate sport and physical education. Teacher training colleges are also incorporating physical education into their curriculum so that all future graduates have the capacity to teach physical education at the primary school level.

#### Peer Coach Program

Coaches work in selected districts, using sport to fight HIV/AIDS. Two youths (male and female) aged 14–24 are selected from each ward to participate in a 10+-day training session in sport coaching (soccer, netball, volleyball, and traditional games) and HIV/AIDS intervention methods. At the end of the training, they are given balls and return home where they in turn provide sport training and HIV/AIDS information and education to their peers.

#### Conflict prevention

Tanzania is also host to many refugees affected by conflict in neighbouring countries (e.g., Burundi, Democratic Republic of the Congo, and Rwanda). The Sport Development Department has succeeded in bringing refugees together through sport to reduce conflict and foster peaceful coexistence. Projects begin by mixing refugee children from different groups in sport and play activities, and encouraging them to form friendships across ethnic and cultural boundaries. As a result of these relationships, parents are then engaged in sport activities that encourage them to do the same. These programs have been successful in building bridges between the different refugee communities.

#### Economic clubs

The Sport Development Department also works closely with the Youth Department on a program to help unemployed youth form sport teams and work together to run small businesses. The Sport Development Department assists in recruiting youth to form sport teams that play in the evenings. Participating youth also form economic clubs and are assisted with employment in small businesses during the day to enable them to become self-supporting. By playing together as a team, the youth develop the relationships and trust necessary for the successful functioning of their businesses. This program is designed to assist the many Tanzanian youth who lack secondary education and therefore suffer from unemployment. The program has been successful as a means of reducing their poverty.

### Other Initiatives

The national sport policy emphasizes the development of professional sport as a means of employment and poverty eradication. It also encourages Tanzanians to participate in sport activities to improve their own health and productivity, as these are vital to poverty reduction.

The government works actively to promote the inclusion of people with disabilities through support to the Paralympics and Special Olympics.

It has also asked all of the country’s sport federations to establish Women’s Committees to work on increasing the participation of girls and women in sport.

The government also promotes jogging clubs across the country and uses these to encourage seniors to remain active by walking or jogging.
Zambia

National Sport for Development and Peace Policy

The Government of Zambia currently has no programs or policies on Sport for Development and Peace in place. However, the inauguration of the Sport for Development and Peace International Working Group catalyzed the preparation of a Cabinet Memorandum that has been circulated to all government ministries with very positive feedback.

Upon Cabinet approval, Sport for Development and Peace would receive a separate budget line and focal points would be appointed in each of the ministries to implement the concept, develop projects and programs, and ensure cross-ministerial collaboration and joint advocacy efforts.

Key Programs

Not applicable

Other Initiatives

Not applicable

3.4 Annual Investment in Sport for Development and Peace

Based on the estimates provided, current annual national government investment in Sport for Development and Peace ranges from no budget in Sierra Leone to USD 350 million annually in Brazil. See Table 5 (following page).

Of the countries surveyed, Azerbaijan and Ghana have specific budget amounts allocated to Sport for Development and Peace. Brazil and Tanzania indicated that all of their sport activities are included in their work on Sport for Development and Peace. They consequently identified the annual budget of their Ministry of Sport (Brazil) and Sport Development Department (Tanzania) as their annual investment in Sport for Development and Peace. Finally, Sierra Leone and Zambia are currently in the process of establishing national sport policies and programs and have not yet allocated any funds, although Zambia is proposing an annual investment of USD 40,000 for Cabinet approval.

All of the governments currently investing in Sport for Development and Peace fund their programs from general revenue, although Sierra Leone envisions using specific taxes and levies to fund them once it has a national policy in place. Brazil directs additional proceeds from national lotteries to its National Olympic and Paralympic Committees and has specific lotteries to support soccer teams.

Five of the six countries surveyed (Brazil, Ghana, Tanzania, Sierra Leone, and Zambia) indicated reliance on partnerships to build additional resources for Sport for Development and Peace. Ghana, for example, estimates that the government will be able to leverage an additional USD 20 million from corporate sponsors annually, as well as USD 1–10 million annually from each of its regional governments. Ghana also foresees future funding from multilateral institutions, but only once it can demonstrate tangible results from its programs. Brazil leverages significant investment from local governments through its Painting Freedom and Painting Citizenship programs, while Zambia anticipates supplementing its proposed USD 40,000 budget with funding from multilateral and private-sector donors.
Ghana, Sierra Leone, and Zambia noted that inclusion of sport as a tool for development in the priorities of other ministries will allow for a larger overall budget for these initiatives.

### Table 5  Annual national government investment in Sport for Development and Peace

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>POPULATION</th>
<th>DEPARTMENT</th>
<th>REVENUE SOURCE</th>
<th>YEAR</th>
<th>INVESTMENT (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazil</td>
<td>179 million</td>
<td>Ministry of Sport</td>
<td>General revenues. National lottery revenues go directly to National Olympic and Paralympic Committees</td>
<td>2005</td>
<td>USD 320 million*</td>
</tr>
<tr>
<td>Ghana</td>
<td>22.8 million</td>
<td>Ministry of Education and Sport</td>
<td>General revenues</td>
<td>2006</td>
<td>USD 1.5 million</td>
</tr>
<tr>
<td>Azerbaijan</td>
<td>7.9 million</td>
<td>Ministry of Youth, Sport and Tourism</td>
<td>—</td>
<td>2006</td>
<td>USD 600,000 (25% of total budget of National Programs on Physical Education and Sport)</td>
</tr>
<tr>
<td>Tanzania</td>
<td>38.6 million</td>
<td>Minister of Information, Culture and Sports</td>
<td>—</td>
<td>2005-6</td>
<td>USD 40,000**</td>
</tr>
<tr>
<td>Zambia</td>
<td>11.3 million</td>
<td>Ministry of Youth, Sport and Childhood Development</td>
<td>General revenues</td>
<td>Projected 2006***</td>
<td>USD 40,000 (1/6 of ministry development)</td>
</tr>
<tr>
<td>Sierra Leone</td>
<td>6 million</td>
<td>Ministry of Youth and Sport</td>
<td>National Sport Policy under development: to include specific taxes and levies to fund Sport for Development and Peace.</td>
<td>2005</td>
<td>Not applicable</td>
</tr>
</tbody>
</table>

* This is the total budget of the Brazil Ministry of Sport. The Government of Brazil indicated that it considers all of its sport activity as Sport for Development.

** Total ongoing spending by the Sport Development Department of the Ministry of Information, Culture, and Sports

*** Subject to Cabinet approval.
3.5 Linkages with Millennium Development Goals (MDGs)

All countries viewed their Sport for Development and Peace initiatives as consistent with a focus on achieving the MDGs.

Three of these (Azerbaijan, Brazil, and Ghana) mentioned that their programs and policies were specifically designed with the MDGs in mind. While Tanzania’s current policy predates the MDGs, its contents can be linked to all eight MDGs. Finally, both Sierra Leone and Zambia, while still in the process of developing their national policies and programs, have emphasized the importance of aligning these with the MDGs.

Similar to donor countries, surveyed countries identified linkages between sport and all eight MDGs. See Table 6 (below). Those specifically singled out most frequently (by four countries) were poverty reduction and disease prevention (including HIV/AIDS). These were followed by achieving universal primary education, improving maternal health and reducing child mortality—each specifically cited by three countries.

Table 6 Linkages with Millennium Development Goals

<table>
<thead>
<tr>
<th>MDG</th>
<th>AZERBAIJAN</th>
<th>BRAZIL</th>
<th>GHANA</th>
<th>SIERRA LEONE</th>
<th>TANZANIA</th>
<th>ZAMBIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Millennium Development Goals taken into account in development of policies and programs</td>
<td>●●●●</td>
<td>●●</td>
<td>●</td>
<td>●*</td>
<td>●●●●</td>
<td>●</td>
</tr>
<tr>
<td>Combat HIV/AIDS, malaria, and other diseases</td>
<td>●●●</td>
<td>●●○</td>
<td>○</td>
<td>○</td>
<td>●●●</td>
<td>○</td>
</tr>
<tr>
<td>Eradicate extreme poverty and hunger</td>
<td>●●●</td>
<td>●●○</td>
<td>○</td>
<td>○</td>
<td>●●</td>
<td>○</td>
</tr>
<tr>
<td>Achieve universal primary education</td>
<td>●</td>
<td>●●○</td>
<td>○</td>
<td>○</td>
<td>●●</td>
<td>○</td>
</tr>
<tr>
<td>Reduce child mortality</td>
<td>●●</td>
<td>●●○</td>
<td>○</td>
<td>○</td>
<td>●●</td>
<td>○</td>
</tr>
<tr>
<td>Improve maternal health</td>
<td>●●</td>
<td>●●○</td>
<td>○</td>
<td>○</td>
<td>●●</td>
<td>○</td>
</tr>
<tr>
<td>Promote gender equality and empower women</td>
<td>●●</td>
<td>●●○</td>
<td>○</td>
<td>○</td>
<td>●●</td>
<td>○</td>
</tr>
<tr>
<td>Ensure environmental sustainability</td>
<td>●●</td>
<td>●●○</td>
<td>○</td>
<td>○</td>
<td>●●</td>
<td>○</td>
</tr>
<tr>
<td>Develop a global partnership for development</td>
<td>●●</td>
<td>●●○</td>
<td>○</td>
<td>○</td>
<td>●●</td>
<td>○</td>
</tr>
</tbody>
</table>

* Policy is still under development but MDGs are being taken into account in this process.
3.6 Measuring Results

Of the four countries surveyed that currently have Sport for Development and Peace programs in place, only Brazil has a process to evaluate its program results.

UNICEF is performing an evaluation of Brazil’s main program, Segundo Tempo, and the Ministry of Sport expects the resulting data to substantiate its view that sport is an effective tool for social inclusion. It is seeking to prove that the values and practice of sport will help children achieve better grades, improve participation rates in school, and lead to greater family and social integration. The Ministry of Sport also evaluates its second program, Pintando a Liberdade, tracking the number of program sites, the amount of sport equipment produced, and the number of potential beneficiaries.

In Azerbaijan, there is no current mechanism to evaluate results. However, the Ministry of Youth Sport, and Tourism monitors the implementation of its National Program on the Development of Physical Education and Sport and reports annually to cabinet on its progress.

Ghana is in the process of establishing evaluation mechanisms for the programs created in June 2005. This will include periodically measuring the vital statistics of the students in participating schools to track the results of school Sport for Life Aerobics programs. Over time, the government plans to develop a more comprehensive monitoring and evaluation system.

Tanzania has a monitoring program in place, but it is focused primarily on tracking sport development. Over 120 District Sports Officers collect data on the number of sport groups (e.g., associations and clubs), technicians (coaches, referees, sport clinic doctors, and instructors), competitions (at different levels), and sport grounds. This data is then compiled nationally.

As Sierra Leone and Zambia are still in the process of developing and securing adoption of policies, they do not yet have programs to evaluate. Sierra Leone’s Inter-Ministerial Committee on Sport for Development has been tasked, however, with ensuring appropriate mechanisms are established to evaluate the results of the government’s policies and programs once these are in place.

Overall, there is a strong interest in most of these countries in building effective monitoring and evaluation systems.

3.7 Partnership and Coordination

In all the countries surveyed, the ministry with responsibility for sport, or an agency or committee thereof, is the lead for Sport for Development and Peace and responsible for coordinating all programs and policies. See Table 7 (page 32) for detailed information for each country.

Five of the six countries surveyed indicated that these policies and programs were being developed in coordination with other government ministries. Ghana and Sierra Leone have established separate inter-ministerial committees for this purpose.
All countries identified NGOs and sport organizations as implementation partners and all but one (Azerbaijan) included the private sector. Three countries (Azerbaijan, Brazil, and Tanzania) pointed to local governments as partners as well.

Brazil’s extensive outreach efforts, including the use of a national conference involving 1,800 delegates to help shape its National Sports Strategy, is another exciting example of grassroots Sport for Development and Peace engagement. Brazil is also notable for its work with other Portuguese-speaking (Angola, Mozambique) and South American countries, helping them to establish similar programs. Brazil also invited other countries to participate in the development of its National Sports Policy.

Ghana has established a national committee comprising both government and external stakeholders as the chief coordinating body for its Sport for Development and Peace policies and programs. This committee is supported by an inter-ministerial committee and Ministry of Education and Sport officials.

Tanzania’s Sport Development Department works closely with the National Sports Council, an independent agency established by the Ministry of Information, Culture, and Sport to coordinate the activity of national sport associations with regard to sport development, sport for all, and high-performance sport. The Tanzanian government is engaging a broad range of stakeholders at the district and national level in a review of its national sport policy later this year. This will include consultations with all sport, education, health, and other interested stakeholders at the district level, with feedback from these discussions incorporated into a national dialogue process to be led in September by the President of Tanzania.

In Zambia, the lead ministry makes extensive use of local sport organizations and NGOs to reach local populations, thereby overcoming the limitations of the ministry’s own highly centralized structure. The government views the strengthening of these groups as a priority in order to reach key target populations effectively.
**Table 7  Policy and program coordinating structures and partnerships**

<table>
<thead>
<tr>
<th>AZERBAIJAN</th>
<th>LEAD AGENCY WITHIN THE GOVERNMENT</th>
<th>INTERNAL GOVERNMENT PARTNERS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Ministry of Youth, Sport, and Tourism</td>
<td>Other ministries (not defined)</td>
</tr>
</tbody>
</table>

**Government coordination**
The Ministry of Youth, Sport, and Tourism implements the National Program for the Development of Physical Education and Sport and coordinates related efforts in other ministries and departments.

**Coordination—external partners**
The ministry also coordinates the work of municipal authorities, various local ministries, committees, public institutions, and sport federations in connection with the program. Each of these is required to develop a plan to implement the national program in its own sphere and submits an annual progress report to the ministry.

**Delivery partners**
- State and public institutions for sport
- Sport federations
- NGOs
- Local sport clubs
- Local governments.

<table>
<thead>
<tr>
<th>BRAZIL</th>
<th>LEAD AGENCY WITHIN THE GOVERNMENT</th>
<th>INTERNAL GOVERNMENT PARTNERS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Ministry of Sport</td>
<td>Ministry of Education</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ministry of Social Development</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ministry of Health</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ministry of Defence</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ministry of Foreign Affairs</td>
</tr>
</tbody>
</table>

**Government coordination**
The Minister's Office has primary responsibility for Sport for Development and Peace. The International Affairs Office within the Ministry reports directly to the Minister and coordinates all related initiatives.

Through Segundo Tempo, the Ministry of Sport is involved in partnerships with the ministries of Education, Social Development, Defence (armed forces), and Health (through a partnership agreement signed in 2005).

The Ministry of Sport also works closely with the Ministry of Foreign Affairs on projects in Angola, Haiti, and Mozambique.

**Coordination—external partners**

Development of the National Sports Policy involved every segment of society connected to sport: federal, state, and municipal governments; NGOs; sport federations; and physical education professionals.

1800 delegates were divided into working groups to ensure that all aspects of sport and development were reflected in the policy.

Other South American and Portuguese-speaking countries were also invited to participate and to contribute to the formation of the National Sports Policy, as was the office of Mr. Adolf Ogi, Special Advisor to the UN Secretary General on Sport for Development.

**Delivery partners**
- State/local governments
- NGOs
- Sport federations
- Communities
### Ghana

<table>
<thead>
<tr>
<th>Lead Agency Within the Government</th>
<th>Internal Government Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Secretariat for Sport for Development and Peace</td>
<td>National Sports Council</td>
</tr>
<tr>
<td></td>
<td>Ministry of Education and Sport</td>
</tr>
<tr>
<td></td>
<td>Ministry of Health</td>
</tr>
<tr>
<td></td>
<td>Ministry of Education</td>
</tr>
<tr>
<td></td>
<td>Ministry of Defence (police, fire, correctional, and military services)</td>
</tr>
<tr>
<td></td>
<td>All other government ministries</td>
</tr>
</tbody>
</table>

**Government Coordination**

The National Secretariat for Sport for Development and Peace is hosted under the National Sports Council, the government's main policy implementation agency for sport policies and programs. It also works closely with the Ministry of Education and Sport.

Policy coordination is achieved through an Inter-Ministerial Coordinating Council with representatives from every ministry in the government. The council meets quarterly.

There is also a Select Committee of Parliament on Sport, which meets regularly to examine sport issues.

**Coordination—External Partners**

All government funding for Sport for Development and Peace flows through the Secretariat, which sets national targets for coordination efforts, such as the Global Peace Games, and inter-community and inter-district competitions.

Once a year, the Inter-Ministerial Coordinating Council meets with all stakeholders to identify and discuss issues.

The government has an excellent working relationship with NGOs. This government's drive to work with NGOs was a result of its participation in the 2005 SDP IWG meeting. All previous programs were either sponsored or organized by the government and corporations. The government plans to work closely with domestic NGOs and local community organizations. It will be placing newspaper advertisements to help identify local Sport for Development and Peace stakeholders.

It is currently engaging sport federations such as Play Soccer and others to foster greater national coordination.

The government also contacted UNESCO representatives in the Ministry of Education to involve them.

**Delivery Partners**

- Schools and Colleges Sports Association
- Ghana Universities Sports Association
- Corporations
- NGOs
- Sport Federations
- UNESCO

### Sierra Leone

<table>
<thead>
<tr>
<th>Lead Agency Within the Government</th>
<th>Internal Government Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Committee on Sport for Development and Peace</td>
<td>Ministry of Health</td>
</tr>
<tr>
<td>Ministry of Youth and Sport</td>
<td>Ministry of Social Welfare and Gender Affairs</td>
</tr>
<tr>
<td></td>
<td>Ministry of Local Government</td>
</tr>
<tr>
<td></td>
<td>Ministry of Culture</td>
</tr>
<tr>
<td></td>
<td>Ministry of Trade</td>
</tr>
<tr>
<td></td>
<td>Ministry of Industries</td>
</tr>
<tr>
<td></td>
<td>Ministry of Education</td>
</tr>
<tr>
<td></td>
<td>Ministry of Information and Broadcasting</td>
</tr>
</tbody>
</table>

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**Delivery Partners**

- Schools and Colleges Sports Association
- Ghana Universities Sports Association
- Corporations
- NGOs
- Sport Federations
- UNESCO
<table>
<thead>
<tr>
<th>SIERRA LEONE (cont’d.)</th>
<th>LEAD AGENCY WITHIN THE GOVERNMENT</th>
<th>INTERNAL GOVERNMENT PARTNERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government coordination</td>
<td>The Inter-Ministerial Committee on Sport for Development and Peace was established in 2005 to coordinate initiatives within the government. It reports to the National Committee on Sport for Development and Peace.</td>
<td></td>
</tr>
<tr>
<td>Coordination—external partners</td>
<td>The National Committee on Sport for Development and Peace is mandated to perform cross-sectoral coordination and is supported by the Inter-Ministerial Committee. It will include key youth, sport, civil society, national sport federations, educational institutions, and private-sector stakeholders. The Ministry of Youth and Sport will work closely with external partners to formulate national policy and programs, including UN agencies, sport federations, private-sector and community-based organizations, and other NGOs.</td>
<td></td>
</tr>
<tr>
<td>Delivery partners</td>
<td>N/A</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TANZANIA</th>
<th>LEAD AGENCY WITHIN THE GOVERNMENT</th>
<th>INTERNAL GOVERNMENT PARTNERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government coordination</td>
<td>The Sport Development Department within the Ministry of Information, Culture, and Sport, coordinates implementation of the national sport policy, which encourages all Tanzanians to participate in sport for their health. Under this policy, the government holds an annual sport competition for all of its employees. The department renders technical assistance for these events. Separate competitions are held by inter-state organizations and the armed forces.</td>
<td></td>
</tr>
<tr>
<td>Coordination—external partners</td>
<td>The Sport Development Department works closely with the National Sports Council, an independent agency established by the Ministry of Information, Culture, and Sport to coordinate the activity of national sport associations with regard to sport development, sport for all, and high-performance sport. The chair of the council is appointed by the Ministry of Information, Culture, and Sport. The Sport Development Department engaged the following stakeholders in preparing its 1995 national sport policy: national sport federations, NGOs, donor governments working in Tanzania, private-sector companies, and other departments of the government. The government plans to engage all sport, education, health, and other interested stakeholders in consultations at the district level as part of a review of the national policy. Feedback from these discussions will be incorporated into a national dialogue process.</td>
<td></td>
</tr>
<tr>
<td>Delivery partners</td>
<td>• All Tanzanians who participate in “sport for all” • National sport federations • Local governments • Private organizations and NGOs</td>
<td></td>
</tr>
</tbody>
</table>
### ZAMBIA

<table>
<thead>
<tr>
<th>LEAD AGENCY WITHIN THE GOVERNMENT</th>
<th>INTERNAL GOVERNMENT PARTNERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ministry of Youth, Sport, and Childhood Development</td>
<td>Ministry of Health</td>
</tr>
<tr>
<td></td>
<td>Ministry of Education</td>
</tr>
<tr>
<td></td>
<td>Ministry of Tourism</td>
</tr>
</tbody>
</table>

#### Government coordination

When the national policy on Sport for Development and Peace is adopted, the Ministry of Youth, Sport, and Childhood Development will assume the lead coordinating role for all ministries.

At this time, it is still unclear whether this coordination and partnership will be formal or informal.

The ministry has approached the Ministry of Tourism to help promote sport as a mutually beneficial tool, and is also looking at other ministries, such as the Ministry of Health and the Ministry of Education, for additional joint cooperation.

#### Coordination—external partners

The ministry has been working closely with the UN and the private sector to organize the MDG Races, to bring people together, and to remind them of the need to attain the MDGs.

The MDG Races provided the ministry with an opportunity to build new partnerships with the private sector.

As the ministry has no representation at the district level, it cannot reach remote communities directly. Instead, it relies on sport federations and NGOs to communicate with these communities.

Some NGOs and sport federations already receive small grants from the ministry to help with administrative costs. The government needs to continue strengthening NGOs and sport federations, as they are often more successful in contacting the most vulnerable and hard-to-reach populations.

#### Delivery partners

- Sport federations and other sport NGOs will be key delivery partners.

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### 3.8 Inclusion in National Development Strategies

All of the countries surveyed were of the strong view that sport can be used as a mechanism for national development and they are, correspondingly, introducing or implementing policies and programs to this end.

It is interesting to note, however, that among the four countries that make use of the Poverty Reduction Strategy Paper (PRSP) as a mechanism to steer national efforts to attain the MDGs, only Azerbaijan and Ghana included references to sport and physical education in their PRSP.46

Prior to the 2005 SDP IWG meeting in New York, Ghana did not make formal links between sport and development and peace and, hence, sport was not included in the national PRSP. After the meeting in New York, the Deputy Minister of Education and Sports presented a policy paper to Ghana’s Poverty Reduction Strategy Commission. This paper highlighted the benefits, values, and best practices in Sport for Development and Peace, along with their potential to contribute to the

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reduction of poverty. As a result, Sport for Development and Peace was included in Ghana’s PRSP as a first step to ensuring a budget allocation. Ghana’s Sport for Development and Peace initiatives are now funded from the country’s Poverty Reduction Fund.

Zambia no longer uses the PRSP mechanism but, instead, has a National Development Strategy that offers a roadmap to 2010 and makes reference to sport as a vehicle to achieve some of the MDGs. The Ministry of Youth, Sport and Childhood Development, is now an active participant in the National Development Strategy policy development and implementation process, and works to ensure that sport is included. Faced with Zambia’s many competing development priorities, the ministry believes that aligning sport within the existing national strategic development framework allows for better incorporation of sport into the plans of other departments and ministries.

3.9 Sport for Development and Peace National Government Successes

Interviewees were asked if they had any successes they thought it would be useful to share with other countries. They defined their achievements in many ways. Key successes cited included the following:

- Strong political leadership and commitment to Sport for Development and Peace
- Rapid growth of an effective program
- Increased interest and collaboration in response to inter-ministerial engagement
- Successful field projects using sport to achieve disease prevention, conflict resolution, poverty reduction and economic goals
- Success in attracting the interest and engagement of other regional governments in Sport for Development and Peace.

For more detailed descriptions of the success stories highlighted, see Table 8 (page 37).
Table 8  Sport for Development and Peace successes

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>SUCCESSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>AZERBAIJAN</td>
<td>In 2005, a number of high-level sport events were used to deliver HIV/AIDS prevention messages to young people and to engage young athletes. These events also mobilized many volunteers. The Ministry of Youth, Sport, and Tourism was able to build partnerships with the Ministry of Health and local sport organizations as a result of their shared role in these events. In 2006, the government, led by the Ministry of Youth, Sport, and Tourism, decided to focus on increasing the development of winter sport, aiming to make winter sport opportunities available and accessible to all citizens, while strengthening the economy through increased tourism.</td>
</tr>
<tr>
<td>BRAZIL</td>
<td>Segundo Tempo, which grew in reach from fewer than 100,000 children to more than 1 million. It is targeted to double its range to 2 million children in 2006.</td>
</tr>
<tr>
<td>GHANA</td>
<td>The government’s greatest achievement has been the acceptance of sport as a tool for development and its inclusion in Ghana’s Poverty Reduction Strategy. The government is planning to erect a large commemorative monument to Sport for Life, reminding Ghanaians of the need to keep fit. The government feels this will have an important impact on the public psyche.</td>
</tr>
<tr>
<td>SIERRA LEONE</td>
<td>The Ministry of Youth and Sport has sparked the interest of other governments in the sub-region by sharing its National Sport Policy and development process, along with its emphasis on Sport for Development and Peace. Engaging governments not yet involved in the SDP IWG will enhance their ability to use sport as a tool to attain the MDGs.</td>
</tr>
<tr>
<td>TANZANIA</td>
<td>The Sport Development Department has been able to use sport as an effective intervention method to fight HIV/AIDS through its Peer Coach Program. The Sport Development Department has used sport successfully to build bridges between refugee groups from Burundi, the Democratic Republic of the Congo, and Rwanda. By encouraging children and adults to participate on mixed sport teams, the government enabled them to forge friendships across ethnocultural barriers. Through participation in sport teams and related economic clubs, unemployed young people are supported to work together in small businesses that enable them to achieve greater economic self-sufficiency.</td>
</tr>
<tr>
<td>ZAMBIA</td>
<td>The President’s strong leadership and commitment has heightened national interest in Sport for Development and Peace and distinguished Zambia from other countries. Early in 2005—to prepare for the IYSPE 2005—an interim committee was set up comprising representatives from the ministries of Education, Health, and Defence; various local governments; sport federations; and Sport for Development and Peace NGOs. This collaboration has proven extremely helpful and led to the creation of a permanent committee that will help carry out all Sport for Development and Peace programs. This formal committee meets on a quarterly basis.</td>
</tr>
</tbody>
</table>

3.10 Lessons Learned

Many of the lessons cited by developing countries can be grouped under three key themes, similar to those described by developed countries later in the report:

• How to build support for Sport for Development and Peace
• How to improve the effectiveness of Sport for Development and Peace initiatives
• The importance of collaboration and coordination.
Interviewees also highlighted a range of lessons with regard to what sport can achieve. See Table 9 (page 39). They underscored that governments need to believe more profoundly in the practical, low-cost effectiveness of sport as a tool to achieve social inclusion, unity, peace building, school retention, and the effective delivery of vital health information and messages to the public.

The interviewees emphasized strong political leadership and commitment as invaluable to building greater support. Outreach within governments and to external stakeholder groups, demonstrating the multiple benefits of sport, is also critical to success.

Respondents indicated that insights gleaned from the exchange of knowledge with other countries can be invaluable guides to improving sport-based development and peace policies and programs. Nonetheless, these need to be adapted to local realities. Regional cooperation bodies can be effective in this regard. Policies must be seen and treated as dynamic processes to which new learning can and must be continuously applied.

Finally, the exchange of knowledge with other countries was cited as an important opportunity for advocacy with regard to collaboration and coordination. Partnerships at all levels are critical for delivery and can be leveraged successfully to secure political support and resources. More cross-sectoral and multilateral partnerships and advocacy are also needed.
Table 9  Sport for Development and Peace lessons learned

<table>
<thead>
<tr>
<th>LESSONS LEARNED</th>
<th>CITED BY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>What sport can achieve</strong></td>
<td></td>
</tr>
<tr>
<td>Governments have to believe more in sport and use it as an effective tool for social inclusion. They need to understand that sport is not only about high-performance competition or leisure and recreation. UNICEF is evaluating Segundo Tempo, and the Ministry of Sport expects the resulting data to substantiate this argument.</td>
<td>Brazil</td>
</tr>
<tr>
<td>Sport for all can bring about peace, understanding, and community cohesion. The Walk for Life event is one of the rare moments when all of Ghana’s politicians have been united. Rich and poor alike participate together, helping to create national cohesion. If you want to achieve peace and unity, there is no better way than through organized sport. This should be playful and informal—not competitive—with everyone included.</td>
<td>Ghana</td>
</tr>
<tr>
<td>Sport can help to keep children in school.</td>
<td>Ghana</td>
</tr>
<tr>
<td>The easiest way to communicate vital information to the public is by organizing mass sport events.</td>
<td>Ghana</td>
</tr>
<tr>
<td>Sierra Leone is a post-conflict nation and, as such, the government has learned that sport can be a simple, low-cost, and effective tool for peace building.</td>
<td>Sierra Leone</td>
</tr>
<tr>
<td><strong>Building support for Sport for Development and Peace</strong></td>
<td></td>
</tr>
<tr>
<td>Proponents of Sport for Development and Peace have to work with all areas of the government and society, explaining the benefits and results that come from investing in sport. Effective advocacy relies on demonstrating these benefits.</td>
<td>Brazil</td>
</tr>
<tr>
<td>Strong political leadership, such as that displayed by President Mwanawasa on Sport for Development and Peace, is crucial to the success of policy efforts and future programs.</td>
<td>Zambia</td>
</tr>
<tr>
<td><strong>Improving the effectiveness of Sport for Development and Peace programs</strong></td>
<td></td>
</tr>
<tr>
<td>Successful programs need to be adapted to local needs and realities. One way to do this is to create special councils, like the Inter-American Sports Council.</td>
<td>Brazil</td>
</tr>
<tr>
<td>Lessons learned from other countries constitute invaluable guidelines that can be applied toward national development strategies, such as increasing the number of sport facilities and activities to address the issues of delinquency and youth violence.</td>
<td>Sierra Leone</td>
</tr>
<tr>
<td>The legislation of Tanzania’s national sport policy has enabled the enhanced regulation of sport operators and administrators. Implementation of the policy has also revealed loopholes that will be amended soon. In summary, the government has learned that a policy is a dynamic document that needs frequent revisiting.</td>
<td>Tanzania</td>
</tr>
<tr>
<td><strong>Collaboration and coordination</strong></td>
<td></td>
</tr>
<tr>
<td>Sharing information and learning from each other is very important. Brazil works with 40 countries on Sport for Development and Peace initiatives in the hope that, by sharing what it has learned, it can help other countries see the potential of sport, and encourage their governments to invest in it.</td>
<td>Brazil</td>
</tr>
<tr>
<td>Partnerships at all levels are critical. By involving states and their government, as well as sport federations, in its programs, the Ministry of Sport was able to mobilize their support during the budget process and to secure congressional approval for expanded funding. In Segundo Tempo, access to facilities for children has been obtained by engaging social clubs, sport facilities, and private schools.</td>
<td>Brazil</td>
</tr>
<tr>
<td>Cross-ministerial collaboration and joint advocacy in favour of Sport for Development and Peace are needed. These efforts should involve national and local governments, various ministries, the UN, sport federations, and Sport for Development and Peace NGOs.</td>
<td>Zambia</td>
</tr>
</tbody>
</table>
3.11 Key Challenges

The two primary challenges highlighted by those interviewed were (1) achieving awareness and acceptance within government, the private sector, and the public of sport as a tool for development and peace; and (2) increasing capacity and programs in response to need. Solving the first of these was seen as essential to addressing the second.

Related to the first issue, interviewees emphasized the need for public education to justify the allocation of significant spending on Sport for Development and Peace. This includes education within government to make diverse departments aware of how sport can be used to achieve their objectives, thereby enlisting their support.

Sport is often viewed solely as a recreational activity. Engaging other departments in projects and providing tangible demonstrations of the impact of sport was seen to be useful in fostering support. The time and labour involved in extensive outreach, both within and outside government, is a significant challenge in view of the limited resources available. Outreach, however, was perceived to be essential, particularly in order to engage corporations and to leverage their financial support.

The challenge of expanding programs arises, in part, from the need to train and deploy large numbers of personnel to meet the demands generated by this expansion. The challenge also lies in finding resources to increase program size to accommodate target populations. Table 10 (page 41) sets out the specific challenges identified.
Table 10  Key Sport for Development and Peace challenges

<table>
<thead>
<tr>
<th>KEY CHALLENGES</th>
<th>CITED BY</th>
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</thead>
<tbody>
<tr>
<td><strong>Building awareness and acceptance</strong></td>
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<tr>
<td>Getting the whole nation to accept that sport can play a major role in human and national development. Public education is necessary to explain why the country is allocating 10% of its national budget to this purpose. Ghana has developed flyers on sport, emphasizing positive values, the benefits of maximizing national participation in sport (improved health, reduced health care costs, etc.).</td>
<td>Ghana</td>
</tr>
<tr>
<td>Getting ministries, agencies, and national organizations to understand the importance of sport to their own mandates and objectives. Education is the key, but sometimes demonstrating the effects is necessary to convince people. The government succeeded in convincing the Trade Union Congress to implement a weekly aerobics program across the organization by testing the heart fitness of key members, involving them in a two-week fitness program and retesting them.</td>
<td>Ghana</td>
</tr>
<tr>
<td>Sensitizing more corporations and getting them more involved. The greatest challenge is doing the necessary outreach to all the corporations. The government believes it has the people and the capacity, however, and with a little help it can do it.</td>
<td>Ghana</td>
</tr>
<tr>
<td>Policy makers and government executives need to see that sport is more than just recreation; it has a special value as a development tool. The international community needs to push governments toward this realization. Sierra Leone</td>
<td>Sierra Leone</td>
</tr>
<tr>
<td>Most decision makers believe that sport is purely for recreation and that sport activity should be funded with residual funds only once other more essential priorities have been addressed. The Ministry of Education initially discouraged school sport training and competition. Under the leadership of the new President, however, this policy has been reversed and schools must now offer sport as a core subject at all levels of education.</td>
<td>Tanzania</td>
</tr>
<tr>
<td>Securing cross-governmental engagement and support. It was extremely difficult to convince representatives from other ministries of the importance of sport, despite the Cabinet Memorandum on Sport for Development. Involving various departments in Sport for Development and Peace initiatives early on might be a helpful solution to this challenge.</td>
<td>Zambia</td>
</tr>
<tr>
<td><strong>Increasing capacity and program response to need</strong></td>
<td></td>
</tr>
<tr>
<td>To be able to do more. Even if the government reaches 2 million children, it is still not enough. Brazil is a big country with large population. The Ministry of Sport needs to expand in order to do more. It is a very small ministry and it has been a struggle to grow. If it succeeds, more people will benefit from the developmental potential of sport.</td>
<td>Brazil</td>
</tr>
<tr>
<td>Training sufficient personnel to respond to growing public demand for sport and recreation.</td>
<td>Ghana</td>
</tr>
<tr>
<td>Capacity to train sufficient personnel. The Tanzanian Sports College is the only coach training facility that offers a diploma, but it has very limited capacity. The college would like to expand and improve its facilities to provide training to 200+ coaches annually. It would also welcome help in securing expert coaches for different sports at the grassroots and high-performance levels. The college also needs experts in the Teacher Training Colleges to provide physical education training.</td>
<td>Tanzania</td>
</tr>
<tr>
<td>Resources, particularly those on the ground, remain a challenge. The Ministry of Youth, Sport and Childhood Development is asking to include sport in all aspects of federal and local budgets. This has yet to be done.</td>
<td>Zambia</td>
</tr>
</tbody>
</table>
3.12 Future Vision for Sport for Development and Peace

Interviewees offered a broad range of comments on what needs to happen over the next five to ten years to enable Sport for Development and Peace to achieve its full potential. Most comments explicitly or implicitly reflected the view that national governments, multilateral agencies, and regional bodies (e.g., Commonwealth, European Union, African Union) need to more fully embrace the use of Sport for Development and Peace and to increase their investments accordingly. In the words of the respondent from Brazil: “Sport today is often viewed as ‘big business,’ but it also needs to be seen as a means to improve the world.”

All parties believe that effective and coordinated advocacy is needed to achieve this goal. Brazil’s example as a country in which Sport for Development and Peace has received broad recognition and is making a significant social impact can be a valuable asset in this process.

A more focused effort is needed, however, to increase awareness and support for Sport for Development and Peace in developing countries. Those interviewed offered highly practical and focused recommendations for accelerating this process.

The first is to undertake a systematic assessment of the key challenges facing developing countries with regard to the adoption and integration of Sport for Development and Peace into national development strategies. The second is to define basic Sport for Development and Peace strategies and accompanying national targets that can be used to drive investment in sport infrastructure and activities. A corresponding international process should be established to document successes and report regularly on the state of progress. Consideration should also be given to twinning developing and developed nations to work together on setting Sport for Development and Peace targets, putting in place monitoring and evaluation systems, and securing technical expertise, infrastructure, and equipment. Practical assistance from the UN and other multilateral organizations in establishing and supporting these processes will be both necessary and welcome.

Finally, more in-depth research is needed to inform strategies and introduce sport as a development tool, particularly at the regional and sub-regional level. This should involve getting Sport for Development and Peace onto the agenda of bodies such as the African Union and the NEPAD. Sport also needs to be included in national-level aid negotiations and integrated into foreign development assistance strategies, as one element of harmonizing aid to achieve greater effectiveness and impact.
SECTION 4
Developed Countries – Key Findings

This section highlights the key findings arising from the Secretariat’s interviews with respondents from seven developed countries: Australia, Austria, Canada, the Netherlands, Norway, Switzerland, and the United Kingdom. These countries were selected for their leadership in Sport for Development and Peace internationally. The commentary is largely organized by the same topics as the preceding section. There were some differences in the interview tools used for developing and developed nations (refer to Appendices 5 and 6). The extent of commentary also varies as a result of having obtained more expansive and detailed responses from some of the developed countries. This may be due, in part, to a longer history of engagement and practice in Sport for Development and Peace.

4.1 Genesis of Involvement in Sport for Development and Peace

The national overviews in Appendix 7 reveal that each country has followed a unique route in the evolution of its Sport for Development and Peace policies and programs. A key difference can be noted, however, between countries whose involvement has been driven by their international development agencies (Switzerland and Norway) and those in which engagement has originated outside these agencies. In the former, sport is an explicit and integrated component of broader international development strategies and programs. This is not yet true of the other countries surveyed, with the exception of the Netherlands.

Domestic factors influencing support for Sport for Development and Peace included:

- Strong sport culture
- Successful use of sport for development domestically
- Champions from sport and government.

Austria and Norway both indicated that a strong national cultural affinity for sport contributed to support for its use in international development strategies. In Austria and the United Kingdom, sport is used extensively to foster social development domestically. In Austria, sport is perceived to
play a significant educational and social function, to be a major tool to not only improve physical development, but also to promote positive social values, education, health, and HIV/AIDS prevention.

Both countries mentioned explicitly the successful use of sport to integrate new immigrants and marginalized populations. This success was cited as a key factor underlying growing interest in the use of Sport for Development and Peace internationally and the belief in its potential to achieve results.

Individual champions and advocates were also essential in many of the countries examined (Canada, Norway, Switzerland, the Netherlands, the United Kingdom). These included high-profile athlete champions (Bruce Kidd, Johann Koss) but, more particularly, a mix of well-known politicians and less visible but equally important internal government champions. These included the British Prime Minister, Nelson Mandela, and Sue Campbell (Chair of UK Sport) in the United Kingdom; Walter Furst (Director-General of the Swiss Agency for Development and Cooperation) and Adolph Ogi (former President) in Switzerland; and Roy McMurtry (Chief Justice and former Attorney General of Ontario) and the late Anne Hilmer (formerly an official in the Department of Foreign Affairs) in Canada.

International factors influential in driving support for Sport for Development and Peace included anti-apartheid sport boycotts and international cooperation organizations, such as the Commonwealth. Both the United Kingdom and the Netherlands pointed to the key role of sport boycotts of South Africa during the apartheid era as a major turning point in raising consciousness of the power of sport internationally in both countries. In the United Kingdom, this occurred specifically with the launch of the UK–Africa Sports Initiative by the then British Prime Minister and Nelson Mandela, giving Sport for Development and Peace a significant public profile.

International events such as the International Year for Sport and Physical Education, Commonwealth meetings, and the Magglingen conferences, together with international cooperation bodies such as the Commonwealth Heads of Government and the International Olympic Committee (IOC), all provide important platforms for communication and the exchange of ideas, as well as infrastructure critical to cooperation. The Commonwealth, in particular, is a key vehicle for Canada and Australia’s international outreach efforts around Sport for Development and Peace.

Finally, many countries spoke of the powerful impact of successful grassroots field projects. These help to demonstrate the power of sport and stimulate efforts to take more systematic advantage of its potential. Specific examples cited included the Mathare Youth Sport Association in Kenya,48 Sports Coaches’ Outreach (SCORE) in South Africa,49 and the Norway Cup, one of the world’s largest international youth soccer tournaments.50

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48 For more information, visit: http://www.mysakenya.org
49 For more information, visit: http://www.score.org.za
50 For more information, visit: http://www.norway.org.pk/culture/sports/Norway+Cup.htm
4.2 Definitions of “Sport” and “Sport for Development and Peace”

Of the countries examined, only Norway indicated that it has a formal definition of sport for the purposes of its Sport for Development and Peace policies and programs. It uses the United Nations definition: “all forms of physical activity that contribute to physical fitness, mental well-being and social interaction.”[51] In all other cases, respondents referred to informal working understandings of the term, with sport being used to achieve both individual and societal development benefits.

Both Norway and Switzerland see access to sport and recreation as a right.

In defining the appropriate parameters of sport in the development context, there was significant variation along two key axes. Australia and the United Kingdom both emphasize the competitive dimension of sport. The Australian Sports Commission defines sport as: “(a) human activity capable of achieving a result requiring physical exertion and/or physical skill which, by its nature and organization, is competitive and is generally accepted as being a sport.”[52] While UK Sport uses the Council of Europe’s somewhat broader definition of sport,[53] the interviewee indicated that it does distinguish between sport, play, and physical activity, with sport representing a greater focus for the organization. This shared emphasis on more competitive notions of sport may be linked to the mandate of both organizations as national sport agencies concerned with sport overall, rather than Sport for Development and Peace alone or international development more specifically. Each organization delivers both sport development and Sport for Development and Peace initiatives. While both organizations see a clear distinction between these, they also see them as very closely linked.

Another key difference arises with regard to the inclusion of high-performance sport. While in Canada sport is generally used in its broadest terms to include everything from physical activity to high-level competition, as it is in Austria, both Norway and Switzerland explicitly state that high-performance sport is not a focus of their international policies. These focus, instead, on sport for all. Norway is careful to indicate, however, that this does not preclude a place for elite athletes as role models, ambassadors, and advocates.

Informal working definitions of sport vary among the remaining countries, particularly with regard to certain activities. However, they are broadly inclusive of recreation, play, games, physical activity, competitive sport, and indigenous sport and games.

All of the countries surveyed embraced the notion of sport for all and the importance of ensuring a broad range of sport opportunities that are accessible and suitable to people of both genders, and all ages and abilities.

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[53] “Sport means all forms of physical activity which, through casual or organized participation, aim at expressing or improving physical fitness and mental well-being, forming social relationships or obtaining results in competition at all levels.” Recommendation No. R (92) 13 REV of the Committee of Ministers to EU Member States on the Revised European Sports Charter (24 September 1992, and revised at the Committee of Ministers’ meeting on 10 May 2001), article 2.1.a. Online: COE http://www.coe.int/T/E/cultural_co-operation/Sport/Resources
4.3 Key Policies and Programs

Respondents were asked to describe their main policies and programs, and to identify key objectives and target groups.

Table 11 (page 47) identifies the key objectives of each country with regard to Sport for Development and Peace. It identifies clear areas of commonality each cited by six or seven of the countries examined. These include:

- Healthy human development
- Community development
- Health promotion and disease prevention
- Building individual and social capital
- Conflict resolution and peace building
- Gender equity

Education is another key objective, although not quite as prevalent as those above. Most of the countries that indicated health promotion or prevention of disease as an objective identified HIV/AIDS awareness and prevention as a key focus.

Australia and the United Kingdom are the only countries that explicitly cited sport development as an objective. Canadian Heritage also has a sport development mandate. While UK Sport operates
its Sport for Development and Peace activities under a separate program, both Canadian Heritage and UK Sport see sport development and Sport for Development and Peace as interlinked.

The United Kingdom and Australia are the only countries that identified research and evaluation as a specific program priority, while Austria was the sole country to specify integration of immigrants.

Table 11  Sport for Development and Peace program objectives

<table>
<thead>
<tr>
<th>PROGRAM OBJECTIVES</th>
<th>Australia</th>
<th>Austria</th>
<th>Canada</th>
<th>Netherlands</th>
<th>Norway</th>
<th>Switzerland</th>
<th>U.K.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender equity</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Health promotion and disease prevention</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Healthy human development</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
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<tr>
<td>Building individual or social capital</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
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<tr>
<td>Community development</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Conflict resolution/peace building</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Education</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Advancement of human rights</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Inclusion of people with a disability</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Post-disaster and conflict normalization</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Child protection and children’s rights</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Economic development</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Good governance</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Alternative network building</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Awareness raising</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Building global partnerships</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Employment</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Promotion of equity in or through sport</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Research, monitoring, &amp; evaluation</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Sport development</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>
Respondents understood the question of target groups in different ways. Table 12 (below) presents information gathered from their direct responses, as well as from responses to other questions in which they provided further information.

While the commonalities here are less striking, there is nonetheless an identifiable focus on youth, children, women and girls, people with disabilities, and disadvantaged groups.

Table 12  Key target groups

<table>
<thead>
<tr>
<th>TARGET GROUPS</th>
<th>AUSTRALIA</th>
<th>AUSTRIA</th>
<th>CANADA</th>
<th>NETHERLANDS</th>
<th>NORWAY</th>
<th>SWITZERLAND</th>
<th>U.K.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Youth</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Women and girls</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Children</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Disadvantaged groups</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>People with a disability</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Refugees</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Education professionals</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Governments</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Migrants</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Ethno-cultural minorities</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Drug users</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Soldiers</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Other governments</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Local sport organizations</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Sport professionals</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>National sport federations</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>

Interviewees outlined a broad range of programs in varying degrees of detail. Table 13 (following page) is an attempt to capture some of the core program elements identified. This is not a comprehensive list, nor is every element of each country’s programs captured here in full. It does, however, provide an initial sketch of the different activities of the countries and, therefore, a starting point for further exploration. Readers are encouraged to consult the national overviews in Appendix 7 for more complete descriptions of the different national approaches.
<table>
<thead>
<tr>
<th>PROGRAM ELEMENTS</th>
<th>AUSTRALIA</th>
<th>AUSTRIA</th>
<th>CANADA</th>
<th>NETHERLANDS</th>
<th>NORWAY</th>
<th>SWITZERLAND</th>
<th>U.K.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community-based sport for development projects</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Capacity building—sport organizations and professionals</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Capacity building—integration of sport in schools</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Knowledge exchange</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Advocacy and building awareness of Sport for Development and Peace</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Policy development (SDP IWG)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Development of monitoring and evaluation tools</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Policy development (national level)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Overseas volunteer deployment and exchange</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Capacity building—development organizations</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Capacity building—national governments</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Research on Sport for Development and Peace</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Capacity building—integration of sport in health programs</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Capacity building—local governments</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Sport and play facilities and physical infrastructure</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Sport scholarships</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Support for regional games</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>
4.4 Annual Investment in Sport for Development and Peace

Table 14 (following page) summarizes the information provided on annual national investment in Sport for Development and Peace. Based on the estimates provided, total federal government investment in Sport for Development and Peace ranges from USD 635,603 in The Netherlands to USD 6,506,056 in the United Kingdom for the most recent year available.

In most of the countries examined, the government agency or department holding the primary responsibility for international development assistance plays a significant if not dominant role in funding. The British Council (the United Kingdom’s international organization for educational opportunities and cultural relations) appears to be the largest single funding agency of all those considered. This investment came about through advocacy and a partnership initiated by UK Sport.

In most countries, Sport for Development and Peace does not have a distinct government budget allocation. Consequently, a number of countries identified difficulty in ascertaining the exact amount of their government’s investment. As well, some countries have a single, undifferentiated budget allocation for sport development and Sport for Development and Peace initiatives. Others view these as distinct activities and reflect this in their budget details. Though sport is an element of many international development field projects, investment in Sport for Development and Peace activities at this level is very difficult to track and aggregate. International comparisons of spending should therefore be approached with caution, recognizing that the amounts under discussion are not necessarily dedicated to comparable activities.
### Table 14 Annual national government investment in Sport for Development and Peace

<table>
<thead>
<tr>
<th>Country</th>
<th>Department or Agency</th>
<th>Amount in USD</th>
<th>Total in USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia 2005-2006</td>
<td>Australian Agency for International Development</td>
<td>1,706,183.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Victoria State Government</td>
<td>768,551.00</td>
<td>2,474,734.00</td>
</tr>
<tr>
<td>Canada 2005-2006</td>
<td>Canadian Heritage</td>
<td>480,800.00</td>
<td>2,296,633.00</td>
</tr>
<tr>
<td></td>
<td>Canadian International Development Agency</td>
<td>1,815,833.00</td>
<td></td>
</tr>
<tr>
<td>Netherlands 2005</td>
<td>Ministry for Development and Cooperation</td>
<td>635,603.00</td>
<td>635,603.00</td>
</tr>
<tr>
<td>Norway 2005</td>
<td>Various Programs</td>
<td>6,202,218.00</td>
<td>6,202,218.00</td>
</tr>
<tr>
<td>Switzerland 2005-2006</td>
<td>Swiss Development and Cooperation Agency Mid-term Program 2005-2006</td>
<td>1,216,089.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Special Program for IYSPE 2005</td>
<td>1,791,644.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Office of IYSPE 2005</td>
<td>325,780.00</td>
<td>3,333,463.00</td>
</tr>
<tr>
<td>United Kingdom 2005-2006</td>
<td>International Development Assistance Program</td>
<td>836,617.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>DFID and DFES</td>
<td>92,942.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>The British Council Dreams and Teams Program</td>
<td>5,576,497.00</td>
<td>6,506,056.00</td>
</tr>
</tbody>
</table>
4.5 Linkages with Millennium Development Goals (MDGs)

All of the countries surveyed view their Sport for Development and Peace initiatives as consistent with a focus on achieving the MDGs, and specific linkages were identified with each of the eight MDGs. See Table 15 (below).

Austria, Canada, the Netherlands, Norway, and Switzerland indicated that their development policies are focused on, or derived from, the MDGs and, consequently, much of their Sport for Development and Peace initiatives are as well. In particular, Norway has indicated that its Strategy on Culture and Sports Cooperation with Countries in the South is closely linked to the MDGs.

Australia, Austria, Canada, and the United Kingdom identified connections between their initiatives and individual MDGs. All four countries made specific reference to promoting gender equality, combating HIV/AIDS and other diseases, and achieving universal primary education. Linkages were also made to each of the remaining MDGs by at least one or two countries.

Table 15 Linkages with Millennium Development Goals

<table>
<thead>
<tr>
<th>MDGs</th>
<th>Australia</th>
<th>Austria</th>
<th>Canada</th>
<th>Netherlands</th>
<th>Norway</th>
<th>Switzerland</th>
<th>U.K.</th>
</tr>
</thead>
<tbody>
<tr>
<td>All MDGs taken into account in development of government’s policies and programs</td>
<td>●●●●●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Eradicate extreme poverty and hunger</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Achieve universal primary education</td>
<td></td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Promote gender equality and empower women</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Reduce child mortality</td>
<td></td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Improve maternal health</td>
<td></td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Combat HIV/AIDS, malaria, and other diseases</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Ensure environmental sustainability</td>
<td></td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Develop global partnership for development</td>
<td></td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>
4.6 Measuring Results

Most of the funding agencies and departments described by the respondents employ monitoring and evaluation mechanisms for their Sport for Development and Peace programs, although approaches vary. Austria is just beginning to establish its Sport for Development and Peace program and its processes are not yet in place.

The Dutch Ministry of Sport, Norwegian Ministry of Foreign Affairs, and UK Sport are all working to develop evaluation tools specific to Sport for Development and Peace to measure the impact of projects and programs. It is not clear if these efforts are being coordinated in any way.

There is consensus among the countries interviewed that additional rigorous evidence is needed to strengthen the existing evidence base for Sport for Development and Peace. The Australian Sports Commission (ASC) is conducting longitudinal research on the impact of a number of its programs. The commission is also attempting to measure the indirect community impact beyond direct participation in an effort to increase its understanding of this aspect.

The Canadian International Development Agency (CIDA) is increasing its emphasis generally (not in the area of Sport for Development and Peace specifically) on local capacity building and knowledge exchange among southern countries. CIDA hopes to increase understanding of what actually works.

Norway has identified the need to evaluate the government’s overall strategy for Sport for Development and Peace. It is monitoring the impact of its investments and programs over a ten-year period. This process will culminate in an overall evaluation in 2015.

Table 16 (page 54) provides an overview of respondents’ feedback on approaches used to measure the impact of Sport for Development and Peace initiatives, as well as related evaluation issues.
### COUNTRY MONITORING AND EVALUATION APPROACH

**Australia**  
The impact and effectiveness of all programs are monitored.  
ASC programs are designed using evidence-based principles of coaching, education, sport development, and sport science.  
In-house expertise is supplemented by partnerships and local consultation on program design.

**Austria**  
Austria is in the process of establishing its program, and reporting and evaluation structures have not yet been developed.

**Canada**  
Monitoring processes for all Canadian Heritage programs exist and are becoming more outcome focused.  
Program evaluation is more characteristic of CIDA. All outcomes are monitored and lessons ideally transferred to future programs.

**The Netherlands**  
All projects over EUR 25,000 require an independent evaluation.  
NGOs report on participation levels, number of people reached, coaching certificates awarded etc.

**Norway**  
General rules for monitoring and evaluation of development programs apply.  
Annual reports and evaluations used to monitor.  
Agencies with framework agreements with Ministry of Foreign Affairs must conduct situation assessments and have evaluation framework in place prior to signing agreement.

### SPECIFIC SPORT FOR DEVELOPMENT EVALUATION TOOLS

**Australia**  
ASC programs are designed using evidence-based principles of coaching, education, sport development, and sport science.

**Austria**  
N/A

**Canada**  
N/A

**The Netherlands**  
Ministry of Sport working with NGOs on an evaluation tool specifically designed for Sport for Development and Peace projects.

**Norway**  
Currently there are no evaluation criteria specific to Sport for Development and Peace in place. They are working on this as part of the National Strategy for Culture and Sport Cooperation.

### ISSUES AND COMMENTS

**Australia**  
Conducting longitudinal research on impact of a number of programs. Long-term funding will mean more effective monitoring and evaluation.  
Trying to look at broader community impact—not just participants—but this is challenging.

**Austria**  
Austria welcomes the opportunity to learn from other SDP IWG member countries’ models.

**Canada**  
CIDA is moving increasingly toward self-monitoring with greater emphasis on local capacity building.  
Increased emphasis on fostering more knowledge exchange, especially among southern countries.

**The Netherlands**  
Next step is development of an evaluation tool for national governments to enable them to ascertain impact of their Sport for Development and Peace investments.

**Norway**  
Results of government’s overall Sport for Development and Peace strategy being monitored over a ten-year period, culminating in an evaluation in 2015.

---

**Table 16 Measuring results of Sport for Development and Peace initiatives**

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>MONITORING AND EVALUATION APPROACH</th>
<th>SPECIFIC SPORT FOR DEVELOPMENT EVALUATION TOOLS</th>
<th>ISSUES AND COMMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>The impact and effectiveness of all programs are monitored.</td>
<td>ASC programs are designed using evidence-based principles of coaching, education, sport development, and sport science. In-house expertise is supplemented by partnerships and local consultation on program design.</td>
<td>Conducting longitudinal research on impact of a number of programs. Long-term funding will mean more effective monitoring and evaluation. Trying to look at broader community impact—not just participants—but this is challenging.</td>
</tr>
<tr>
<td>Austria</td>
<td>Austria is in the process of establishing its program, and reporting and evaluation structures have not yet been developed.</td>
<td>N/A</td>
<td>Austria welcomes the opportunity to learn from other SDP IWG member countries’ models.</td>
</tr>
<tr>
<td>Canada</td>
<td>Monitoring processes for all Canadian Heritage programs exist and are becoming more outcome focused. Program evaluation is more characteristic of CIDA. All outcomes are monitored and lessons ideally transferred to future programs.</td>
<td>N/A</td>
<td>CIDA is moving increasingly toward self-monitoring with greater emphasis on local capacity building. Increased emphasis on fostering more knowledge exchange, especially among southern countries.</td>
</tr>
<tr>
<td>The Netherlands</td>
<td>All projects over EUR 25,000 require an independent evaluation. NGOs report on participation levels, number of people reached, coaching certificates awarded etc.</td>
<td>Ministry of Sport working with NGOs on an evaluation tool specifically designed for Sport for Development and Peace projects.</td>
<td>Next step is development of an evaluation tool for national governments to enable them to ascertain impact of their Sport for Development and Peace investments.</td>
</tr>
<tr>
<td>Norway</td>
<td>General rules for monitoring and evaluation of development programs apply. Annual reports and evaluations used to monitor. Agencies with framework agreements with Ministry of Foreign Affairs must conduct situation assessments and have evaluation framework in place prior to signing agreement.</td>
<td>Currently there are no evaluation criteria specific to Sport for Development and Peace in place. They are working on this as part of the National Strategy for Culture and Sport Cooperation.</td>
<td>Results of government’s overall Sport for Development and Peace strategy being monitored over a ten-year period, culminating in an evaluation in 2015.</td>
</tr>
</tbody>
</table>

*Continued*
### 4.7 Partnership and Coordination

At present, policy leadership for Sport for Development and Peace most often resides in the national government ministry or agency responsible for sport. This is the case in Australia, Austria, Canada, and the United Kingdom. Alternatively, in Switzerland, it resides with the Swiss Agency for Development and Cooperation and in Norway, with the Ministry of Foreign Affairs. In the Netherlands, this is a joint responsibility shared by the Ministry of Health, Welfare, and Sports and the Ministry of Development Cooperation.

Primary responsibility for policy leadership, coordination, and funding for Sport for Development and Peace do not always reside in the same ministry or agency. This is the case in Canada where Canadian Heritage plays a leadership role in international policy discussions, but CIDA provides greater funding for programs and projects. In Australia, the Australian Sports Commission provides policy leadership, in coordination with AusAID, and receives funding for its Sport for Development and Peace programs from the same source.

The engagement of international development agencies varies widely among the countries examined. In Norway, Switzerland, and the Netherlands these agencies have explicitly targeted the integration of Sport for Development and Peace into their international assistance programs as a matter of policy. This is not, however, the case in the other countries. In Canada and Australia, the international development agencies provide funding but are less active in formulating policy while in Austria and the United Kingdom development agencies have yet to become engaged. In Austria,
this is attributed to the newness of their engagement in Sport for Development and Peace. In the United Kingdom this may be due to skepticism within the Department for International Development (DFID) concerning the value of Sport for Development and Peace.

Practices to coordinate Sport for Development and Peace policy and initiatives within these governments vary. Austria, Canada, the Netherlands, and the United Kingdom rely on ad hoc communication and meetings, although Canada is working toward a more formalized process. In Australia, coordination occurs through regular reporting and meetings with key funding agencies. In Norway and Switzerland, more formalized processes already exist. In Norway, the Ministry of Foreign Affairs has an information-sharing group with NORAD representatives who meet regularly to discuss Sport for Development and Peace, among other issues. In Switzerland, the Swiss Working Group on Sport for Development was established in 2003 to serve as an informal sounding board for the Swiss Development and Cooperation Agency and its key partners.

Few countries have ongoing formalized processes to engage external partners in Sport for Development and Peace policy making, with the exception of Switzerland where the Working Group on Sport for Development comprises external, non-governmental partners. Canada and Norway have conducted consultations to engage external partners in the development of their national strategies, and Canada hopes to create an ongoing process. The United Kingdom makes use of the Commonwealth Advisory Body on Sport and has established an Alliance for Sport for Development. This involves all national Sport for Development and Peace proponents and will probably inform policy making in future.

Sport for Development and Peace delivery partners include a broad range of international, national, and community-based development NGOs; sport federations; National Olympic Committees; International Paralympic Committees and sport councils; schools, universities, and education groups; local government agencies; and international agencies such as UNICEF. See Table 17 (below).

Table 17  Policy and program coordination structures and partnerships

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>LEAD DEPARTMENT OR AGENCY</th>
<th>OTHER DEPARTMENTS OR AGENCIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUSTRALIA</td>
<td>Australian Sports Commission (ASC)</td>
<td>AusAID</td>
</tr>
<tr>
<td></td>
<td>Various departments interested in using sport to achieve their goals</td>
<td></td>
</tr>
</tbody>
</table>

Government coordination
ASC provides regular reports to funding agencies (primarily AusAID). The ASC head and program managers meet regularly with their AusAID counterparts.
Other government departments and agencies request help in using sport to meet their goals. ASC is helping to build school-based physical activity programs to tackle obesity.

Coordination—external partners
ASC works closely with partner governments and organizations to develop program initiatives. Coordination with external partners varies according to the initiative. Initiatives are developed in close integration with health and education programs. Encouragement from AusAid has led to increased integration among different aid programs at the regional level.

Continued
### Delivery partners

Emphasis is on building local capacity. The ASC tries to select the most appropriate, stable local agency. This might be a sport organization, government agency, or educational group.

**Oceania—Oceania governments, National Olympic Committee, and national sport federations.**

**Southern Africa and Caribbean—ASC works more closely with education-focused agencies and less with sport groups. In these region, also engage with local companies to secure sponsorships for specific initiatives.**

### COUNTRY | LEAD DEPARTMENT OR AGENCY | OTHER DEPARTMENTS OR AGENCIES
--- | --- | ---
**Austria**  | The Federal Chancellery—Sport Division  | Ministry of Social Welfare and Families  
  |  | Ministry of Foreign Affairs

#### Government coordination

Informal day-to-day coordination and consultation between experts involved and department officials through office media and personal meetings.

Austria's International Development Agency is housed under the Ministry of Foreign Affairs. The Chancellery's goal is to involve the agency, but this has not been done to date.

#### Coordination—external partners

Day-to-day coordination and consultation through office media and personal meetings.

During its present chairmanship of the European Union, Austria is very focused on working with EU colleagues at the political level to engage their support for Sport for Development and Peace.

Austria is also represented on the Executive Committee, Steering Group, and Bureau of the SDP IWG, and engages in ongoing communication with the UN's New York and Geneva Offices for Sport for Development and Peace.

In addition, the Sport Division exchanges information continuously with sport organizations, federations, and NGOs.

### Delivery partners

The Sport Division of the Federal Chancellery works with non-governmental sport organizations and sport federations (National Lifesavers Federation, Austrian Swimming Association, Austrian Table Tennis Association).

### COUNTRY | LEAD DEPARTMENT OR AGENCY | OTHER DEPARTMENTS OR AGENCIES
--- | --- | ---
**Canada**  | Canadian Heritage (lead policy and advocacy department)  | CIDA (lead funding agency)  
  |  | Foreign Affairs Canada (FAC)  
  |  | Department of National Defence (DND)

#### Government coordination

CIDA invests the bulk of Canadian government funds but is less active with regard to policy. Sport is seen as a programming tool rather than a priority area of policy. Most FAC activity is concentrated on individual missions supporting specific projects. DND is considering a pilot project for Sport for Development and Peace in Afghanistan.

Interdepartmental dialogue is driven by specific initiatives. Canadian Heritage plans to hold regular, coordinating meetings with CIDA, FAC, and possibly DND, but these have not yet been established.

CIDA supports integrated “whole of government” approach to Sport for Development and Peace. DND is interested in forming an interdepartmental working group on Sport for Development and Peace in conjunction with other peacekeeping missions. CIDA and Canadian Heritage currently share reporting and results from groups and projects of common interest.

#### Coordination—external partners

Roundtable Consultations were held early in 2005 with Canadian government partners, NGOs, World Bank, UK Sport, and others to advise on a prospective Sport for Development and Peace strategy. This is the most formal external consultation to date. Continued
Table 17  Policy and program coordination structures and partnerships (continued)

| Coordination—external partners (cont’d.) | Canadian Heritage’s goal is to create an ongoing forum for discussion and consultation with other government departments and NGOs. This will become a priority in 2006 and could eventually include sport federations. Canadian Heritage also participates in informal consultation and knowledge exchange through conferences such as Mappilagen and Next Steps in Zambia. Canadian Heritage has an informal working group with Right To Play and Commonwealth Games Canada which is preparing for the 2006 World HIV/AIDS conference in Toronto (August 2006). The same mechanism is being used to prepare for the World Urban Forum in Vancouver. The Roundtable was one mechanism for engaging with other governments and UN agencies. The SDP IWG is an additional informal mechanism. Bilateral meetings at international sport events are also being used strategically to share information. Canada is not currently engaged in any formal bilateral coordination efforts with other governments with regard to Sport for Development and Peace. |
|———|———|
| Delivery Partners | Commonwealth Games Canada, CONFEJES, Right To Play, and the SDP IWG (via contributions to Right To Play as the Secretariat). |

| COUNTRY | LEAD DEPARTMENT OR AGENCY | OTHER DEPARTMENTS OR AGENCIES |
|———|———|———|
| THE NETHERLANDS | Ministry of Health, Welfare, and Sport | Ministry of Education |
| | Ministry of Development Cooperation | |
| Government coordination | The funding ministries jointly lead Sport for Development and Peace issues. The Ministry of Sport coordinates all Sport for Development and Peace activities within the government, working closely with the Ministry of Education among others. This work is done informally. |
| Coordination—external partners | NCDO, Oxfam Netherlands, PSO, and various Christian NGOs are working on the content of projects supported. The National Olympic Committee and national sport federations are also involved in Sport for Development and Peace, providing input on policy directions. There is no formal international collaboration with UN agencies or other governments regarding Sport for Development and Peace. |
| Delivery partners | Implementing partners (NGOs) work closely with delivery partners on the ground. |

| COUNTRY | LEAD DEPARTMENT OR AGENCY | OTHER DEPARTMENTS OR AGENCIES |
|———|———|———|
| NORWAY | Ministry of Foreign Affairs (MFA) | Norwegian Agency for Development Cooperation (NORAD) |
| Government coordination | MFA is responsible for Strategy on Culture and Sports Cooperation and coordination within the government. In particular, MFA regional departments are responsible for bilateral agreements and development policy. They must ensure that sport projects are driven by local demand and are consistent with Norway’s policy on cooperation with each partner country. MFA and NORAD have joint development programs on Sport for Development and Peace. NORAD’s focus is on work with NGOs and long-term development assistance. MFA’s focus is on humanitarian work, peace and reconciliation efforts, bilateral cooperation with countries in the South, and broader aspects of development cooperation. The formal MFA information-sharing group includes NORAD representatives and meets quarterly to discuss issues, including those of Sport for Development and Peace. NORAD and MFA executive officers also meet informally on a case-by-case basis. Both NORAD and the ministry work closely on a number of different Sport for Development and Peace projects. |
### Coordination—external partners

Norwegian Strategy on Culture and Sports Cooperation takes into consideration the UN Task Force Report Sport for Development: Towards Achievement of the Millennium Development Goals (2003). NIF, Norwegian School of Sport Sciences, and Norwegian Football Association all contributed to this Strategy.

The Government of Norway works closely with governments of other Nordic countries on development initiatives, including Sport for Development and Peace. Such collaboration is often informal. Except for SDP IWG, there is no other formal collaboration internationally. However, special attention is paid to donor harmonization and aid coordination at the national level. This might include Sport for Development and Peace activities. There is potential for further collaboration.

Implementing partners coordinate with other donor agencies present in the field and work closely with various national governments, especially in Mozambique, Tanzania, and Zambia.

### Delivery partners

The main implementing partner is the Norwegian Olympic Committee and the Confederation of Sports (NIF). They also work closely with the Norwegian Football Association, the Strømme Foundation, and Right To Play. All implementing partners work through local organizations and must have local delivery partners in the field to obtain funding.

### Switzerland

- **Swiss Agency for Development Cooperation (SDC)**
- **Federal Office of Sport (BASPO)**
- **Swiss National Olympic Committee**
- **Office of the Special Adviser to the UN Secretary-General on Sport for Development and Peace**

#### Government coordination

SDC is the lead agency. In 2003, SDC entered in partnership with the Federal Office of Sport (BASPO). SDC also works closely with Mr. Adolf Ogi, Special Adviser to the UN Secretary-General on Sport for Development and Peace.

The Swiss Working Group on Sport for Development was established in 2003 to be an informal sounding board for sport and development. The group includes representatives from SDC, BASPO, Mr. Ogi’s office, and the Swiss Olympic Committee who assist SDC in making relevant funding decisions. This is facilitated by the NGO Swiss Academy for Development (SAD). It may be restructured to allow greater flexibility and linkages between SDC and its programs.

SDC works closely with Mr. Ogi’s office. In 2005, it established the first national IYSPE campaign. Administered by BASPO, it involved the Federal Office for Health, Federal Office for the Environment, the Swiss Olympic Committee, and SDC. This initiative met every second month but its mandate expired at the end of 2005.

#### Coordination—external partners

There is no formal collaboration between the UN and the Ministry of Foreign Affairs. SDC is part of the SDP IWG and also initiated a Group of Friends of the IYSPE 2005, which included UN representatives from different countries. SDC does not currently see a need to establish new structures, preferring to focus on improving information flow.

The government finds informal information sharing and networking both within the governments and with other stakeholders to be an efficient way of obtaining feedback on its programs and policies, and advancing Sport for Development and Peace.

#### Delivery partners

Partners include international NGOs, local communities, and local Sport for Development and Peace partners, depending on the local context.

Qualified international and Swiss sport federations are welcome partners, on the condition that they work with national sport federations in the south on projects with clearly defined development targets.
SPORT FOR DEVELOPMENT AND PEACE: FROM PRACTICE TO POLICY

UNITED KINGDOM
• UK Sport
• Department of Culture, Media, and Sport (DCMS)
• Department for International Development
• Department for Education and Skills
• Foreign and Commonwealth Office
• UK Trade and Investment

Government coordination
Policy development is coordinated and managed through the DCMS Sports Division. There are no regular inter-ministerial committees or working groups on sport for international development.

The UK Sports Cabinet meets twice a year. It is chaired by the Secretary of State for DCMS, with the Ministers of Sport for the four United Kingdom home countries. To date, sport for international development has not featured on its agenda.

UK Sport provides funding for Sport for Development and Peace through its International Development Assistance Program (IDAP). This overlaps with the international strategies of DFID, the Department for Education and Skills (DEFS), the Foreign and Commonwealth Office (FCO), and UK Trade and Investment. While objectives are shared, there is no formal overarching government strategy as yet. However, they try to coordinate their effort to ensure a holistic governmental approach to programs.

Coordination—external partners
In determining IDAP priorities, UK Sport built on existing partnerships with other international practitioners, knowledge, and experience.

UK Sport assumes a coordinating or gateway role vis-à-vis other government departments, and national government and non-governmental organizations through mechanisms such as the UK Sport for Development Alliance (UKISDA), recently established to coordinate and strengthen the efforts of participating organizations. Its aims are to:
• Maximize the effectiveness of resources
• Strengthen sport for development professional, advocacy, and policy capacity
• Establish a one-stop-shop resource centre on the Alliance Web site.

UKISDA members include government departments and agencies, national NGOs, and sport federations.

The Commonwealth Advisory Committee on Sport for Development (CABOS) offers another important vehicle for policy coordination and advocacy. Sue Campbell, Chair of UK Sport, also chairs this committee.

Delivery partners
UK Sport maintains constant dialogue with its partners.

Its preferred IDAP delivery agents are locally based NGOs, but it sometimes works with schools, universities, and sport councils. In some countries it works with the International Paralympic Committee as well.

It also has partnerships with VSO (Volunteer Service Overseas) and UNICEF with programs delivered by their partners in the field.

HF and Commonwealth Games Canada are its close partners in southern Africa, where UK Sport recently signed a Memorandum of Understanding with the regional body of sport in southern Africa, the Supreme Council for Sport Zone VI.

Programs are driven by local needs assessments and the national strategies and priorities of host countries.

Table 17  Policy and program coordination structures and partnerships (continued)

<table>
<thead>
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<tbody>
<tr>
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</tr>
<tr>
<td></td>
<td></td>
<td>• Department for International Development</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Department for Education and Skills</td>
</tr>
<tr>
<td></td>
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Programs are driven by local needs assessments and the national strategies and priorities of host countries.
4.8 Sport for Development and Peace in International Development Strategies

The Netherlands, Norway, and Switzerland have intentionally integrated sport as a far-reaching tool into the policies and programs of their international development strategies. Austria, Australia, Canada, and the United Kingdom have not.

However, the decision not to officially integrate Sport for Development and Peace does not indicate that there is no formal governmental recognition of the development and peace value of sport. For the countries in question, this may be reflected in the mandates and policies of the government ministries and agencies responsible for sport, rather than those of their international development agencies. This is the case in Australia, Austria, Canada, and the United Kingdom, where ministries and agencies with domestic responsibility for sport are also authorized, or mandated, to pursue international Sport for Development and Peace activities. However, the relative difference in the overall budgets of international development agencies, compared to the international programs of domestic sport ministries and agencies, argues for a continued effort to secure a place for sport in both government international development strategies and international sport cooperation programs.

Many of the countries examined alluded to a shift in their international development strategies away from project funding to national-level funding agreements with partner countries, focused on priorities identified as mutually acceptable. This was characterized as part of a broad shift in development policy that reflects new thinking on best practices to improve the effectiveness of development assistance. This may have a negative impact on the availability of funding for Sport for Development and Peace initiatives, unless proponents can engage developing countries and successfully encourage the inclusion of Sport for Development and Peace in their own national development priorities.

4.9 Sport for Development and Peace National Government Successes

Interview respondents were asked whether they had success stories they considered useful to share with other countries. As with the developing countries surveyed, successes were defined in many ways. Key measures of success cited included:

- Achieving program longevity and/or sustainability
- Effective local capacity building
- Achieving high impact through sport projects or by adding a sport component to non-sport projects
- Increased recognition of Sport for Development and Peace
- Effective replication and expansion of programs
• Engagement and mobilization of sport federations and networks
• Effective leadership
• Knowledge generation and exchange.

Table 18 (below) provides a summary of the successes highlighted by key informants.

Table 18  Sport for Development and Peace successes

<table>
<thead>
<tr>
<th>SUCCESS INDICATOR</th>
<th>SUCCESS STORY</th>
<th>CITED BY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Achieving program longevity</td>
<td>The Pacific SportAbility Program has been adopted by 3 Pacific Island governments and in South Africa after just 12 months of operation.</td>
<td>Australia Sports Commission</td>
</tr>
<tr>
<td>and/or sustainability</td>
<td>The Active Community Clubs Program in southern Africa has been made sustainable by facilitating community decision making, an effective train-the-trainer program, and ensuring activity and participation costs are minimal.</td>
<td>Australian Sports Commission</td>
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<td></td>
<td>CGC has established sustainable programs in the Caribbean and is in the process of transferring these to local ownership. In 2003, the Caribbean Association of National Olympic Committees assumed operational responsibility for the Caribbean Coaching Certification Program. To ensure equal sustainability of the Healthy Lifestyle Project, emphasis is being placed on training local leaders from across the Caribbean who will deliver the program in their own countries.</td>
<td>Canadian Heritage</td>
</tr>
<tr>
<td>Effective local capacity building</td>
<td>A Trinidad-based organization is now managing and developing regional sport development initiatives in the Caribbean.</td>
<td>Australia Sports Commission</td>
</tr>
<tr>
<td>Achieving high impact</td>
<td>The SCORE project, initiated by a Dutch volunteer and first supported by the Dutch government, is now a South African non-profit, community development organization that recruits and trains international volunteers. Volunteers are placed in primarily rural communities in South Africa, Namibia, Zambia, and Mozambique where they live with host families for 6 to 12 months implementing SCORE’s programs in the community.</td>
<td>Netherlands, Ministry of Health, Welfare, and Sport</td>
</tr>
<tr>
<td>through sport projects or by adding a sport component to non-sport projects</td>
<td>The Papua New Guinea SportAbility program has been very successful in delivering HIV/AIDS prevention education to hard-to-reach groups.</td>
<td>Australia Sports Commission</td>
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<td></td>
<td>Over 150 young people have participated in eight-month overseas placements since 2001 with Commonwealth Games Canada’s (CGC) Canadian Sport Leadership Corps. This program trains young Canadians to help establish or expand community sport programs.</td>
<td>Canadian Heritage</td>
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<table>
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<tr>
<th>SUCCESS INDICATOR</th>
<th>SUCCESS STORY</th>
<th>CITED BY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased recognition of Sport for Development and Peace</td>
<td>The issue of Sport for Development and Peace created great interest among the delegates to the EU Sport Directors Meeting in Vienna in March 2006. It was the first time that Sport for Development and Peace was discussed at a presidential level in the European Union.</td>
<td>Sport Division of Federal Chancellery, Austria</td>
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<td></td>
<td>Canadian officials played a key advocacy role in getting Sport for Development and Peace on the agenda of the Sports Council of the Americas. It is now listed as one of the Council’s activities in its organizational statutes and was the subject of a separate side meeting at the most recent conference, 14–18 March 2006, in Brazil.</td>
<td>Canadian Heritage</td>
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<td></td>
<td>Canadian Heritage was also instrumental in having the Olympic Truce extended to cover the Paralympic Games in Torino, Italy, thereby broadening its positive impact.</td>
<td>Canadian Heritage</td>
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<tr>
<td>Effective replication and expansion of programs</td>
<td>The YES! Initiative in Zimbabwe, focused on youth and people with disabilities, is a good example of strong collaboration between local government and local NGOs. It is a very low-cost project that was successfully replicated across Zimbabwe.</td>
<td>Norway, Ministry of Foreign Affairs</td>
</tr>
<tr>
<td></td>
<td>Programs that have been effective in the Pacific Region, such as Pacific Sport Ability, have been adapted and introduced in southern Africa to improve the local Active Community Clubs program. One of this program’s strengths is the use of trained Pacific Island facilitators to conduct workshops and mentor local African facilitators.</td>
<td>Continued</td>
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</table>
The Pacific Junior Sport Program was developed by a consultative Australia Sports committee from 11 Pacific countries. Representatives from the countries where the program is well established are assisting other countries to introduce the program.

Engagement and Kicking AIDS Out! is an international network initiated by national Norway, Ministry of mobilization of sport sport associations concerned about the challenges of the HIV/AIDS epidemic and its impact on sport. It receives support from NORAD.

Effective leadership Integration of sport as an instrument for development has been achieved without formal strategies in place, thanks to the interest and dedication of those involved.

In 2004, development experts were engaged in a series of consultations to identify where they thought sport had the potential to contribute, and to isolate areas of potential concern. Investing in preparatory work and introducing development experts to sport as a tool for development were extremely useful steps that resulted in 60 SDC projects, including at least one sport component.

The United Kingdom has something to offer in terms of its own UK Sport domestic experiences and resources, as well as something to gain. UK Sport's focus is on reciprocity; it not only has funds, but also learns an enormous amount from involvement in local initiatives.

### Table 18 Sport for Development and Peace successes (continued)

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<td>Engagement and mobilization of sport federations or networks</td>
<td>Kicking AIDS Out! is an international network initiated by national Norway, Ministry of sport associations concerned about the challenges of the HIV/AIDS epidemic and its impact on sport. It receives support from NORAD.</td>
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<td>Knowledge generation and exchange In 2004, development experts were engaged in a series of consultations to identify where they thought sport had the potential to contribute, and to isolate areas of potential concern. Investing in preparatory work and introducing development experts to sport as a tool for development were extremely useful steps that resulted in 60 SDC projects, including at least one sport component.</td>
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<td>UK Sport</td>
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### 4.10 Lessons Learned

The lessons highlighted by interviewees are highly diverse but can all be linked to three primary themes:

- How to build support for Sport for Development and Peace
- How to improve the effectiveness of Sport for Development and Peace initiatives
- The importance of collaboration and coordination.

Under the theme of building support, respondents highlighted the belief that governments can exercise a unique influence on other governments. Advocacy is, therefore, a critical function. It was suggested that sport should be promoted as a vehicle for governments to drive economic, social, and health changes in communities. Sport should not be identified as a separate development priority, but integrated into existing development frameworks. Conversely, development can be integrated into existing sport programs.

Respondents also emphasized that building support within a government requires perseverance, evidence, examples from other countries, champions (political and athletes), a locus for sport and development within the government, and outreach across government to achieve critical mass and optimize integration.
In terms of improving effectiveness, interviewees noted that donors need to make long-term commitments to projects; build local capacity and ownership; foster innovation; be realistic about the limits of training; be clear about their core competencies, role, and what they and their partners respectively bring to the table; and manage expectations appropriately. These requirements must be taken into account in national strategies.

With regard to collaboration and coordination, respondents emphasized the importance of internal government consultation and coordination to foster awareness, support, integration, and policy consistency. Engaging external stakeholders was also felt to be critical to bringing other expertise and hands-on experience into the policy and program design process. It was suggested that loose, informal, and decentralized approaches may offer benefits in terms of maximizing participation.

These points are summarized in Table 19 (below).

Table 19 Key lessons learned

<table>
<thead>
<tr>
<th>Building Support for Sport for Development and Peace and Its Uptake</th>
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<tbody>
<tr>
<td><strong>Perseverance in promoting sport as a means to an end is important. It can be a vehicle to drive economic, social, and health changes in communities.</strong> Australian Sports Commission</td>
</tr>
<tr>
<td><strong>If you fund something, you have to be able to measure it.</strong> Australian Sports Commission</td>
</tr>
<tr>
<td><strong>Success in generating government-wide buy-in is more likely if there is a dedicated group of people whose job it is to work on the issue.</strong> Canadian Heritage</td>
</tr>
<tr>
<td><strong>Effective champions are critical.</strong> Canadian Heritage</td>
</tr>
<tr>
<td><strong>Ministers who understand and are seized with the issue makes a difference. Their endorsement enables officials to engage people who otherwise would not be informed or interested.</strong> Canadian Heritage</td>
</tr>
<tr>
<td><strong>Activities will be more substantive and effective once there is a mechanism to coordinate with other departments. This will help achieve the “critical mass” needed to grow government support.</strong> Canadian Heritage</td>
</tr>
<tr>
<td><strong>Governments have more influence with other national governments than other proponents, so advocacy is an important function for them.</strong> UK Sport</td>
</tr>
<tr>
<td><strong>One of the best ways to generate interest and support within government is through the use of international comparisons.</strong> UK Sport</td>
</tr>
<tr>
<td><strong>Sport is often a low-level ministerial responsibility with little ability to influence decision making. The sport movement has the potential to be a powerful lobby and influence policies, but has been poorly equipped to do so traditionally.</strong> UK Sport</td>
</tr>
<tr>
<td><strong>Advocacy and awareness raising are important, especially regarding the organization of sport in a government that has a limited number of priorities.</strong> Netherlands, Ministry of Health, Welfare, and Sport</td>
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</tbody>
</table>
Table 19  Key lessons learned (continued)

### IMPROVING THE EFFECTIVENESS OF SPORT FOR DEVELOPMENT AND PEACE

<table>
<thead>
<tr>
<th>Lesson</th>
<th>Country/Ministry</th>
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<tbody>
<tr>
<td>Impact can be strengthened by integrating sport into the existing development framework, and development aspects into existing sport projects, rather than identifying it as a separate development priority.</td>
<td>Netherlands, Ministry of Health, Welfare, and Sport</td>
</tr>
<tr>
<td>Diversity in Sport for Development and Peace projects is very important. Innovation criteria need to become a part of the funding application process.</td>
<td>Netherlands, Ministry of Health, Welfare, and Sport</td>
</tr>
<tr>
<td>The development of sport itself is important. Sport for Development and Peace programs without the expertise of sport organizations themselves will lose their value.</td>
<td>Netherlands, Ministry of Health, Welfare, and Sport</td>
</tr>
<tr>
<td>Long-term commitment is important. It is difficult to establish true collaboration and achieve results unless governments and partners are prepared to work in a country for a prolonged period.</td>
<td>Norway, Ministry of Foreign Affairs</td>
</tr>
<tr>
<td>As building on local capacity is key to the sustainability of projects in the South, local ownership and capacity building need to be part of national strategies.</td>
<td>Norway, Ministry of Foreign Affairs</td>
</tr>
<tr>
<td>Funders need to know their core competencies, be very clear about what they specifically bring to partnerships, and manage expectations appropriately.</td>
<td>UK Sport</td>
</tr>
<tr>
<td>It is important to be realistic about training. In HIV/AIDS education/Awareness, for example, delivery skills are often poor. Leadership skills need to be developed before offering content training.</td>
<td>UK Sport</td>
</tr>
</tbody>
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### COLLABORATION AND COORDINATION

<table>
<thead>
<tr>
<th>Lesson</th>
<th>Country/Ministry</th>
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<tbody>
<tr>
<td>The decentralization of Sport for Development and Peace in the Netherlands is an interesting lesson. The Netherlands began with a centralized Sport for Development and Peace structure concentrated under two national ministries. This evolved to more decentralized decision making involving NCDO and PSI, and working indirectly through a variety of national organizations.</td>
<td>Netherlands, Ministry of Health, Welfare, and Sport</td>
</tr>
<tr>
<td>The collaboration and involvement of sport federations, various departments within the ministry, and other ministries in the national development strategy development process were crucial to its success. The role of sport federations is crucial as they bring the hands-on experience to the discussion table.</td>
<td>Norway, Ministry of Foreign Affairs</td>
</tr>
<tr>
<td>It is important to involve other technical departments to ensure that the objectives of a national Sport for Development and Peace policy are aligned with the government’s existing overall policies on development and poverty reduction.</td>
<td>Norway, Ministry of Foreign Affairs</td>
</tr>
<tr>
<td>It is very important to communicate and involve all actors in policy and program development. Loose informal networks sometimes work better than rigid formal structures, as they allow for a truly participatory approach. This has enabled SDC to improve the quality of implemented projects.</td>
<td>Switzerland, SDC</td>
</tr>
</tbody>
</table>
4.11 Key Challenges

Interviewees highlighted a broad range of challenges. A number identified the need for more evidence to support the value of Sport for Development and Peace. Monitoring and evaluation, and the lack of techniques specific to this field, are also issues. In countries where sport is not used domestically for social development, low awareness and credibility were also cited.

Challenges in ensuring program quality and sustainability, and involving delivery partners include poor management of local expectations, uneven commitment to and expertise in building local capacity and ownership, and difficulty in ensuring the quality of the sport experience where it is not a core competency of the organization.

Challenges specific to host-country environments include weaknesses in sport governance and access, excessive commercialization and politicization of sport, and, at times, corruption. Competition between sport federations and NGOs for donor funding can also be a problem. Sponsoring governments and agencies also acknowledged their own challenges in terms of funding instability, limited knowledge of how to expand successful projects, insufficient integration of sport into development programs, and lack of Sport for Development and Peace expertise.

Collaboration and coordination issues were also highlighted. These include insufficient coordination among donor countries at the policy level and in the field, and the need for more focused networking among donors to build shared vision and strategies. Functioning in an arena where NGOs are competing for limited funding was also cited as a challenge.

The overarching challenge in relation to investment was described as moving countries from notional acceptance of the concept of Sport for Development and Peace to seeing sport as a major instrument for national development and investing in it accordingly. Related investment challenges include building a compelling base of evidence to demonstrate the value of Sport for Development and Peace to government and private-sector decision makers, securing greater corporate investment in host countries, and finding ways to address the limited influence of sport and youth ministries in national governments.

Positioning sport appropriately in the context of competing development priorities was seen as critical. It was suggested that sport should be highlighted as a low-cost, complementary means of achieving larger development goals, not presented as a competing goal in and of itself. Nor should it be oversold in terms of what it can realistically accomplish.

These challenges are outlined in greater detail in Table 20 (page 68).
Table 20 Key challenges in Sport for Development and Peace

<table>
<thead>
<tr>
<th>DEMONSTRATING THAT SPORT CAN MAKE A DIFFERENCE</th>
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<tbody>
<tr>
<td>Monitoring and evaluation are an ongoing challenge.</td>
<td>UK Sport</td>
</tr>
<tr>
<td>A significant evidence base is absent, and fresh messaging and success stories are necessary. The latter will likely be addressed as the evidence base grows.</td>
<td>Canadian Heritage</td>
</tr>
<tr>
<td>It is difficult to promote sport as a tool for improving the lives of disadvantaged individuals and communities in developing countries when it plays such a modest role in Canada’s domestic social development agenda. We cannot legitimately claim this as an area of deep national expertise.</td>
<td>Canadian Heritage</td>
</tr>
<tr>
<td>It is difficult to demonstrate how tiny sport modules can make a difference at a global level.</td>
<td>SDC</td>
</tr>
<tr>
<td>There is a lack of monitoring and evaluation techniques specific to Sport for Development and Peace.</td>
<td>SDC</td>
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<tr>
<th>ENSURING PROGRAM QUALITY AND SUSTAINABILITY</th>
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<tbody>
<tr>
<td>At the grassroots level, it is important to focus on concrete projects and to avoid spreading resources too thinly.</td>
<td>Sport Division of Federal Chancellery, Austria</td>
</tr>
<tr>
<td>Countries need to learn how to expand successful, local programs to a regional or national level. This is critical to increasing development effectiveness and would benefit from a shared discussion with other countries to identify what works.</td>
<td>Canadian International Development Agency and Norway, Ministry of Foreign Affairs</td>
</tr>
<tr>
<td>Sustainability is an enormous challenge. Despite needs assessments and building good local partnerships, many projects end with the withdrawal of outside funds.</td>
<td>Norway, Ministry of Foreign Affairs</td>
</tr>
<tr>
<td>Capacity building of local NGOs and governments alike is critical. Some organizations continue working through volunteers and do not focus on local capacity building and support.</td>
<td>Norway, Ministry of Foreign Affairs</td>
</tr>
<tr>
<td>The commercialization of sport and political pressure on the sport movement need special attention and consideration.</td>
<td>Norway, Ministry of Foreign Affairs</td>
</tr>
<tr>
<td>There are poor governance mechanisms in some countries and the international problem of corruption remains a challenge.</td>
<td>Norway, Ministry of Foreign Affairs</td>
</tr>
<tr>
<td>There is insufficient integration of sport in development programs.</td>
<td>SDC</td>
</tr>
<tr>
<td>There is a lack of expertise regarding Sport for Development and Peace.</td>
<td>SDC</td>
</tr>
<tr>
<td>It is important to ensure the quality of the sport experience delivered. In trying to satisfy multiple funding bodies, NGOs may try to deliver on too many objectives and exceed their core competencies. Many mainstream sport systems in host countries have governance and accessibility weaknesses. Sport for Development and Peace initiatives need to be accompanied by parallel investment to address these challenges.</td>
<td>UK Sport</td>
</tr>
<tr>
<td>Needs assessment processes need more work to avoid creating unrealistic expectations at the outset of programs. Assessments must be carefully managed and cultivate local leadership.</td>
<td>UK Sport</td>
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</table>
### ENSURING PROGRAM QUALITY AND SUSTAINABILITY

<table>
<thead>
<tr>
<th>Statement</th>
<th>Source</th>
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<tbody>
<tr>
<td>There is overlapping donor country activity in developing countries.</td>
<td>Canadian Heritage</td>
</tr>
<tr>
<td>Working with NGOs in a decentralized manner can be quite challenging due to the existing competition for funds among this sector.</td>
<td>Netherlands, Ministry of Health, Welfare, and Sport</td>
</tr>
<tr>
<td>Donor harmonization in Sport for Development and Peace is essential. It remains an ongoing challenge for the overall development effort, as well as for Sport for Development and Peace.</td>
<td>Norway, Ministry of Foreign Affairs</td>
</tr>
<tr>
<td>On a global level, there is a need for more concise networking based on a common vision and strategies.</td>
<td>SDC</td>
</tr>
<tr>
<td>Recipient countries do not always welcome dialogue among donors that may constrain their autonomy. As a result, the transparency and coordination needed to deliver greater benefits may be missing.</td>
<td>UK Sport</td>
</tr>
</tbody>
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### INCREASING INVESTMENT

<table>
<thead>
<tr>
<th>Statement</th>
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<tbody>
<tr>
<td>The move from notional acceptance of the Sport for Development and Peace concept to seeing sport as a major instrument of nation building and investing in it accordingly, has still not taken place. There is a need to document and prove the case for Sport for Development and Peace to decision makers. Securing resources will depend on the ability to show sport can make a difference to elected decision makers and private-sector companies.</td>
<td>Australian Sports Commission</td>
</tr>
<tr>
<td>Securing more private-sector investment in Sport for Development and Peace initiatives in host countries is challenging.</td>
<td>Australian Sports Commission</td>
</tr>
<tr>
<td>Ongoing lack of funds and the related challenge of competing development priorities are barriers. It is important to communicate that sport is a low-cost, complementary means of achieving larger development goals, not a competing goal in and of itself. It is also important not to oversell what sport can do.</td>
<td>Canadian Heritage</td>
</tr>
<tr>
<td>The stark reality of the challenges many regions face makes it hard to see sport as part of the solution; consequently the regions choose other national priorities.</td>
<td>UK Sport and Netherlands, Ministry of Health, Welfare, and Sport</td>
</tr>
<tr>
<td>Development of sport at the local level is often not a priority for national sport federations. This, together with the fact that sport is often not included in national development strategies, means that programs are largely donor driven. More energy needs to be directed to strengthening institutional capacity in host countries to correct this.</td>
<td>Netherlands, Ministry of Health, Welfare, and Sport</td>
</tr>
<tr>
<td>Government sport and youth departments have little influence when it comes to the negotiation of international assistance packages for their countries. As a result, sport is not funded appropriately.</td>
<td>UK Sport</td>
</tr>
<tr>
<td>Most government activity is project driven. There have been many statements of support at Commonwealth Heads meetings but no broad adoption of the cause. This is due, in part, to a lack of resources, but also to attitudes regarding sport and its low domestic priority.</td>
<td>UK Sport</td>
</tr>
</tbody>
</table>
4.12 Future Vision for Sport for Development and Peace

Key informants were asked to identify what must happen over the next five to ten years in order for Sport for Development and Peace to achieve its full potential. Their responses can be captured under the following themes:

- Capacity building
- National government support
- Resources
- Addressing negative aspects of sport
- Knowledge exchange
- Coordination
- Broadening base of support
- Strengthening network infrastructure
- Increased focus on gender and inclusion

Local and national-level capacity building is a recurring theme, with the general view that knowledge transfer, skill development, and other tangible outcomes of capacity building should be key metrics of success for all Sport for Development and Peace projects. Capacity building needs to extend to national governments and sport federations in order to enhance support and make sustainability more achievable.

It was pointed out that Sport for Development and Peace risks remaining a largely donor-driven phenomenon unless developing countries themselves see the importance of sport to national development and commit to investment. Lack of resources is a real challenge. This can be addressed, in part, by better integrating sport into international development programs, and through greater use of bilateral, multilateral, and cross-sectoral partnerships. Greater cooperation between governments and large sport federations is seen as a means to increase the impact of both. As well, elected officials can help to engage corporations and civil society organizations. These partnerships should not overlook sport infrastructure, as this is critical to growing and sustaining Sport for Development and Peace initiatives over the medium to long term.

Interviewees also stressed the importance of addressing risks that can negatively affect sport and ensuring that projects remain free from these negative influences. This includes preventing the commercial exploitation of athletes and learning how to recognize and respond to corruption. As well, it was suggested that NGO and sport organizations should strive to avoid becoming overly politicized or bureaucratic, as this tends to thwart innovation and encourage cronyism. Rather, structures should be flexible enough and allow for sufficient autonomy that new, small initiatives can easily make a contribution.

Respondents also highlighted the importance of information and knowledge exchange, particularly among donor agencies and their partners, including the need to share information on what does and does not work. The Next Step Toolkit, highlighting best practices in the field, and the Sport for
DEVELOPED COUNTRIES - KEY FINDINGS

Development and Peace database are important resources. It was suggested that countries may want to consider forming alliances of all their national players—similar to the Alliance for Sport for Development in the United Kingdom—to facilitate knowledge exchange, coordination, and advocacy.

Many interviewees pointed to the need for greater coordination in the field among international organizations, NGOs, and donors. Further broad-scale donor coordination and collaboration was also suggested, including more bilateral and multilateral funding. Further strengthening of sport-related activities in United Nations programs operating at the country level and programs promoting Sport for Development and Peace were recommended, together with a call for greater attention and resources from governments and United Nations agencies. It was noted, however, that donors need to be aware of their own strengths and weaknesses to partner effectively, and to select partners that share their philosophy and approach.

The respondents had many suggestions for broadening the base of support for Sport for Development and Peace. These focused on three main themes:

- Building a strong evidence base
- Communicating more effectively
- Outreach

With regard to the evidence base, respondents stressed the need for more coordinated core research on the effectiveness of Sport for Development and Peace, and monitoring and evaluation systems that can be adapted to different contexts. A “think tank” function was also mentioned.

Regarding communication, the need for new messages and stories, tangible and easily recognizable Sport for Development and Peace goals, and a significant developing-country success story were highlighted. The latter may require holding a large international single- or multi-sport event in Africa linking the global village more closely to sport. Donor countries that do not use Sport for Development and Peace domestically suggested putting in place programs to increase the profile of Sport for Development and Peace at home, build expertise and credibility, and provide compelling success stories closer to home to help build support. It was also suggested that, in some countries, it may be necessary to raise awareness of the benefits of sport (e.g., social cohesion, teamwork, leadership) before initiating programs. On a European level, mechanisms for knowledge exchange with regard to best practices and Sport for Development and Peace projects were recommended.

With respect to outreach, the potential contribution of the media and corporations was identified as largely untapped. Enhanced engagement of both was suggested. One interviewee noted that including competitive sport might help in this process.

Interviewees identified the need to strengthen the network infrastructure of the Sport for Development and Peace movement, citing specifically the need for:

- A common vision
- The articulation of clear tangible aims
- A common framework of action for stakeholders from all sectors
Finally, a number of respondents indicated they would welcome greater emphasis on the power of sport to improve the lives of women. A similar emphasis on the inclusion of people with disabilities would be equally welcome.
In addition to providing an overview of the diverse approaches of individual governments with respect to Sport for Development and Peace, this initial survey has generated many insights and suggestions to inform the actions of a broad spectrum of Sport for Development and Peace actors. The following discussion explores key themes arising from the findings in the previous sections. It proposes actions for future consideration by the SDP IWG and by other actors that play a critical role in building both national and international awareness and support in favour of Sport for Development and Peace.

5.1 The Strategic Challenge

The significant shift in international development agency funding policies in recent years, away from individual project funding and toward national-level funding agreements with partner governments in developing countries, poses significant challenges to the expansion of Sport for Development and Peace activity.

International development agencies, while establishing their own broad strategic priorities, are increasingly asking partner countries to identify their objectives, which they will then help to support. One effect of this shift is reduced availability of project funding outside the parameters of these agreements. At the same time, given the relatively low profile of sport as a practical development tool, few developing countries currently see it as a priority for inclusion in their national development strategies. This situation underscores the work that remains to be done to convince both international development agencies and national governments in developing countries of the value of Sport for Development and Peace.

The strategic challenge, therefore, is twofold. First, to ensure that international development agencies are aware of and open to the use of sport as a program tool. Second, to ensure that national governments in developing countries are also aware of the power of sport to assist them in meeting their development goals and of the importance of integrating it into their own development priorities and strategies.
5.2 Integrating Sport into International Development Strategies

In order to meet these challenges, it is necessary to foster the integration of Sport for Development and Peace into international development policies and programs. To this end, respondents repeatedly warned against positioning sport as a development goal in itself and, instead, suggested that it be positioned as a low-cost, high-impact means to achieve broader development goals linked to the MDGs.

Efforts to integrate sport into the strategies of international development agencies must concentrate on presenting a solid evidence base demonstrating the positive results of well-designed, well-managed Sport for Development and Peace programs. At present, this is a challenge due to the sparse evidence available. As well, it is important to be clear about the limits of what sport can achieve and to reinforce that sport alone will not necessarily deliver development benefits.

Interviewees also noted the value of integrating development into existing government sport programs, as a means of increasing Sport for Development and Peace activity.

5.3 Elements Critical to Building Government Support

Respondents offered a number of success factors essential to building critical national government support. First is the creation of a locus for Sport for Development and Peace within the government, in the form of a group of people who have both the mandate and resources to concentrate on this
issue. The second element is evidence in the form of research, international policy and investment comparisons, and success stories. Third, champions are necessary to reach out to, engage, and inspire potential supporters. Finally, outreach across government is essential to create a critical mass of supporters in positions of influence and authority and at the operational level to optimize integration with other government policies and programs.

5.4 Engaging Civil Society Partners in Coordinated Action

Sport federations and development NGOs also have a key role to play, both in delivering Sport for Development and Peace initiatives and in helping to inform and shape government investment, policies, and programs to support this activity. The development of effective partnerships between government sport and development agencies and these organizations is a critical but under-realized dimension of realizing the potential of Sport for Development and Peace. Coordination of diverse Sport for Development and Peace actors across sectors, and from the international to the local level, also remains an ongoing challenge. Ongoing coordination of sport, NGO, private-sector and government actors at the national level within individual countries is often an area of weakness. Ghana, Switzerland, and the United Kingdom have established mechanisms to address this challenge: Ghana with a national committee, Switzerland with a national working group, and the United Kingdom with a national Alliance for Sport for Development. In each case, a broad array of national sport, NGO, and government organizations are involved. Other countries may wish to consider similar structures to facilitate knowledge exchange, build capacity, coordinate advocacy efforts nationally, and facilitate coordinated action internationally.

5.5 Fostering Sport for Development and Peace at Home

The survey highlighted the difficulty of promoting Sport for Development and Peace internationally when it is not used for development at home. The advantages of fostering domestic use of Sport for Development and Peace are considerable. Countries where sport has been used extensively for domestic social development cite this as an underlying factor in support for using Sport for Development and Peace internationally. Domestic initiatives also offer the opportunity to build a strong national community of individuals and organizations that are aware and supportive of Sport for Development and Peace and can increasingly provide compelling success stories that resonate with elected policy makers.

5.6 Building the Evidence Base—Research, Monitoring, and Evaluation

The absence of a strong body of compelling evidence in support of Sport for Development and Peace is repeatedly identified as a barrier to convincing policy makers and private sector donors to increase support for Sport for Development and Peace. However, a number of countries are conducting impact research and in-depth program evaluations. Others are working on developing monitoring and evaluation tools specific to this field.
There is potential benefit in gathering together organizations and government agencies working on Sport for Development and Peace research. Collectively, they can take stock of the evidence that currently does exist, identify research now underway, and decide on future research that should be undertaken. Future research priorities need to strike an appropriate balance between the interests of donor and developing nations.

Many countries point to ongoing challenges with regard to monitoring and evaluation. A more coordinated effort to develop tools specific to Sport for Development and Peace would be useful. As well, additional technical support for developing countries devising their own evaluation systems would also be welcome. This could be achieved in a variety of ways, including the twinning approach suggested earlier in this report. Matching individual donor and developing countries in long-term knowledge-exchange relationships offers the opportunity to integrate monitoring and evaluation assistance into broader and more sustained dialogues on policy and program development and implementation. This approach offers benefits to donor countries as well. By engaging in a more in-depth, shared exploration of issues their southern colleagues face, they can deepen their own understanding of issues relevant to their own work.

5.7 Telling the Current Story More Effectively

While the current knowledge base in support of Sport for Development and Peace is limited, there is nonetheless a significant body of evidence on the benefits of sport more generally. This includes evaluation of the impact of specific Sport for Development and Peace programs and compelling anecdotal evidence from field projects. To date, however, this information has not been synthesized into a brief, well-designed, and compelling document that Sport for Development and Peace proponents can use to introduce policy makers, potential private-sector sponsors, and others to Sport for Development and Peace and to convince them of its merits as a policy and/or investment priority.

5.8 Ensuring High-quality Sustainable Programs

Sport for Development and Peace lies at the intersection of international development and sport. A well-managed and integrated approach to both dimensions is essential to ensuring quality programs with impact. Programs must be designed to elicit the best values of sport and be delivered in a holistic manner suited to local cultures and contexts. It is important to be certain that the quality of the sport experience is not overlooked and that the requisite sport expertise and capacity are developed locally to sustain programs in the medium to long term.

Donors and organizations delivering programs need to ensure that capacity building and the fostering of local ownership lie at the very heart of their programs. They must include knowledge exchange, skill development, and other forms of capacity building as key metrics of success. Parallel efforts to strengthen the capacity of sport federations and governments at the national level are also needed to enhance support and sustainability.
5.9 Enhancing Donor Agency Effectiveness through Coordination

Donor agencies can help to strengthen Sport for Development and Peace at the policy and program level by pursuing greater coordination among themselves in the areas of research, knowledge exchange, policy development, in-field activity, and advocacy. This can be achieved on a formal or informal basis and does not need to involve the creation of new structures. Suggestions of further international networking “infrastructure” to support Sport for Development and Peace are discussed in Section 5.14.

5.10 Using Regional Cooperation Platforms to Broaden the Dialogue

The support and commitment of national political leaders and senior government officials is critical to building support for Sport for Development and Peace and its inclusion in national development strategies. In some countries, participation in the SDP IWG has been the catalyst needed to generate this kind of support. On this basis, the SDP IWG should continue its outreach efforts. However, given the number of countries not yet involved, attention also needs to turn to regional and other international cooperation bodies as an effective platform to reach multiple countries simultaneously, and to provoke broader regional consideration of the use of sport to achieve national and regional development priorities. The Commonwealth, La Francophonie, the African Union, NEPAD, the Organization of American States, the Arab League, and the World Economic Forum are all examples of useful venues that can be used for Sport for Development and Peace outreach. Developing-country leaders are already taking the initiative to enlist the support of other nations in their regions. Supporting their efforts can be a highly effective means of spreading the Sport for Development and Peace message.

5.11 Identifying and Removing Barriers to the Inclusion of Sport for Development and Peace in National Development Strategies

Developing countries face numerous challenges in developing and resourcing national Sport for Development and Peace policies and programs, and integrating these into their national development strategies. This paper has highlighted some of these, but they need to be explored more thoroughly in order to develop relevant and effective support strategies, whether these fall within the purview of the SDP IWG, donor agencies, the UN, or other multilateral organizations.

UN agencies have been assisting the SDP IWG in an initial attempt to understand the barriers preventing national governments from integrating Sport for Development and Peace into their national development strategies and, in relevant countries, into their PRSPs. Continuing this collaboration will enable the SDP IWG to draw on the UN’s in-depth expertise in this important process.
5.12 Engaging Key Multilateral Organizations

The UN and its agencies have played a central role in raising awareness and supporting initiatives to advance Sport for Development and Peace internationally. These efforts will continue to be critical, as was the recent report of Mr. Adolf Ogi, Special Adviser to the UN Secretary-General on Sport for Development and Peace, which highlighted further steps to be taken in order to strengthen the operational support UN agencies can provide to developing countries.

However, other key multilateral institutions, such as the International Monetary Fund, World Bank, and regional development banks, are not as closely informed or engaged. As these institutions play a central role in the international development system and also work closely with developing countries on their national development and poverty reduction strategies, their understanding and support is critical to increasing the scope of Sport for Development and Peace activity.

5.13 Network Infrastructure to Support Sport for Development and Peace

Interviewees identified the need to strengthen the “network infrastructure” supporting Sport for Development and Peace proponents, citing specifically the requirement for:

- A virtual marketplace providing broker and matchmaker functions
- A clearing house for success stories and evidence
- Progress monitoring and reporting
- Coordinated research

5.14 A Common Vision and Framework for Action

A number of the respondents identified the need to articulate clear, tangible aims for Sport for Development and Peace. Further, they argued for the development of a common framework of action for stakeholders from all sectors.
This report has highlighted the strong and growing international momentum in favour of Sport for Development and Peace, with a particular emphasis on the efforts of national governments in this area.

A number of developing countries have successfully integrated Sport for Development and Peace into their national development strategies and have mobilized quickly to establish innovative, large-scale programs linked to their health and education systems. Others, while still in the policy development process, have engaged a wide range of government, corporate, sport, and civil society partners to build broad-based strategies and partnerships, and help foster sustainable, high-quality programs. While scarce resources continue to be a challenge, these do not constitute an insurmountable barrier. The effective use of outreach, partnerships, and international assistance to leverage resources in support of national priorities has been shown to be very effective.

Developing nations have also begun to make use of broader regional platforms to raise the issue for Sport for Development and Peace and to invite their peers to consider its potential to contribute to their own national development strategies. This has elicited a strong positive response and promises to be an excellent mechanism for engaging more countries in the ongoing dialogue around Sport for Development and Peace.

Among developed nations, there are clear examples of successful integration of Sport for Development and Peace into international development agency policies and programs, as well as many complementary approaches involving the use of international sport programs as highly effective platforms for development and peace initiatives. Countries are at different stages with respect to their achievement of integrated cross-government approaches to Sport for Development and Peace. However, there is growing awareness of sport’s merit as a development tool and willingness to consider new approaches as governments seek to enhance the effectiveness of their international development efforts. As the number of developing countries embracing Sport for Development and Peace increases, and sport becomes an integral element in their national development strategies, this process can only accelerate.

All national governments are fortunate in the strong support and expertise available to them from leading national and international sport federations and development NGOs, as well as the United Nations and its agencies. With efforts that span grassroots to global initiatives, these organizations are critical partners in the advancement of Sport for Development and Peace at all levels.
Given the broad range of Sport for Development and Peace partners, coordination remains a challenge in many areas. Increasingly, however, governments are working with partners to establish effective consultation and coordination processes and structures to ensure smoother coordination and delivery of programs and initiatives. The SDP IWG and other bilateral and regional arrangements also help foster greater intergovernmental knowledge exchange at the policy level.

Successes to date have all been rooted in the recognition that sport is not a development goal in itself, but a low-cost, effective tool that can help to achieve a broad range of development aims, most notably the MDGs. Assistance to proponents of Sport for Development and Peace, particularly those in developing nations, to demonstrate this fact will be a key priority in the future. This will require building an even more compelling case for Sport for Development and Peace, drawing on the successes and knowledge generated by the growing number of innovative projects and programs underway and continuing to steadily enhance monitoring and evaluation efforts.

In conclusion, the survey underlying this report has shown the tremendous enthusiasm of Sport for Development and Peace proponents to realize the full potential that sport has to offer and the significant progress that has been achieved in securing national government engagement and support in this process. While much work remains to be done, the information, insights, and advice obtained through this survey are an invaluable resource and will be used to inform the work of the SDP IWG as it moves to deliver its final report and policy recommendations in Beijing in 2008.
port has many potential development and peace applications. The following sections outline some of the key benefits that sport offers in the development and peace building context. These were drawn from the UN Inter-Agency Task Force on Sport for Development and Peace report, *Sport for Development and Peace: Towards Achieving the Millennium Development Goals,* and also from Sport for Development and Peace strategy documents from various national governments.

**Individual Development**

Sport is a powerful means of fostering healthy child and youth development and offers proven physical and psychosocial benefits. Through fun and play, sport not only improves children’s physical health and motor skills, but also teaches them basic social skills such as teamwork, fairness, dealing with binding rules, organizational skills, structured use of leisure time and managing strong emotions in a constructive manner. It also teaches self-discipline and respect for others and, while allowing children to understand their physical limitations, encourages them to work to the best of their abilities.

Many psychologists also believe in the positive influence of unstructured play on child development, emphasizing that children’s spontaneous self-generated play has tremendous potential to enhance brain development and increase a child’s intelligence and academic ability. There is also evidence linking regular physical activity and play to improved performance in the classroom.

**Health Promotion and Disease Prevention**

By providing regular opportunities for physical activity that enhance overall physical fitness and help to alleviate stress, sport contributes enormously to improving the physical health and overall well-being of participants. Sport and physical education can also promote more conscious care of one’s own body and offer positive role models in this respect. This critical dimension of properly designed sport programs with a health education component can help reduce the vulnerability of young people to substance abuse; premature, unprotected, or unwanted sexual activity; and the transmission of infectious disease through these activities.

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Promotion of Gender Equality

Gender inequality can often impede development by diminishing the status of girls and women, denying them equal schooling opportunities, fostering tolerance of gender-based violence, and contributing to heightened rates of HIV/AIDS. Sport can have a profound effect on community gender norms, breaking down gender stereotypes, raising questions about prevailing socio-cultural expectations of girls and women, and providing opportunities to discuss gender roles. When properly and sensitively implemented, sport-based projects can be effective in reducing gender barriers, providing structured social opportunities for girls and women to increase their social contacts and participation in public life, and offering an entry point for social development and the transformation of gender norms. Projects that actively involve women and girls in sport activities empower them with negotiation skills, improve self-esteem and, when they engage women as volunteer coaches, mobilize them as community leaders and role models.

A UNICEF-supported project in Barbulesti, a predominantly Roma community in Romania, uses sport to encourage girls to stay in school and to increase their status in the community. Trained by a professional physical education teacher, children are selected to play on two soccer teams, based on their attendance and performance in school. According to UNICEF, “since the program began, they [the children] have been more motivated to attend and do well in school. After only one year, school performance and attendance among children attending the program, including girls, has significantly improved. Dropping out is no longer an option.”

Social Integration and the Development of Social Capital

Sport can also contribute to enhanced integration of marginalized groups in society. In a development context, these may be people with disabilities, street children, out-of-school and unemployed youth, former child combatants, members of ethnic minority groups, migrants, refugees, and people living with HIV and AIDS.

Sport can promote identity and solidarity within communities and increase the readiness of individuals to become involved in their community. This was demonstrated by a project on the use of sport and education in the social inclusion of asylum seekers and refugees in the United Kingdom. A policy and practice evaluation of the project concluded that active engagement in sport provided benefits at the individual and societal level. By bringing together disparate ethnic and political groups from the community to participate in a soccer match, researchers were able to facilitate social integration and the formation of community identity, contributing to social and psychological gains among both the host communities and the refugee and asylum-seeker groups. Sport was also shown to contribute significantly to fostering informal ties between people from both groups and helped them to establish links to official institutions—two key factors in building social capital.

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5 Sport for Development and Peace. Page 15
At its best, sport is an arena for learning and practising democratic cooperation. Voluntary work and participation in organizations provides opportunities to learn and gain experience as an active citizen and contributing community member. A recent report from the Conference Board of Canada echoed this view, concluding that “sport brings many benefits to communities. Most respondents feel that sport participation strongly encourages individuals from different backgrounds to work and play together in a positive way. It gives individuals of all ages good opportunities to be actively involved in their communities, which helps them learn positive lessons about responsibility and respect for others, and gives them the chance to give back to their communities.”

This aspect of sport as a civic training ground is an important means of building civil society in regions affected by conflict. The establishment of community sport organizations and the participation of community volunteers strengthens communities by providing a civic infrastructure and social ties that build peace and stability.

Peace Building and Conflict Prevention or Resolution

Many of the values associated with sport are relevant to conflict prevention and resolution, and to peace building. Well-organized activities teach participants respect for each other, honesty, empathy, the importance of having rules, and effective communication and cooperation skills. These skills and values are all essential to both resolving conflict and preventing it from arising in the first place.

Sport can also serve as a positive means of interaction between communities, people, and cultures, contributing to the maintenance of a dialogue between parties in open or latent conflict. In conflict or post-conflict situations, sport can help to create a structured, constructive outlet for the affected people that is oriented toward peaceful resolution of aggression and tensions.

The tradition of Olympic Truce, the longest lasting peace accord in history, demonstrates the international potential of sport for peace. Since 1992, through its resolution process, the UN General Assembly calls upon all Member States every two years to express their resolve for peaceful competition unmarrered by violent conflict. This truce has now been extended to the Paralympic games as well.

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9 Strategy for Norway’s Culture and Sports Cooperation with Countries in the South, at 39
10 Ibid.
12 Ibid.
Post-disaster Trauma Relief and Normalization of Life

In regions affected by natural disasters or war, where trauma is widespread, sport can be a highly effective means of helping to normalize life. Through regular scheduled activity, children and adults can begin to regain a sense of security and normalcy and enjoy periods of respite from the often overwhelming challenge of reconstruction. Sport and play have proven to be extremely therapeutic in helping children overcome trauma. Recognizing this, UNICEF has developed a kit of materials for children displaced by war and natural disaster, enabling them to participate in team sport in a supportive, non-competitive environment under the guidance of a teacher or trained volunteer.

Economic Development

Sport can contribute to economic development through diverse avenues. By promoting health, well-being and the prevention of disease, it can increase the productivity of individuals and the overall labour force and reduce the loss of individual and family earnings due to illness. This in turn reduces the burden on health care and welfare systems. Sport can also offer community members learning and skill development opportunities that increase their employability and potential earnings. Finally, sport, the manufacture of sport equipment, and sport events can create direct and indirect employment and business opportunities that contribute to overall economic growth.

Communication and Social Mobilization

Sport’s immense contribution to individual development makes it a logical partner to advance development objectives at the community level. It is also at the community level where the development potential of sport becomes most visible. Sport can bridge divides between generations—engaging children and adults alike—facilitate social inclusion, and contribute to building human and social capital. Its tremendous popularity and attractiveness make it an ideal social mobilization vehicle, not only for sport events themselves, but also for sport events linked to other development activities and objectives. The unparalleled reach and popularity of sport makes it ideally suited to carrying critical and often sensitive social, health, and peace messages. This carrying power has been used very effectively, particularly in relation to HIV/AIDS prevention and for vaccination campaigns.

14 This kit includes balls for several types of games, coloured tunic for different teams, chalk and a measuring tape for marking play areas, a whistle, and a scoring slate. UNICEF, online: http://www.unicef.org/supply/index_cpe_education.html
### MILLENNIUM DEVELOPMENT GOALS

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<td></td>
<td>• Reduce by half the proportion of people living on less than a dollar a day</td>
<td>• Ensure that all boys and girls complete a full course of primary schooling</td>
<td>• Eliminate gender disparity in primary and secondary education preferably by 2005, and at all levels by 2015</td>
<td>• Reduce by two thirds the mortality rate among children under five</td>
<td>• Reduce by three quarters the maternal mortality ratio</td>
<td>• Halve and begin to reverse the spread of HIV/AIDS</td>
<td>• Integrate the principles of sustainable development into country policies and programmes; reverse loss of environmental resources</td>
<td>• Develop further an open trading and financial system that is rule-based, predictable and non-discriminatory. Includes a commitment to good governance, development and poverty reduction—nationally and internationally. • 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</td>
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APPENDIX 3

INTERNATIONAL MILESTONES IN THE RECOGNITION OF SPORT FOR DEVELOPMENT AND PEACE

Key international events

In 1999, the Third International Conference of Ministers and Senior Officials Responsible for Physical Education and Sport (MINEPS III) adopted the Declaration of Punta del Este, emphasizing the importance of physical education and sport as an “essential element” in human and social development. At MINEPS IV, the ministers noted the growing impact of sport on society and reaffirmed their belief that sport and physical education play a key role in society by contributing to national cohesion, overcoming prejudice and exercising a positive influence on public opinion through the sharing of the ethical and universal values they convey.

At the 2002 Salt Lake City Winter Olympic Games, international NGO Right To Play hosted a Roundtable Forum entitled Healthier, Safer, Stronger: Using Sport for Development to Build a Brighter Future for Children Worldwide. This forum led to the establishment of the United Nations Inter-Agency Task Force on Sport for Development and Peace, the purpose of which was to examine the potential of sport to contribute to the achievement of the MDGs. In its landmark 2003 report, the UN Inter-Agency Task Force enumerated the diverse benefits of sport in relation to development and called upon the United Nations system to develop and implement viable policies to mainstream sport in its programs.

This perspective was supported by three UN General Assembly resolutions in 2003–04 on sport and its development potential, and further reinforced by the statements adopted at the Magglingen Conference on Sport for Development in 2003. The same year, the Next Step Expert Meeting in Amsterdam brought together over 200 Sport for Development and Peace experts to further efforts to put these ideas into practice. The meeting resulted in the Next Step Toolkit on Sport for Development. This toolkit contains individual and community success stories in which sports participation and partnerships with international sport organizations serve as springboards to opportunity.

1 Declaration of Punta Del Este, MINEPS III (December 3, 1999), online: UNESCO/MINEPS_ANG.
4 “Sport as a means to promote education, health, development and peace”, A/RES/53/5 (November 17, 2003), “Building a peaceful and better world through sport and the Olympic ideal”, A/RES/58/19 (November 18, 2003); “Sport as a means to promote education, health, development and peace”, A/RES/58/10 (December 8, 2004).
5 This was developed by a Dutch non-profit organization NCDO in collaboration with NF, Canadian Heritage, Right To Play, United Nations agencies, Commonwealth Games Canada, and others.
In 2004, the European Year for Sport and Physical Education (EYES) culminated in the inclusion of sport and physical education as crucial mechanisms for development in the draft EU Constitutional Treaty, and the adoption of a resolution on development and sport by the European Parliament. This resolution, among other things, called on the EU Commission to “consider supporting sport-based development programs and projects, through an earmarked budget”, to explore a potential EU policy on Sport for Development; and to explicitly incorporate sport and development in “national policies targeting poverty reduction” in cooperation with NGOs and civil society actors. Building on this, the recent EU Consultation Conference on the Social Function of Sport concluded that “sport is considered to be an important component in the ‘toolbox’ for social intervention to improve social inclusion, social integration and social cohesion, or in more general terms, social quality.”

In 2004, the United Nations General Assembly unanimously proclaimed 2005 the International Year for Sport and Physical Education (IYSPE). The IYSPE was coordinated by the Office of Mr. Adolf Ogi, Special Adviser to the UN Secretary-General on Sport for Development, and supported by the United Nations Fund for International Partnerships. In celebration of the IYSPE, a number of UN agencies and national governments organized conferences to disseminate evidence of sport’s development potential and to foster inclusion of sport in national development strategies, programs, and policies. These conferences, the Next Step Conference in Livingstone, Zambia and the International Conference on Sport and Health in Hammamet, Tunisia, examined sport’s contribution to specific areas of development, such as health, sustainable development, peace, social inclusion and gender equality, and included a broad range of stakeholders—heads of state and senior policy makers, heads of UN agencies, international and national NGOs, and community-based organizations from developing countries. The resulting declarations called upon all governments to use sport as a tool to achieve the MDGs and to recognize sport as a human right and to make it accessible to everyone.

The IYSPE 2005 concluded with the second Magglingen Conference on Sport for Development, which brought together over 400 participants from 70 countries and culminated in the Magglingen Call to Action, which particularly urged governments to promote the ideal of sport for all; develop inclusive and coherent sport for development policies; involve all stakeholders in their coordination and implementation; strengthen sport and physical education in schools; and integrate sport, physical activity and play into public health and other relevant policies.

At present, the UN through its agencies leads the other multilateral institutions in its recognition of the importance of Sport for Development and Peace and its efforts to integrate sport more effectively into broader development strategies. Other multilateral organizations, such as the regional development banks, World Bank, and the International Monetary Fund have farther to
travel in this regard. However, the World Bank has become increasingly interested in sport in relation to development for and by youth, the focus of its 2007 World Development Report.

The Olympic movement has also been instrumental in promoting Sport for Development and Peace, reviving the ancient tradition of Olympic Truce in 1992 as a means of fostering international peace and reconciliation. It was through sport that North and South Korea marched under one Korean Peninsula flag for the first time in 50 years at the 2002 Sydney Summer Games. In 2004, the International Olympic Committee (IOC) and the United Nations Joint Program on HIV/AIDS (UNAIDS) signed a Memorandum of Understanding, agreeing to join efforts to raise HIV/AIDS awareness through sport. Organized by the IOC, UNAIDS, and the International Red Cross (IRC), the first regional workshop on HIV/AIDS prevention through sport took place in Johannesburg in June 2004, bringing together National Olympic Committee representatives and HIV experts from southern Africa. This was followed in 2005 by the first Asian seminar on HIV/AIDS prevention through sport, which highlighted the links between the sport movement and HIV/AIDS prevention. The first manual on the prevention of HIV/AIDS through sport, Together for HIV/AIDS Prevention: A Toolkit for the Sports Community, was published jointly by the IOC and UNAIDS and presented at this seminar.

Since its inception in 1989, the International Paralympic Committee (IPC) has been at the forefront of human rights advocacy in high-performance sport. Speaking on behalf of athletes with disabilities, the Paralympic movement is not only an elite sport movement, but also one of the best examples of development through sport, working internationally and at the national level to promote greater inclusion of people with disabilities. Today the overwhelming majority of individuals with disabilities live in the developing world, and the IPC works closely with the national Paralympic Committees, promoting sport as a tool to instill healthy behaviors, gender equality, the inclusion of people with disabilities, and peace and reconciliation.
# Key Informants Interviewed

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<tr>
<th>Country</th>
<th>Name</th>
<th>Position</th>
<th>Department</th>
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<tbody>
<tr>
<td>Azerbaijan</td>
<td>Mr. Aif Huseyn Asgarov</td>
<td>Deputy Minister</td>
<td>Ministry of Youth, Sport &amp; Tourism</td>
</tr>
<tr>
<td>Australia</td>
<td>Mr. Mark Peters</td>
<td>Chief Executive Officer</td>
<td>Australian Sports Commission</td>
</tr>
<tr>
<td>Austria</td>
<td>Ms. Barbara Spindler</td>
<td>Executive</td>
<td>Federal Chancellery/Sport Division, Department for International Relations</td>
</tr>
<tr>
<td>Brazil</td>
<td>Mr. Luiz Garcia</td>
<td>Head</td>
<td>International Affairs Office, Ministry of Sport</td>
</tr>
<tr>
<td>Canada</td>
<td>Dr. Sue Neil</td>
<td>Director</td>
<td>International Sports Division, International Affairs, Canadian Heritage</td>
</tr>
<tr>
<td>Canada</td>
<td>Mr. Michael McWhinney</td>
<td>Senior Policy Officer</td>
<td>International Sports Division, International Affairs, Canadian Heritage</td>
</tr>
<tr>
<td>Canada</td>
<td>Ms. Mayas Jalbout</td>
<td>Assistant Director &amp; Senior Advisor, Education</td>
<td>Canadian International Development Agency</td>
</tr>
<tr>
<td>Ghana</td>
<td>Dr. Emmanuel Owusu-Ansah</td>
<td>National Director for Sport and Development</td>
<td>Ministry of Education and Sports</td>
</tr>
<tr>
<td>Netherlands</td>
<td>Mr. Bart Ooijen</td>
<td>Senior Policy Officer</td>
<td>Ministry of Health, Welfare and Sport</td>
</tr>
<tr>
<td>Norway</td>
<td>Ms. Marianne Ronnewig</td>
<td>Advisor, Press, Cultural Relations and Information Department</td>
<td>Ministry of Foreign Affairs</td>
</tr>
<tr>
<td>Sierra Leone</td>
<td>Dr. Dennis Bright</td>
<td>Minister</td>
<td>Ministry of Youth and Sports</td>
</tr>
<tr>
<td>Sierra Leone</td>
<td>Mr. Saidu B. Mansaray</td>
<td>Director of Sports</td>
<td>Ministry of Youth and Sports</td>
</tr>
<tr>
<td>Switzerland</td>
<td>Mr. Lukas Frey</td>
<td>Special Program FYSPE 2005</td>
<td>Swiss Agency for Development and Cooperation</td>
</tr>
<tr>
<td>Tanzania</td>
<td>Mr. Frank Maching</td>
<td>Principal Sports Officer</td>
<td>Ministry of Labour, Youth Development &amp; Sports</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>Ms. Pippa Lloyd</td>
<td>International Development Consultant</td>
<td>UK Sport</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>Mr. John Scott</td>
<td>International Director</td>
<td>UK Sport</td>
</tr>
<tr>
<td>Zambia</td>
<td>Mrs. Barbara Chilungwa</td>
<td>Director</td>
<td>Ministry of Youth, Sports &amp; Child Development</td>
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APPENDIX 5

INTerview guide – developing countries

Introduction

Sport for Development and Peace evolved from a growing body of evidence showing that engaging children and youth in sport and play activities enhances their physical and psychosocial development and builds stronger communities. Sport is now recognized by many international experts in the fields of development, education, health, sport, economics and conflict resolution as a simple, low-cost, and effective means of achieving a diverse range of development goals.

The Sport for Development and Peace International Working Group (SDP IWG) is a four-year initiative engaging national governments, United Nations agencies, and civil society in the development of practical recommendations for the integration of Sport for Development and Peace into domestic and international development policies and programs.

Right To Play, in its capacity as the Secretariat to the SDP IWG, is preparing a paper entitled Sport for Development and Peace: From Practice to Policy for presentation to the SDP IWG Executive Committee at its March 10, 2006 meeting in Torino, Italy. The following questionnaire was designed to assist the Secretariat in showcasing the leadership and successes of diverse countries in relation to Sport for Development and Peace, and to provide a mechanism to collect and share valuable knowledge gleaned from their experiences.

All interviews will be preceded by desk research to compile as much existing information as possible. This will be validated with interviewees and supplemented by the additional information provided during the interview. Interview responses and desk research, will be used to prepare a series of descriptive national overviews, as well as an analysis highlighting key findings, lessons learned, key challenges, and future directions.

Thank you very much for your participation. Your contribution to this important initiative is deeply appreciated.
1. How does your government define “Sport for Development”? If there is no such definition, is there a comprehensive definition of “sport” within your government? Please elaborate.

2. Please briefly describe your government’s primary policies/programs to promote or utilize Sport for Development and Peace (if applicable).

3. If there are currently no such policies, does your government plan to develop them in the future? If yes, please describe the steps that have been undertaken.

4. What does your government see as the potential benefits of Sport for Development and Peace policies/programs:
   - Healthy human development
   - Community development
   - Health promotion and disease prevention
   - Building individual/social capital
   - Conflict resolution/peace building
   - Economic development
   - Gender equity
   - Advancement of human rights
   - Post-disaster/conflict normalization
   - Other

5. If policies/programs exist: Are your policies/programs aimed at specific target groups or populations? If yes, please identify.
   - If policies/programs do not exist: Continue to question No. 6.

6. If policies/programs exist: Are your government’s policies/programs linked to achievement of the Millennium Development Goals? If yes, please elaborate.
   - If policies/programs do not exist: Does your government plan to link its future Sport for Development and Peace policies/programs to the achievement of the Millennium Development Goals in any way? Please elaborate.

7. With a number of conflicting development priorities, please describe how your department plans to advocate for Sport for Development and Peace?
   - If policies/programs exist: Which departments/agencies are responsible for your Sport for Development and Peace policies/programs? Is there one lead department/agency?
   - If policies/programs do not exist: Which departments/agencies you think need to be involved in Sport for Development and Peace policies/programs? Which agency, in your opinion, should be the lead?

8. If policies/programs exist: If more than one department is involved, how do they coordinate their work? Please describe any formal or informal mechanisms or processes.
   - If policies/programs do not exist: How do you foresee cross-sector coordination of Sport for Development and Peace policies/programs?
9. If policies/programs exist: Did your government work with any external partners in designing its Sport for Development and Peace policies/programs? If yes, please elaborate.

If policies/programs do not exist: What external partners do you think need to be involved in the development of Sport for Development and Peace policies/programs going forward:
- UN agencies
- Other donors
- Other national governments
- Community-based organizations and NGOs
- Sports associations
- Private sector

10. If policies/programs exist: Is sport included as a tool for development in your government’s national Poverty Reduction Strategy Paper (PRSP) or other strategic development document? Please elaborate on any challenges that you see in introducing sport as a tool for development.

If policies/programs do not exist: Do you see any value in including sport as a tool for development in your government’s national PRSP or other strategic development document? Please elaborate on any potential challenges.

11. If policies/programs exist: Who are the government’s primary implementation/delivery partners? (e.g., sport organizations, NGOs, other national/regional/local governments, target communities?)

If policies/programs do not exist: Continue to question 16.

12. Does your government have mechanisms in place to monitor the effectiveness/impact of its Sport for Development and Peace policies/programs? Individual projects?

13. Were there particular challenges that were successfully overcome that would be useful to share with other governments?

14. Are there particular Sport for Development and Peace achievements or successes that have resulted from the government’s policies/programs that you would like to highlight? Would it be possible to obtain more detailed information on these?

15. If programs/policies exist: Does your government currently track its investment in Sport for Development and Peace activities? If yes, what is the government’s overall annual investment? (Figures from most recent financial year for which this figure is available.)

If programs/policies do not exist: What do you see as potential future sources of funding for Sport for Development and Peace programs:
- General country revenues
- Specific taxes/fees
- Funds received through IMF/WB and other multilateral donors
- Other (please specify)

16. What do you think needs to happen internationally over the next five years in order for Sport for Development and Peace to evolve to its full potential?
APPENDIX 6

INTerview Guide – Developed Countries

Introduction

Sport for Development and Peace evolved from a growing body of evidence showing that engaging children and youth in sport and play activities enhances their physical and psycho-social development, and builds stronger communities. Sport is now recognized by many international experts in the fields of development, education, health, sport, economics, and conflict resolution as a simple, low-cost, and effective means of achieving a diverse range of development goals.

The Sport for Development and Peace International Working Group (SDP IWG) is a four-year initiative engaging national governments, United Nations agencies, and civil society in the development of practical recommendations for the integration of Sport for Development and Peace into domestic and international development policies and programs.

Right To Play, in its capacity as the Secretariat to the SDP IWG, is preparing a paper entitled Sport for Development and Peace: From Practice to Policy, for presentation to the SDP IWG Executive Committee at its March 10, 2006 meeting in Torino, Italy. The following questionnaire was designed to assist the Secretariat in showcasing the leadership and successes of diverse countries in relation to Sport for Development and Peace, and to provide a mechanism to collect and share valuable knowledge gleaned from their experiences. This guide is designed for use with donor countries. A modified version will be used for interviews with southern countries.

All interviews will be preceded by desk research to compile as much existing information as possible. This will be validated with interviewees and supplemented by the additional information provided during the interview. Interview responses and desk research will be used to prepare a series of descriptive national overviews followed by analysis of main findings, similarities, differences, lessons learned, key challenges, and future directions.

Interviews will be conducted by telephone during from 3–13 January 2006, and will not exceed one hour in length. All interviewees will have an opportunity to review and comment on the notes prepared from their interview and will receive a copy of the final paper.

Thank you very much for your participation. Your contribution to this important initiative is deeply appreciated.
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<th>Question</th>
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<tr>
<td>1. How does your government define &quot;Sport for Development&quot;?</td>
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<td>2. Please briefly describe your government’s primary policies/programs to promote or utilize Sport for Development and Peace.</td>
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<td>3. How does your government define &quot;sport&quot; for the purposes of these policies/programs?</td>
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<td>4. Are these policies/programs “stand-alone,” or are they components of a broader, integrated policy/program?</td>
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<td>5. What are the explicit objectives of your government’s Sport for Development and Peace policies/programs:</td>
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<tr>
<td>• Healthy human development</td>
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<td>• Community development</td>
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<td>• Health promotion and disease prevention</td>
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<td>• Building individual/social capital</td>
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<td>• Conflict resolution/peace building</td>
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<td>• Post-disaster/conflict normalization</td>
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<td>• Other</td>
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<td>6. Are your government’s policies/programs aimed at specific target groups or populations? If yes, please identify.</td>
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<td>7. Are your government’s Sport for Development and Peace policies/programs linked to achievement of the Millennium Development Goals? If yes, please elaborate.</td>
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<td>8. Which departments/agencies are responsible for your Sport for Development and Peace policies/programs? Is there one lead department/agency?</td>
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<td>9. more than one department is invoked, how do they coordinate their work? Please describe any formal or informal mechanisms or processes.</td>
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<td>10. Did the government seek with any external partners in designing its Sport for Development and Peace policies/programs? If yes, please elaborate.</td>
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<td>11. Is there any formal or informal, ongoing coordination process with external partners at the policy/funding level? If yes, please describe. (e.g., UN agencies, other donor agencies, other national governments, sport organizations, development NGOs)</td>
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12. Who are the government’s primary implementation/delivery partners? (e.g., sport organizations, NGOs, other national/regional/local governments, target communities?)

13. To the best of your knowledge, please describe the initial impetus behind the government’s decision to develop Sport for Development and Peace policies/programs. Please comment, where relevant, on the role played by:
   - Individual/organizational champions (external or internal to government)
   - Research evidence on the benefits of sport with respect to development
   - Knowledge of grassroots Sport for Development and Peace projects and their impact
   - Other factors

14. Were there particular challenges that were successfully overcome that would be useful to share with other governments?

15. Does your government have mechanisms in place to monitor the effectiveness/impact of your policies/programs? Individual projects?

16. Are there particular Sport for Development and Peace achievements or successes that have resulted from the government’s policies/programs that you would like to highlight? Would it be possible to obtain more detailed information on these programs?

17. Are there any lessons learned to date that would be useful to share with other governments?

18. Are there any ongoing challenges you would like to highlight?

19. Does your government currently track its investment in Sport for Development and Peace? If yes, what is the government’s overall annual investment? (Figures from most recent financial year for which this figure is available.)

20. What do you think needs to happen internationally over the next five years in order for Sport for Development and Peace to evolve to its full potential?
The following section contains descriptive overviews of the current Sport for Development and Peace policies and programs of 13 countries—Austria, Australia, Azerbaijan, Brazil, Canada, Ghana, the Netherlands, Norway, Sierra Leone, Switzerland, Tanzania, the United Kingdom, and Zambia.

In preparing these summaries, the Secretariat reviewed all available English-language policy and program information from the countries in question. As this material was quite limited in some cases, the Secretariat also undertook 1–1.5 hour structured key informant interviews with one to three representatives designated by each national government as highly knowledgeable with regard to the government’s Sport for Development and Peace policies and programs. In some cases, key informants consulted within their governments; in others, they relied on their own knowledge to respond to the questions. Due to the inevitable challenges of intercontinental communication and language differences, some key informants chose to submit written responses to the questionnaire rather than participate in an oral interview. In all cases, key informants were provided with draft copies of the national overviews included here for their review and comments before these were finalized.

The resulting national overviews, while referring to formal government policies and drawing on published information, also necessarily contain qualitative opinions of the key informants. The overviews are intended to not only provide a factual description of the national government’s general approach and activities, but also draw on the extensive expertise and experience of the key informants to provide an informed perspective on key successes to date, lessons learned, ongoing challenges, and future directions. To the extent that these are necessarily subjective judgments involving personal perspectives and experience, the ideas presented do not constitute in any way the formal positions of their governments and should not be construed in this light.
SPORT FOR DEVELOPMENT AND PEACE NATIONAL OVERVIEW: AUSTRALIA

Genesis of government’s involvement in Sport for Development and Peace

The key informant was unable to comment on the origins of the government’s involvement. However, it was noted that when Australian Agency for International Development (AusAID) revised its approach to aid and first began consulting countries on their priorities, a surprising number requested assistance with sport. The more Australia has responded, the more it has realized the contribution sport can make to community and other forms of development.

Definitions of “sport” and “sport for development”

The Government of Australia does not have a specific definition of “Sport for Development.” However, in announcing the Australian Sports Outreach Program in 2005, Prime Minister John Howard remarked that “Sport has the ability to transcend social, educational, ethnic, religious, historical, political, and language barriers. Research conducted by the Australian Sports Commission also demonstrates the important role sport plays in underpinning broader health and community development objectives.”

The Australian Sports Commission (ASC) defines sport as “(a) human activity capable of achieving a result requiring physical exertion and/or physical skill which, by its nature and organization, is competitive and is generally accepted as being a sport.”

Key policies and programs

The ASC implements sport development programs internationally that help countries develop sport infrastructure, which in turn has a positive impact on community development at all levels. Australia’s international aid is managed by AusAID and is focused on the Asia Pacific region, with some assistance available for Commonwealth countries in other regions. The ASC manages a number of programs on AusAID’s behalf. These seek to harness sport and physical activity for community development.

ASC research points to empirical evidence of the significant direct role sport can play in advancing health and community development, reducing anti-social behaviour, building community and national identity, achieving international recognition, advancing the rights of women, fostering character development among citizens, and contributing to economic development. Sport is also recognized as a tool for national integration because of its broad relevance to education, health, and politics. While sport itself cannot solve the development issues of a region, it is an important component of a comprehensive development program because of its ability to transcend societal barriers.

ASC initiatives aim to improve sport and physical activity participation levels, thereby improving life in developing countries. Focused on community development, projects are school and community based and incorporate physical education (including curriculum development) and

community sport development, with particular attention to women and girls, people with disabilities, and junior sport. Programs emphasize skills transfer, access, and sustainability, and seek to:

- Increase sport and physical activity participation levels by delivering Sport Ability, Active Community Clubs and Junior Sport in partner countries
- Help governments/organizations develop more effective sport organizations and business models
- Work with targeted countries to develop national sport policies
- Develop initiatives to deliver key HIV/AIDS messages using junior leadership through sport
- Promote regional activities in: physical education curriculum development, sport for people with disabilities, youth at risk, club and association development, and training and development opportunities for teachers and community personnel
- Place skilled young Australians with partner sport organizations and governments to help implement programs, emphasizing skills exchange and sustainability.

ASC currently manages the programs outlined below. These will be superseded as of 1 July 2006, by the new Australian Sports Outreach Program, announced by Prime Minister John Howard in November 2005. This program will run until June 2011 with annual funding of AUD 2 million (AUD 1 million for the Pacific and AUD 1 million for Commonwealth countries in other regions).

**OCEANIA**

**Australia–South Pacific Sports Program**—Participation-based and elite sport development programs including junior sport (Pacific Junior Sport), sport for people with disabilities (Pacific Sport Ability), sport governance and elite scholarship programs, managed in 14 Pacific countries.

**Solomon Islands Provincial Games Program**—Multi-sport festivals to promote peace and reconciliation; build community capacity to develop sport programs that remain after the games have finished; and increase the profile of, and opportunities for, women in sport and in the community.

**Oceania Sport Education Project**—Regionally based programs in the Pacific offering flexible, relevant, and modern training in coaching, officiating, administration and assessor/presenter skills to Pacific sport coaches, officials, and administrators.

**Papua New Guinea Sport for Development Initiative**—The governments of Australia and Papua New Guinea have agreed on a Sport for Development initiative to strengthen the sport system in New Guinea and engage communities in sport. This program will be managed by AusAID and developed over the next year.

**CARIBBEAN**

**Australia–Caribbean Community Sports Development Program**—Access to Australian sporting experience and expertise on a partnership basis in areas of junior sport, sport for people with disabilities, youth at risk, and sport governance, as well as regional physical education curriculum development.
AFRICA

Australia-Africa 2006 Community Sports Development Program—Active Community Club initiative aimed at improving health, community cohesion, and social interaction in southern Africa through sport, recreation, and physical activity initiatives.

The ASC also manages a legacy program, introduced in conjunction with the Melbourne 2006 Commonwealth Games, on behalf of the Victoria State Government:

Melbourne 2006 Commonwealth Games Sport Development Volunteers Program—program to place skilled volunteers in up to 30 developing Commonwealth countries for up to 6 months to provide advice and assistance with local sport development. The program will end 30 June 2006.

Annual investment

The government invested AUD 1.28 million in sport development programs in 2005–06:

- Australia-South Pacific Sports Program AUD 750,000
- Australia-Africa 2006 Community Sport Development Program AUD 300,000
- Australia-Caribbean Community Sport Development Program AUD 230,000

These will be replaced 1 July 2006, by the Australian Sports Outreach Program, funded at AUD 2 million. The ASC also currently manages three “one-off” international sport development initiatives:

- Melbourne 2006 Sport Development Volunteers Program (Victoria Government) AUD 1,000,000
- Oceania Sport Education Program (AusAID) AUD 540,000
- Solomon Islands Provincial Sports Program (AusAID) AUD 400,000

Australia’s total development budget was increased by 5.8% in 2005–06 to AUD 2.491 billion.

Linkages to Millennium Development Goals (MDGs)

ASC development programs are consistent with the MDGs. Examples include:

MDG 3—Promote gender equality and empower women

The Solomon Islands Provincial Games Program, supporting peace building, and community and civil society development, is delivered in partnership with the International Women’s Development Agency. This partnership facilitates the inclusion of women at all levels of decision making and optimizes women’s visibility in their communities through participation in the program.

MDG 6—Combat HIV/AIDS, malaria, and other diseases

Papua New Guinea—The National AIDS Council is partnering with the PNG Sports Commission to support the ASC’s Pacific SportAbility Program, ensuring the delivery of key HIV/AIDS prevention messages to program participants that are difficult to reach due to their demographic and geographic location.
Southern Africa—The Active Community Clubs Program partners with community clubs to deliver key HIV/AIDS messages to program coaches and participants. This has resulted in attitudinal change toward the disease amongst participants and discussing HIV/AIDS issues is no longer taboo.

**MDG 2—Achieve universal primary education**

Education departments and teachers are using the Pacific Junior Sport Program to encourage school attendance by children. Developed in consultation with nine Pacific Island countries, this games-based, inclusive program offers 6 to 12 year olds participation, skill progression and self-guided discovery.

**Measuring impact**

ASC programs use evidence-based principles of coaching, education, sport development, and sport science, and are designed to be adapted to the specific needs of different communities, while still adhering to these principles. ASC expertise is optimized through comprehensive consultation with program communities and partnership in the design and delivery of programs.

The ASC monitors the effectiveness and impact of all programs. Target outcomes are identified and monitored. The ASC is conducting longitudinal research on a number of programs. Longer-term funding of programs will help achieve more effective monitoring and evaluation. The ASC also tries to look at impact on the broader community beyond the direct participants in programs, but this is difficult to measure.

**Partnership and coordination**

The ASC is the lead agency in managing Sport for Development programs on behalf of the government. The ASC provides regular reports to funding agencies, primarily AusAID. The head of the ASC meets regularly with his or her AusAID counterpart, and program managers meet regularly with theirs.

The ASC works closely with partner governments and organizations to develop program initiatives. Coordination with external partners varies depending on the initiative, as does the nature of its delivery partners. The ASC used to use Australian volunteers as delivery partners but has shifted its emphasis to building local capacity, selecting the most appropriate stable local agency. This may be a local sport organization, a government agency, or an educational group.

In Oceania, the ASC works with Oceania governments, the National Olympic Committee, and affiliated national sport federations. In southern Africa and Caribbean, it works with education agencies and less with sport groups. The ASC also engages with local companies to secure sponsorships for specific initiatives. Both offshore and domestic sport initiatives are developed in close integration with health and education initiatives and systems. Integration among the different aid programs has increased significantly as a result of people in the regions working more closely together, at the encouragement of AusAID.

In Australia, the ASC seeks domestic expertise to help it respond to the priorities expressed by host countries. Its disability unit is now a world leader, and its coach and officials training group
provides advice to Australian federations on best practices in training. The ASC is always interested in the experiences of other countries and discussing what works. Other government departments and agencies request the ASC’s help in using sport to meet their goals. The more success the ASC has in helping other departments to use sport, the more it builds understanding and support within the government. Currently, it is helping build a school-based physical activity program to tackle obesity and to link children and youth to other community sport and activity programs.

Inclusion of Sport for Development and Peace in international development and cooperation strategy

Sport for Development is a component of the government’s international development assistance approach as evidenced by the funding support provided by AusAID, and the Prime Minister’s comments.

Success stories

All ASC programs focus on skills transfer and sustainability. Successful examples include the Active Community Clubs Program in southern Africa; the Trinidad-based organization managing and developing regional initiatives in the Caribbean; and the Pacific SportAbility Program, which has been adopted by three Pacific Island governments and by South Africa after just 12 months of operation. The Papua New Guinea SportAbility program noted earlier has also been very successful.

Challenges

The biggest challenge facing Australia and its neighbours is moving from notional acceptance of the Sport for Development concept to a profound belief in sport’s power to achieve social, education, and health goals—to see sport as a major nation-building instrument and to invest in it accordingly.

There is a need to document and prove the case for Sport for Development to decision makers. Securing resources will depend on the ability to show elected decision makers and private-sector companies that sport can make a difference. There are enough case studies to support this argument. By working collaboratively, Sport for Development proponents can reduce the time it takes to build the support needed to obtain more resources. The Commonwealth Advisory Body on Sport could be a vehicle to share what we have learned about what works and what doesn’t. Athlete advocates are also an invaluable resource in building support for Sport for Development.

Securing more private sector investment in Sport for Development initiatives in host countries is an ongoing challenge.

Lessons learned

Perseverance is necessary.

Sport should be promoted as a means to an end—e.g., it can be a vehicle for governments to drive economic, social, and health changes in communities.
If you fund something, you have to be able to measure it. While the ASC’s efforts have not been perfect, it has built a believable case for what sport can achieve. (Australia currently has an extensive research program around its Active After School Communities program.)

Raising awareness of the benefits of sport (e.g., social cohesion, teamwork, and leadership) may need to be undertaken as a precursor to establishing programs in some countries.

**Future vision for Sport for Development and Peace internationally**

Improved information sharing is needed between donor countries and organizations.

Improved inter-agency coordination of program delivery in each country would be beneficial. Residual skill development in countries, as defined by agreed-upon priorities of the funding and host country, should be adopted as a key measurement of success.

### SPORT FOR DEVELOPMENT AND PEACE NATIONAL OVERVIEW: AUSTRIA

**Genesis of government’s involvement in Sport for Development and Peace**

The Government of Austria is convinced that sport is an essential part of a healthy, balanced lifestyle for the vast majority of Austrians, and that it has contributed to Austria’s stability and prosperity in the post-war years.

The government promotes sport as a part of civil society and social life, as a path to individual fitness and well-being, and as an important political and social aim. Sport has a significant educational and social function, and is a major tool to not only improve physical development, but also promote social values such as team spirit, fair competition, cooperation, tolerance, and solidarity. Sport projects can also build capacity in education, health, HIV/AIDS prevention, and sexual health education as well as combat violence, racism, and social exclusion.

Mobilizing activities worldwide, the UN International Year for Sport and Physical Education highlighted sport’s valuable contribution to advancing education, health, development, and peace; reinforced efforts to achieve the UN Millennium Development Goals by 2015; and underscored the need to move sport onto the global development agenda. In response to this ongoing momentum, Austria committed significant funding to support the Sport for Development and Peace International Working Group. This was officially announced on February 20, 2006, by the Austrian State Secretary for Sport Mr. Karl Schweitzer, at a media conference with Mr. Djibril Diallo, Director of the UN Office for Sport and Development in New York, and Mr. Johann Koss, President and CEO of Right To Play.

Although Sport for Development and Peace is new territory for the government, the country is pleased to be able to contribute its own national experience and expertise to the broader international dialogue.
Definitions of “sport” and “sport for development”

Sport in this context includes all forms of organized physical activity and exercise of individuals alone or in teams. This includes team sport, competitive sport, recreation, fitness and leisure exercise, playground activities, innovative games, dance, competition and show performances, as well as meditative and defence sport.

Key policies and programs

Due to its geopolitical position in the centre of an expanding Europe, Austria has long used sport as a tool to break down political and social barriers. On a bilateral level, its current policy is to share and promote positive sport ideas and experiences with Austria’s new Eastern European neighbours and to establish successful ongoing knowledge exchange with regard to best practices.

Austria is chairing the European Union (EU) from January 1 to June 30 2006, and it oversaw the inclusion of Sport for Development and Peace as a priority agenda item of the EU Sport Directors Meeting, hosted by Mr. Robert Pelousek, General Director of the Sport Division of the Federal Chancellery, March 29-30 2006, in Vienna. At this meeting, the EU Sport Directors:

- Emphasized the importance of sport as a tool to achieve the UN Millennium Development Goals
- Expressed their desire to see Sport for Development included in the national policies of EU member states
- Stimulated an exchange of information on best practices concerning sport-based development programs and the development projects of EU member states
- Expressed concern regarding human trafficking, which occurs in connection with major international events, particularly sport events, and supported action to prevent and combat this problem
- Welcomed the request by the Austrian Presidency to support the initiative of the UN to promote and make use of sport as a means of development cooperation

During Austria’s Chairmanship of the European Union, the Austrian State Secretary for Sport, Mr. Karl Schweitzer, will officially address EU sport ministers, encouraging their governments and political stakeholders to strengthen the role of sport in their national development policies.

At the grassroots level, the Sport Division of the Federal Chancellery initiated its commitment to Sport for Development and Peace by supporting two projects focused on empowering girls and women. The first, Women Swimming into the Future, offered swim training for women and training for future swim coaches in the tsunami-affected region of South India. This project was realised in cooperation with the Austrian Swimming Association and the Austrian Lifesavers. The second, Kicking for Reconciliation, was launched in Rwanda with the support of the Austrian Football Federation. This project created eight multi-ethnic football teams in a Kigali boarding school for girls.
Austria’s Sport for Development and Peace policies and programs will be consistent and implemented in accordance with the government's overall policies and agreements, with particular focus on relevant UN resolutions such as the General Assembly Resolution 60/9.

Austria’s participation in the Sport for Development and Peace International Working Group as a funding government is the first major political commitment on the path toward a formal government Sport for Development and Peace policy.

The government’s Sport for Development and Peace objectives include:

- Healthy human development
- Community development
- Health promotion and disease prevention
- Building individual/social capital
- Conflict resolution/peace building
- Economic development
- Gender equity
- Advancement of human rights
- Post-disaster/conflict normalization
- Other:
  - Trauma management through sport healing (see below)
  - Integration of migrant populations
  - Alternative network building
  - Education through sport
  - Awareness-raising campaigns

The potential of sport as a tool for employment and economic growth has not yet been addressed in a broader political discussion. The economic importance of the sport sector is still largely underestimated. The sport sector generates direct and spinoff benefits in terms of employment, value added, and enhanced purchasing power. Sustainable economic development through sport should be recognized and enhanced.

At present, Austria’s efforts are focused on engaging sport ministers as well as high-level sport officials and stakeholders in dialogue on Sport for Development and Peace, in order to create and enhance political awareness of sport’s significant potential to strengthen and reinforce efforts in the areas of education, health, HIV/AIDS prevention, and peace keeping.

With regard to support for grassroots projects, Austrian NGOs focus on youth, girls and women (specifically in countries in transition), and immigrants.
Annual investment

The government tracks all of its expenditures; however, it is in the process now of establishing program management infrastructure and processes specific to its Sport for Development and Peace initiatives. As a result, separate investment figures for these activities are not available at this time.

Linkages to Millennium Development Goals (MDGs)

Austria's Sport for Development and Peace activities are directly linked to attainment of the MDGs:

Goal 1: Eradicate extreme poverty and hunger
The sport sector is employment intensive and generates significant employment effects that enhance social stability.

Goal 2: Achieve universal primary education
The inclusion of sport curricula, by linking sport associations to schools, can be a low-cost, high-impact enhancement to primary education. It is also a key means of building awareness in children that their physical and mental development and health are inseparably connected.

Goal 3: Promote gender equality and empower women
Sport can be an effective means of breaking down social and family barriers to the equal social, economic, and political participation of women, and to combat violence against women. Sport can also serve to build self-confidence and life skills in women, enabling them to more effectively protect their health and control their fertility, and develop to their full potential in all aspects of public and private life. Finally, sport can be used to promote male cooperation and fair play in partnerships for the future.

Goal 4: Reduce child mortality
Sport can be used to promote health, emotional balance, and mental capacity in young children and to increase their chances of survival. Sport can also be used as an education vehicle to reduce unwanted or unplanned pregnancies, as these children suffer higher mortality rates.

Goal 5: Improve maternal health
Sport can used to improve the fitness and health of mothers, increasing their chances of surviving childbirth. Using sport in other ways to promote women’s empowerment can help women address the social conditions that endanger their health and lives.

Goal 6: Combat HIV/AIDS, tuberculosis, malaria and other diseases
Team sport can be an effective way to engage and strengthen the life skills of young people, so that they are empowered to refuse sex or negotiate safe sex, without coercion or fear of violence or economic loss.

Goal 7: Ensure environmental sustainability
Promoting sport policies can entail setting aside civic green space for sport and leisure use. Team sport can also be used to empower youth to prevent high birth rates and population growth that are straining the planet’s resources.
Goal 8: Develop a global partnership for development

Sport for Development and Peace initiatives offer a means to transform vision at the level of government, business, and civil society into active global and regional partnerships.

Measuring impact

Austria is in the process of building up its Sport for Development and Peace structures, partnerships, and personnel, as well as establishing reporting structures, budget lines, and practical protocols.

Current Sport for Development and Peace projects have been funded on a contract basis consistent with their merits and the government’s policies. This arrangement offers flexibility and ease of accounting and it is highly likely that future Sport for Development and Peace projects will be supported on a similar basis. However, Austria welcomes the opportunity to learn from other countries’ models.

Partnership and coordination

The Federal Chancellery—Sport Division is the lead government department for Sport for Development and Peace. The government works with non-governmental sport organizations and other sport agencies, such as sport federations. Internal and external coordination are currently managed on an informal daily basis with consultations conducted through office media and personal meetings.

At present, during its Chairmanship of the European Union, Austria is very focused on working with the EU colleagues at the political level to engage their support for Sport for Development and Peace. In addition, however, the Sport Division exchanges information continuously with sport organizations, federations, and NGOs. It takes the issue of Sport for Development and Peace very seriously and will continue to work on a project-by-project basis with potential partners.

In January 2006 Austria became the first EU funding member state of the Sport for Development and Peace International Working Group (SDP IWG) and is pleased to support this important initiative. Austria is represented in the Executive Committee, the Steering Group, and the Bureau of the SDP IWG. The Federal Chancellery is also engaged in fruitful and ongoing communication with the UN’s New York and Geneva Offices for Sport for Development and Peace.

Inclusion of Sport for Development and Peace in the International Development and Cooperation Strategy

No information provided.

Success stories

The issue of Sport for Development and Peace excited great interest among the delegates to the EU Sport Directors Meeting in Vienna in March 2006. This was the first time Sport for Development and Peace was discussed at an EU Sport Directors Meeting.
As well, results from individual sport projects supported by the Sport Division of the Federal Chancellery have been promising. Projects are currently supported by diverse ministries within the government; however, there is no single repository for reports and feedback.

Austria looks forward, through its participation in the SDP IWG, to developing the framework necessary to build on these successes.

**Challenges**

At the grassroots level, it is important to focus on concrete projects and to avoid spreading resources too thinly.

**Lessons learned**

As Sport for Development and Peace programs emerge, this question will be discussed in order to provide feedback in future SDP IWG meetings and processes.

**Future vision for Sport for Development and Peace internationally**

Sports-related activities should be strengthened in UN country programs, and programs promoting Sport for Development and Peace should be given greater attention and resources by governments and the UN system.

On a European level, mechanisms for knowledge exchange with regard to best practices and Sport for Development and Peace projects should be established.

NGOs’ and sport organizations should strive to avoid becoming overly politicized or bureaucratic, as this tends to thwart innovation and encourage cronyism. Rather, structures should be flexible enough and allow for sufficient autonomy that new, small initiatives can easily make a contribution.

The Sport for Development and Peace movement would greatly benefit from a tangible, distinctive, and easily recognizable aim. The agenda should be closely tied to achieving the MDGs as a single, easily identifiable and measurable target. To build on diversity and strengths, each country should contribute according to its expertise and interest.

National elected representatives should foster and maintain connections between their government and its projects, encouraging national business and social organizations to link and contribute to international Sport for Development and Peace projects. This engagement can enhance funding resources, foster social responsibility and interest in development, and prevent political stagnation.

For Sport for Development and Peace to realize its full potential, projects must be designed for sustainability. Recipient governments and NGOs must be aware that Sport for Development and Peace projects are not traditional “aid,” but rather a form of knowledge transfer, sharing of expertise, and mutual problem solving involving both government and civil society organizations. Sport is about spirit, courage, dedication to self-improvement, and commitment to a larger group, as in team sport. These grassroots ingredients will make Sport for Development and Peace stand out and contribute to its success.
SPORT FOR DEVELOPMENT AND PEACE NATIONAL OVERVIEW: AZERBAIJAN

Genesis of government’s involvement in Sport for Development and Peace

No response provided.

Definitions of “sport” and “sport for development”

There is no formal definition of Sport for Development, but sport is understood in its broad sense and includes physical education. The overall objectives of Sport for Development and Peace are informally recognized as those contributing to the development of physical and emotional capacity, and fostering the physical fitness of individuals. Sport and physical education teach self-discipline, confidence, tolerance, cooperation, and respect.

National legislation, On Physical Culture and Sports in Azerbaijan, maintains that physical culture and sport are integral to the culture of the people.1

Key policies and programs

Sport and physical education are supported by the national Program on the Development of Physical Education and Sport for 2004–2008, adopted by the national Cabinet on 30 August 2004. This program focuses on the importance of sport and physical education for overall national development, and targets the general population of Azerbaijan. The government sees the following as potential benefits of Sport for Development and Peace:

- Healthy human development
- Community development
- Health promotion and disease prevention
- Building individual/social capital
- Economic development
- Gender equity
- Advancement of human rights

The national Program on the Development of Physical Education and Sport for 2004–2008 provides for collaboration between a number of national ministries and various national and international NGOs that work in the areas of youth, sport, economics, health, and other relevant sectors.

Annual investment

The national Program on the Development of Physical Education and Sport for 2004–2008 has a budget of USD 2.4 million for 2006, with 25% of this budget allocated specifically for Sport for Development and Peace initiatives.

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Linkages to Millennium Development Goals (MDGs)

When developing the national Program on the Development of Physical Education and Sport for 2004–2008, the government took into consideration the MDGs.

Measuring impact

No formal criteria exist to evaluate the impact of policies and programs. The Ministry of Youth, Sport, and Tourism provides regular progress updates and monitors the national program and its implementation. At the end of each year, a national report is submitted to the Cabinet, documenting progress in the implementation of the National Program on the Development of Physical Education and Sport.

Partnership and coordination

In the initial stages of the program design, the Ministry of Youth, Sport, and Tourism organized bilateral and multilateral meetings with various international partners, with a particular focus on sharing experiences with other countries of the former USSR.

The ministry is responsible for the implementation of the national Program on the Development of Physical Education and Sport (2004–2008) and for coordination of related efforts in other government ministries and departments.

The ministry also coordinates the work of municipal authorities, various local departments, committees, public institutions, and sport associations in this regard. Each of these institutions is responsible for developing a plan to implement the national program within its own area of jurisdiction (local, municipal, etc.). At the end of each year, each of these entities is required to submit an annual progress report to the Ministry of Youth, Sport, and Tourism.

To implement the national program, the government works closely with the following entities:

- State and public institutions for sport
- Sport associations
- NGOs
- Local sport clubs
- Local governments

Inclusion of Sport for Development and Peace in national development strategy

No information provided

Success stories

A number of high-level sport events were held in Azerbaijan in 2005. Some of these targeted young people with HIV/AIDS prevention messages and involved young athletes. These events also
enabled development of the volunteer sector, as they attracted many volunteers. During the preparations for these events, the Ministry of Youth, Sport, and Tourism was able to establish special partnerships with the Ministry of Health and local sport associations.

In 2006, the government embarked on increased development of winter sport. Led by the Ministry of Youth, Sport, and Tourism, this initiative aims to develop winter sport for all and to boost the economy through increased tourism.

Challenges
No information provided

Lessons learned
No information provided

Future vision for Sport for Development and Peace internationally
Governments of all countries need to make the promotion of sport, physical activity, and a healthy lifestyle a priority in their state policies

SPORT FOR DEVELOPMENT AND PEACE NATIONAL OVERVIEW: BRAZIL

Genesis of government’s involvement in Sport for Development and Peace

The National Sports Policy (2004) was the culmination of a national engagement process involving 80,000 Brazilians and including a 5-day national sport conference in Brasilia attended by delegates from each of Brazil’s 27 states. The National Sports Strategy that emerged established guidelines for the use of sport as a tool for development and social cohesion. The government views sport as a powerful means of bridging social gaps in Brazil, and advancing social, human and economic development.

The Ministry of Sport (MoS) was first established, and the National Sports Policy initiated, when President Lula da Silva took office in 2003. Prior to this, sport administration was the responsibility of the Ministry of Education and, later, of a Secretariat within the President’s Office. This became the Ministry of Tourism and Sport and was later spun off into a separate institute.

Definitions of “sport” and “sport for development”

The Government of Brazil does not have a formal definition of “Sport for Development”. The government’s national plan aims to foster human, economic, and social development. These goals are shared by the MoS, which aims to advance development through sport. It embraces a broad definition of sport for this purpose that includes competitive sport; sport for recreation and leisure; and organized and non-organized physical activity accessible to children and youth, adults, the elderly, and people with special needs.
Key policies and programs

The government's sport policy has five main objectives:

- To ensure access to sport and recreation for all to improve Brazilians’ quality of life
- To build and strengthen citizenship by ensuring access to the practice of sport, and related technical and scientific knowledge
- To decentralize the management of public recreational sport facilities (formerly centralized under the federal government)
- To add an educational dimension to sport and strengthen cultural sport identity through policies and actions integrated with different segments of society
- To develop sport talent and improve the results of the nation’s top high-performance athletes (both Olympians and the Paralympians)

The strategy is founded on two key principles:

- Reversal of injustice and exclusion and the reduction of social vulnerability in Brazil
- The government's obligation to ensure the access of every citizen to sport and recreation as enshrined in Brazil’s national constitution

The MoS has two primary programs for advancing Sport for Development. The main program is Segundo Tempo, which targets children and adolescents (7–17 years old) from disadvantaged communities who would not otherwise have access to sport or extracurricular activities. After attending morning classes, children remain at school in the afternoon where they engage in supervised sport and games, have a meal, and attend extracurricular classes to help them with their studies. Segundo Tempo was first established in 2003 in the main cities. There are now over 1 million children enrolled in over 800 centres. The MoS hopes to double this number in 2006 and to extend the program nationwide.

The second main program is Pintando a Liberdade, first established in 1997 by Brazilian soccer star and Minister Extraordinário for Sport, Edson Arantes ‘Pelé’ Nascimento. Set up as a partnership between the federal and state governments, the program was designed to provide low-cost sporting equipment for Segundo Tempo while furthering economic development and the rehabilitation of state prisoners. Inmates are provided with materials and a manufacturing area to produce sporting equipment. In return they receive payment (2 Brazilian reals for each ball made) and one day of sentence reduction for every 3 days worked. A significant success, the program was subsequently expanded to communities outside prison under the name Painting Citizenship, and is delivered through local cooperatives in disadvantaged communities as a means of economic development and increasing family incomes.

While initially a modest program, Pintando a Liberdade was significantly scaled up in response to the growing demand from the Segundo Tempo program for low-cost sport equipment. From the original 15 centres in 3 states, the program was expanded to 78 centres in all 27 states, providing equipment for several million children. Painting Freedom and its partner Painting Citizenship are highly successful partnerships in which local governments cover all wage costs while the federal government provides equipment, materials, and training.
The Pan-American Games is also a major platform for development, offering far more than economic development and tourism. Through athlete scholarships, the government aims to assist its aspiring amateur and professional athletes, a large percentage of whom come from low-income families and consequently are unable to train properly due to the need to work. In 2006, 972 athletes who meet the program criteria will receive scholarships; these range from young students to professional Olympic athletes. The government hopes to see improved performance results in 2007 as a result of this program.

In 2005, the government helped to establish a Segundo Tempo program in Luanda, Angola, for 1000 children and a Pintando a Liberdade program in Viana, Angola, for 300 inmates, producing sport equipment for 130,000 Angolan children. Both of these programs are being expanded in 2006 at the request of the Angolan partners. Similar programs are being launched with the support of Brazil in Mozambique and Haiti. Five other South American countries (Argentina, Chile, Colombia, Paraguay, and Uruguay) have also expressed interest in establishing adapted versions of both programs with Brazil's help.

The government believes that sport can help advance many development objectives. It saw the effect sport can have as a tool for peace in 2004 in Haiti when Brazilian soccer stars played the Haitian national team. UN peacekeepers spoke about the profound effect this match had and how much it helped their work by improving the self-esteem of the Haitian people. The government would like to continue its active involvement in similar initiatives.

Sport also has a very important role to play in reducing conflict and the factors that drive it. Children living in Brazil's favelas face drug-dealing and criminal violence every day. By offering sport and recreation, sport offers children temporary freedom from these stresses and a window on an alternative future—a chance not to get involved with drugs and crime, and a way of being better citizens. Although the government would like its programs to reach all Brazilians, its primary target group (through Segundo Tempo) is children from 7 to 17 years old, particularly those in large cities who are most at risk.

**Annual investment**

There is no specific budget for sport and development. The entire MoS budget is used for Sport for Development. With increases over the past three years, in 2005 the overall annual budget was USD 320 million. In 2006, the budget is expected to increase to USD 400–500 million. These funds come from the government’s general revenues. In addition to, the proceeds from specific national lotteries are awarded directly to Brazil’s Olympic and Paralympic committees, and there are also lotteries that help support soccer teams.

**Linkages to Millennium Development Goals (MDGs)**

All of the programs above are linked to the MDGs, which are explicitly referenced in Brazil’s National Sports Policy and reflected in the objectives of the policy. The MDGs are a priority across the government. In 2003, the government established a Ministry of Social Development, and one of its core programs, Hunger Zero, is an official partner of Segundo Tempo.
Measuring impact

UNICEF is performing an evaluation of Segundo Tempo; however, some impacts are hard to quantify. For example, the government would like to ascertain the broader community impact of the program (i.e., how it affects the relationship of participating children with their families).

Monitoring Pintando a Liberdade is more straightforward, as the MoS is able to track the number of cities with a program, how much material is produced on a monthly/annual basis, and how many people might benefit from the sport materials produced. Because the program requires certain standards of behaviour of participants, it also appears to be having a positive impact on inmate behaviour. As well, inmates receive one-third of their earnings from Pintando a Liberdade while in prison. One-third is placed into savings accounts accessed upon their release and, if the inmate has a family, one-third goes to them. This enables inmates to assist their families while in prison and also to access modest savings upon their release. The combination of employment and sentence reduction also enables inmates to shorten their term while acquiring critical employment skills that facilitate their re-entry into the community. A number of former inmates have become MoS employees, helping to monitor the program’s progress, train inmates, and establish the program in Angola.

Partnership and coordination

The MoS is the lead ministry for Sport for Development. Within the ministry, the Minister’s Office assumes primary responsibility for Sport for Development. The International Affairs Office within the ministry reports directly to the Minister and coordinates all Sport for Development initiatives. Luiz Garcia Jr. was appointed by the Minister to act as the Sport for Development focal point.

The International Affairs Office within the MoS translated the UN Task Force’s report on Sport for Development and Peace, and information from the report was used in all aspects of the ministry’s work. The development of the National Sports Policy noted above was an extremely comprehensive process involving every segment of society involved with sport, including federal, state, and municipal governments; NGOs; sport federations; and physical education professionals. One thousand and eight hundred delegates were divided into working groups to ensure that all aspects of sport and development were reflected in the policy. Mr. Adolf Ogi’s representative at the conference also spoke about the MDGs and how sport could contribute to their achievement. Other South American and Portuguese-speaking countries were also invited to participate and to contribute to the formation of the National Sports Policy.

The MoS works in partnership with local governments, NGOs, sport organizations, and communities, to deliver its programs

Inclusion of Sport for Development and Peace in national development strategy

The National Sports Policy is a long-term plan. The MoS hopes that, as it continues to implement the policy, ministry will gain experience and advocacy will become easier. This will involve working in close partnership with other government ministries, and showing them how sport can help to achieve their objectives. Through Segundo Tempo, the MoS is involved in partnerships with the ministries of Education, Social Development, Defence (armed forces), and Health (through a
partnership agreement signed in 2005). The MoS also works closely with the Ministry of Foreign Affairs on projects in Angola, Haiti, and Mozambique. Foreign Affairs also often receives requests for Brazil’s soccer stars to participate in international tournaments.

Through its many actions and partnerships, the MoS is trying to show the different government departments and Brazilian society that investing in sport is important and, with very little investment, one can achieve great results in reduced health costs, crime rates, etc. If children take up sport, they will have a better life.

**Success stories**

*_Segundo Tempo_* grew from reaching fewer than 100,000 children to over 1 million children 2005 and is aiming to reach 2 million children in 2006.

**Challenges**

The main challenge is to be able to do more. Even if the government reaches 2 million children, it is still not enough; Brazil is a big country with large population. The MoS needs to grow in order to do more. It is a very small ministry and has struggled to grow. If it succeeds, more people will benefit from the development potential of sport.

**Lessons learned**

Governments have to believe more in sport and use it as an effective tool for social inclusion. They need to understand that sport is not only about high-performance competition or leisure and recreation. The MoS is seeking to prove that, through the values and practice of sport, children achieve better grades, improved participation rates in school, and greater family and social integration. UNICEF is evaluating *Segundo Tempo*, and the MoS expects the resulting data to substantiate this argument.

Successful programs need to be adapted to local needs and realities. One way to do this is to create special councils, like the Inter-American Sports Council.

Sharing information and learning from each other is very important. Brazil works with 40 countries on Sport for Development and Peace initiatives in the hope that, by sharing what it has learned, it can help other countries see the potential of sport and encourage their governments to invest in it.

Sport for Development and Peace proponents have to work with all areas of the government and society, explaining the benefits and results that come from investing in sport. Effective advocacy relies on demonstrating these benefits.

Partnerships at all levels are critical. By involving state governments and their governors, as well as sport federations, MoS was able to mobilize support during the national budget process and secure congressional approval for expanded funding. By engaging social clubs, sport facilities, and private schools, the ministry can obtain access to their facilities for children in *Segundo Tempo*. 
Future vision for Sport for Development and Peace internationally

Sport's development potential has achieved wide recognition in Brazil. Other nations need to learn that, with a little investment, children can be helped. Sport today is often viewed as ‘big business,’ but it also needs to be seen as a means to improve the world.

SPORT FOR DEVELOPMENT AND PEACE NATIONAL OVERVIEW: CANADA

Genesis of government’s involvement in Sport for Development and Peace

The Government of Canada’s involvement in Sport for Development and Peace began with the establishment of the Commonwealth Committee on Development through Sport in 1991 at the Commonwealth Games in Victoria, Canada. Chaired by Canadian Roy McMurtry, the committee was an important catalyst and, through its work, the notion of development through sport began to emerge in the Canadian context. The late Anne Hilmer, responsible for the Sport Desk at the Department of Foreign Affairs, was another influential champion in this early period. She was a particularly strong advocate of development agency funding of Sport for Development and Peace and wrote compelling advocacy papers to this effect.

The Mathare Youth Sport Association (MYSA), established in Kenya over 20 years ago by Canadian Bob Munroe, was a flagship project that, while modestly funded in part by the government, was influential in convincing the Canadian International Development Agency (CIDA) of the potential of sport as a tool for development and peace.

Together these reinforcing efforts generated the critical awareness that was needed to set Sport for Development and Peace in motion in Canada.

Definitions of “sport” and “sport for development”

While the government does not have formal Sport for Development and Peace policies, the operating understanding is that “Sport for Development” means the use of sport for individual and social development. “Sport” is generally used in its broadest terms and includes everything from physical activity to high-performance competition.

Key policies and programs

The government’s interest in Sport for Development and Peace arises from Canadian Heritage’s mandate and CIDA’s policy objectives and includes the following:

- Healthy human development—meeting physical and psychosocial development needs
- Community development

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3 The Canadian Sport Policy was endorsed by federal, provincial and territorial Ministers responsible for sport in Iqaluit, Nunavut on April 6, 2002 and adopted May 24, 2002. Available online at: http://www.pch.gc.ca/progs/pol/sport-pol/index_e.cfm
• Health promotion and disease prevention, especially HIV/AIDS prevention
• Building individual/social capital
• Peace building
• Gender equity
• Inclusion of people with disabilities
• Protection of children and advancement of children’s rights
• Good governance
• Quality education

While acknowledging the inherent value of sport itself, CIDA’s interest in sport lies in its value as a tool that can be integrated into broader, holistic approaches to achieving its development priorities—health, education, gender equality, and HIV/AIDS prevention.

Youth is a core target group. International initiatives are also generally consistent with Canada’s domestic sport policy, which emphasizes accessibility and equity for disadvantaged groups. This includes women and girls, people with disabilities, youth, and Aboriginal peoples.

Canadian Heritage, CIDA, and Foreign Affairs Canada (FAC) all make varying investments in Sport for Development and Peace. As the current lead department, Canadian Heritage’s involvement has been long-standing (since 1991) but has been evolving quite rapidly in light of the growing international movement in this area. Its activities include:

• Funding the domestic administration of Commonwealth Games Canada’s International Development through Sport and Canadian Sport Leadership Corps programs
• Funding in support of the SDP IWG
• Advocacy on behalf of Sport for Development and Peace within, and external to, the government
• Policy development—Canadian Heritage is currently working on a Sport for Development and Peace Strategy and would also like to see Sport for Development and Peace explicitly included in Canada’s International Policy Statement, as it is currently not mentioned
• Funding to CONFEJES (Association of Ministers of Youth and Sport from La Francophonie) for youth and sport projects

Canadian Heritage is also considering including sport for development and peace in its bi-lateral agreements with other countries. It also supports sport development and sees this as an integral component of sport for development and peace. The mandate for these initiatives comes from the Physical Activity and Sport Act, which authorizes the government to undertake international sport for development activities. The Canadian Sport Policy also recognizes and encourages Canada’s responsibility for development through sport.

4 Former provincial Cabinet Minister and now Chief Justice of Ontario.
CIDA invests in various Sport for Development and Peace projects and capacity-building initiatives. Chief among these is a CAD 1 million grant to NGO Right To Play, an international humanitarian organization using sport to improve the lives of the world’s most disadvantaged children and their communities. It also funds the Commonwealth Games and Francophonie Games, particularly when hosted in developing nations.

**Annual investment**

In 2005–06, Canadian Heritage allocated approximately CAD 535,000 for Sport for Development and Peace. CIDA invested approximately CAD 2.1 million.

**Linkages to Millennium Development Goals (MDGs)**

The MDGs have been integral to the government’s thinking and will be included in any forthcoming formal Sport for Development and Peace strategy or policy statement. They are also part of ongoing conversations with CIDA, as Canada’s International Policy Statement clearly identifies the MDGs as a major focus, and CIDA’s development assistance priorities are directly derived from them.

**Measuring impact**

There are reporting processes for all Canadian Heritage initiatives, and these are becoming increasingly outcome oriented. At present, program evaluation is a characteristic of CIDA-funded programs. These are all monitored with lessons transferred to future programs. Increasingly, though, CIDA is moving toward self-monitoring of programs and greater emphasis on local capacity building and fostering knowledge exchange among southern countries.

**Partnership and coordination**

Canadian Heritage is the lead policy and advocacy department for Sport for Development and Peace. CIDA currently invests more funds but is less active in policy terms, as sport is seen as a programmatic tool rather than a priority policy area. Foreign Affairs Canada (FAC) is less actively engaged, with most activity concentrated in individual missions supporting projects. The Department of National Defence (DND), during its operational deployments to regions of conflict, has organized a number of youth sport activities and distributed equipment. However, these were individual initiatives—the most recent being a youth soccer tournament involving 950 children in Kandahar, Afghanistan. DND is considering piloting the formal and early use of Sport for Development and Peace as an institutionalized mission element for operations abroad, beginning in Afghanistan. DND wants to establish close integration between all government and non-government entities to ensure that the effect on the ground is maximized and that the program is long term and lasting. It has initiated consultations with a number of government and non-government agencies.

Interdepartmental dialogue is ad hoc, driven by specific initiatives. Canadian Heritage’s objective is to hold regular coordinating meetings with CIDA, FAC, and possibly DND, but these have not yet been established. CIDA supports moving toward an integrated “whole of government” approach on Sport for Development and Peace. CIDA and Canadian Heritage currently share reporting and results from groups and projects in which they are both involved. DND is interested
The government’s primary delivery partners include Commonwealth Games Canada, CONFEJES, Right To Play and the SDP IWG (via contributions to Right To Play as the Secretariat. Canadian Heritage organized a Roundtable Consultation early last year with Government of Canada partners, NGOs, the World Bank, UK Sport and others, to advise on a prospective Sport for Development and Peace Strategy. This is the most formal external consultation to date. Canadian Heritage also participates in informal consultation and knowledge exchange through conferences such as Magglingen and Next steps in Zambia. It also has an informal working group with Right To Play and Commonwealth Games Canada to prepare for the 2006 International AIDS Conference in Toronto. Canadian Heritage is using the same mechanism to prepare for the World Urban Forum in Vancouver. The intention is to create an ongoing forum for discussion and consultation with other government departments and NGOs. This will become a priority for Canadian Heritage in 2006 and could eventually include sport organizations.

In terms of coordinating with other governments and UN agencies, the Round Table was one mechanism. The SDP IWG is an additional informal mechanism. Bilateral meetings at international sport events are also used strategically to share information. The government is not currently engaged in any formal bilateral coordination efforts with other governments with regard to Sport for Development and Peace.

**Inclusion of Sport for Development and Peace in international development and cooperation strategy**

CIDA is bound by Canada’s government-wide International Policy Statement to strengthen development effectiveness by working with partner countries to respond to their priorities and needs that are consistent with CIDA’s priority areas of focus. This involves shifting resources away from individual projects to partnership agreements with national governments, most of which do not currently include sport. Some resources will continue to be available external to these agreements, and CIDA views sport as a useful programmatic tool that can help to advance four of its six key priority areas, as noted above. CIDA’s approach to development is based on the principles of local ownership, stronger partnerships, improved donor coordination, a results-based approach, and greater coherence with non-aid policies. It would like to see these principles applied to any Sport for Development and Peace initiatives.

**Success stories**

With government support, over 50 young people have participated in eight-month overseas placements since 2001 with Commonwealth Games Canada’s (CGC) Canadian Sport Leadership Corps. This program trains young Canadians to help establish or expand sport-based community development programs.

CGC has also established sustainable programs in the Caribbean and is in the process of transitioning these to local ownership. In 2003, the Caribbean Association of National Olympic Committees assumed operational responsibility for the Caribbean Coaching Certification Program. To ensure equal sustainability of the Healthy Lifestyle Project, emphasis is being placed
on training local leaders from across the Caribbean who will deliver the program in their own countries.

Canada also celebrates the ongoing successful delivery of Commonwealth Games Canada’s International Development through Sport Program, established in 1991 and assisted by CIDA and Canadian Heritage, the program’s primary funders.

Canadian officials played a key advocacy role in getting Sport for Development and Peace on the agenda of the Sport Council of the Americas (an intergovernmental organization). Sport for Development and Peace is now listed as one of the Council’s activities in its organizational statutes and was the subject of a separate side meeting at the Council’s meeting 14–16 March 2006, in Brazil.

Canadian Heritage was also instrumental in having the Olympic Truce extended to cover the Paralympic Games in Torino, Italy, thereby broadening its positive impact.

Challenges

The 2005 consultation Roundtable identified the absence of a significant evidence base and the need for fresh messaging and success stories as challenges. The latter will likely be addressed, however, as the evidence base grows. The Roundtable also identified overlapping donor country activity in developing countries and ongoing lack of funds as issues.

In relation to the challenge of competing development priorities, it is important to communicate that sport is a low-cost, complementary means of achieving larger development goals, not a competing goal in and of itself. It is also important not to oversell what sport can do.

CIDA is concerned with how to scale up successful local programs to a regional or national level. This question is critical to its drive to increase development effectiveness and would benefit from a shared discussion with other countries to identify what works.

It is difficult to promote sport as tool for improving the lives of disadvantaged individuals and communities in developing countries when it plays such a modest role in Canada’s domestic social development agenda. We cannot legitimately claim this as an area of deep national expertise.

Lessons learned

Success in generating government-wide buy-in to Sport for Development and Peace is more likely if there is a group of people whose job it is to work on the issue. It takes a sustained effort to convince people of the merits of Sport for Development and Peace and to enlist their support, but there has been progress.

Effective champions are critical. Commonwealth Games Canada has been very committed and effective, and the advocacy of Johann Koss, CEO of Right To Play, has also had a real impact in moving federal government engagement forward. Having a Minister who understands and is seized with the issue can make a huge difference. A Minister’s endorsement enables the department to engage people who would otherwise not be informed or interested.
Canadian Heritage’s Sport for Development and Peace activities will be more substantive and effective once there is a mechanism in place to coordinate its work with other departments. This will help achieve the “critical mass” needed to grow government support. However, over the last three to four years, the environment has shifted and Sport for Development and Peace now has a much higher profile.

**Future vision for Sport for Development and Peace internationally**

In addition to the need for a stronger evidence base and new messages, Sport for Development and Peace needs to be mainstreamed in international development agencies and their programs. There also has to be greater collaboration among donors. This occurs to a small extent now bilaterally, but political drivers often intervene. Perhaps a UN working group could help drive this coordination.

We need a significant success story—a developing country that has embraced the concept, and achieved success, and is an advocate for Sport for Development and Peace based on its own experience. This may require a major single or multi-sport event in Africa, such as the World Cup of Soccer in South Africa in 2010, linking the global village more closely to sport.

In Canada, we should ask why we are not implementing Sport for Development and Peace domestically. This would raise its profile and provide compelling examples closer to home.

It would help a great deal if Sport for Development and Peace proponents could embrace competitive sport. Unduly emphasizing its potentially negative aspects is problematic.

Increased emphasis on the power of sport in the lives of women would be welcome, enhancing the involvement of women in sport and reinforcing the symbolic importance of this in cultures where women are not traditionally sport participants. There should be similar emphasis on the inclusion of people with disabilities, fostering their greater participation in society. The Paralympics is a good start.

**SPORT FOR DEVELOPMENT AND PEACE NATIONAL OVERVIEW: GHANA**

**Genesis of government’s involvement in Sport for Development and Peace**

Between 1985 and 2000, the government allocated less than USD10,000 annually for its mass sport movement. There was little change until the 2005 Sport for Development and Peace International Working Group (SDP IWG) meeting in New York, which provided the impetus for the establishment of the government’s Sport for Development and Peace policy. Upon returning from the meeting, representatives of the Ministry of Education and Sports (MES) prepared a policy paper and presented it to the government and to the Ghana Poverty Reduction Commission. In response, the Government of Ghana adopted a new national sport policy in June 2005. As well, Sport for Development and Peace was incorporated into Ghana’s Poverty Reduction Strategy Paper (PRSP).
I  SPORT FOR DEVELOPMENT AND PEACE: FROM PRACTICE TO POLICY

Definitions of “sport” and “sport for development”

The government’s National Sports Policy Statement specifies that Sport for Development and Peace will “create avenues for all citizens, irrespective of age, sex, physical ability or vocation to engage in one form of physical activity or the other” and “that the root causes of the issues that challenge human development are addressed.” These challenges include health, education, peaceful coexistence, eradication of extreme poverty and hunger, gender equality, child mortality, HIV/AIDS, and other diseases. The government has embraced the UN definition of sport and broadened it to include all forms of physical and mental activity that contribute to physical fitness and mental well-being and which have the power to inculcate the values of fair play, discipline, honesty, teamwork, peace, development, and unity. This includes all forms of indigenous sport, recreation, play, organized competitive sport, and any games that foster health and fitness.

Key policies and programs

The Ghana Ministry of Education and Sports (MES) has established a two-pronged national sport policy.

The first is Sports for Excellence, aimed at supporting people with the potential to excel in national- and international-level competitive sport. Beneficiaries of this support include sport associations for people with disabilities.

The second is Sport for Development and Peace (SDP). MES has established an SDP Secretariat with an approved budget and paid staff. The Secretariat’s primary focus is the establishment of community fitness clubs (Keep Fit Clubs), run by ten regional Sport for Life associations. Other government departments and agencies, and corporations, also have fitness clubs. The Secretariat coordinates their activity, including intra-district and regional competitions and the promotion of traditional sport and physical activity, and provides capacity building in the form of a 3-day training course to 30 people at a time. The Secretariat anticipates training someone from every club (over 1,000) within 1 year. Sport for Development and Peace initiatives are designed to include people of both genders, and all ages and levels of physical and mental ability. Competitions are organized by capability levels to ensure everyone can participate.

In order to realize its overall sport policy, the government is also pursuing the following strategies:

- Strengthening sport agencies and sport-oriented NGOs
- Providing adequate and appropriate sport and recreational facilities at the local, district, regional, and national levels
- Ensuring availability and affordability of sport equipment at all levels of performance, and encouraging and facilitating the production of sport equipment locally
- Motivating and encouraging sport talents to achieve their full potential while honouring past sport heroes and heroines
- Capacity building at all levels for community sport clubs, amateur and professional clubs, and fitness clubs
- Recognizing corporate and individual contributions to sport development and Sport for Development and Peace

The government believes Sport for Development and Peace can foster healthier human beings and has initiated a program called Preventive Medical Care Through Sport and Physical Activity, delivered in Ghana's schools and colleges. Sport is also seen as a highly effective means of communicating useful health information to the public, using community games, for example, to transmit important HIV/AIDS prevention information to participants.

The government also believes that Sport for Development and Peace can bring about greater social cohesion, peace, and understanding at the community level. In Ghana, there is conflict within many communities, and sport has been the most effective tool for bringing people together. The government's program supporting community fitness clubs and organized intra-community competitions is expected to help in this regard. Incidents of conflict have been significantly reduced in one region, by recruiting football heroes to participate in organized matches designed to promote goodwill between adversarial groups.

As discrimination against women is an issue, Sport for Development and Peace is used to increase the participation of women and girls in sport and to empower them through this process. Sport for Development and Peace plays an equally critical role in empowering youth and building their leadership skills by providing them with leadership opportunities through participation in sport teams. Through these and other dimensions, Sport for Development and Peace is seen to play an important role overall in the development of Ghana's human resources.

**Annual investment**

After the 2005 SDP IWG meeting, the government allocated USD 100,000 to Sport for Development and Peace. This was subsequently increased to USD 1.5 million in this year's budget. This increase was premised on the value of Sport for Development and Peace as a preventive health program. The government anticipates that it will be able to leverage an additional USD 20 million in investment from Ghana's corporate community. It also anticipates further investment at the regional government level of up to USD 10 million per region. It does not expect to see this level of investment attained immediately but hopes to see up to USD1 million invested by each region this year. Further increases in government and corporate investment in Sport for Development and Peace are projected over time.

Ghana does not levy dedicated taxes or fees for Sport for Development and Peace, but a sport lottery generates USD 5,000 per week for Sport Development overall. Sport for Development and Peace initiatives outlined in Ghana's PRSP will be funded directly from Ghana's Poverty Reduction Strategy Fund. Funding is being increased. Sponsorship is critical to the sustainability of initiatives, and corporate interest in sponsorship is increasing. The more people participating in events, the more attractive sponsorship opportunities are to the corporate community. One strategy the government has adopted is to issue certificates to participants who complete the monthly 10K Walk for Life. National awards will be presented to the first people to obtain 20 consecutive certificates. Over time, the government hopes to increase corporate interest to the point that private-sector contributions become the driving force behind Sport for Development and Peace.

The government also believes it can secure funds from multilateral donor organizations, but only once it has concrete results to demonstrate the value of these investments (e.g., through positive changes in key indicators such as hospitalizations, absenteeism due to illness, reduced incidence of
conflict, etc.). At present, these organizations largely see sport as a government propaganda tool and will need to be convinced by demonstrable results before they direct funding to Sport for Development and Peace.

**Linkages to Millennium Development Goals (MDGs)**

The government's Sport for Development and Peace initiatives were designed with the MDGs in mind because it knows that sport can help eradicate extreme poverty and hunger. The aim of Ghana's Preventive Health Care Through Sports and Physical Activity program is to help individuals reduce the burden of medical costs and improve their productivity and earning power by increasing their fitness level and improving their health.

Sport for Development and Peace is also seen as an effective means of increasing the number of children who complete their primary education. When programs are exciting and interesting, children want to attend school and they are more likely to stay and learn. Sport is also seen as the best tool to advance gender equality in schools and colleges.

By encouraging fitness and fostering greater health among women, the government aims to have healthier children by having healthier mothers. Sport also offers very good opportunities to prevent disease by communicating important HIV/AIDS prevention information and information on other communicable diseases. On 14 December 2005, the Secretariat held a 10K walk for fitness and health with over 10,000 participants. The walk was so successful that it has become a regular monthly event. The Secretariat is working to encourage corporations to take turns sponsoring and organizing it each month.

This same walk is used to raise environmental awareness. Passing through a low-income area with very poor sanitation, walkers worked with community people to clean up the public areas and discussed the use of new public trash receptacles donated by the Bank of Ghana, a walk sponsor.

Sport is also an important way to break down barriers between different socio-economic groups. Sport for Development and Peace initiatives bring people from all walks of life together to a degree one would not normally see in Ghana.

**Measuring impact**

Ghana's initiative is very young—it began in June 2005—but the government has seen significant improvements. They are still establishing structures and programs. The SDP Secretariat has been tasked with selecting 30 high schools in each region's capital city. A student will be selected from each school to participate in a training program that will equip them to lead their school's Sport for Life Aerobics program. These instructors will be the focal point for the Secretariat in each of the selected schools. The Secretariat will monitor the progress of the program through them and assist them as necessary. Monitoring will include periodically measuring the vital statistics of the participating students. Over time, the government plans to expand this into a more comprehensive and effective monitoring and evaluation system.
Partnership and coordination

The National Sports Council is the main policy implementation agency of the government with regard to sport policies and programs. The National Secretariat for Sport for Development and Peace is hosted under the Council and works closely with the Ministry of Education and Sports. Other partners include the Ministry of Health, the Ministry of Education, the Ministry of Defence (police, fire, correctional, and military services), the Schools and Colleges Sports Association, the Ghana Universities Sports Association, and corporations.

The Secretariat sets national targets for coordination efforts around Sport for Development and Peace, such as the Global Peace Games, intercommunity and inter-district competitions. All government funding for Sport for Development and Peace flows through the Secretariat.

Policy coordination is achieved through an Inter-Ministerial Coordinating Council with representatives from every ministry in the government. The Council meets quarterly and, once a year, it meets with all of its stakeholders to identify and discuss issues. At the last meeting two months ago, all ministries and parliamentarians participated to discuss issues and ideas. There is also a Select Committee of Parliament on Sport that meets regularly to examine sport issues. The government relies heavily on experts on sport, monitoring, evaluation etc. for policy assistance, as well as the knowledge and information it gains from conferences.

The government has an excellent working relationship with Right To Play Ghana and has set up a committee with the organization to work on programs and projects. The government's drive to work with NGOs was a result of its participation in the 2005 SDP IWG meeting. Prior to that, all programs were sponsored/organized by the government and corporations. When government representatives returned from New York, they contacted Right To Play Ghana and began working together to organize programs. The government also contacted UNESCO representatives in the Ministry of Education to involve them. Until this time, the government had not worked closely with NGOs.

The government plans to work closely with domestic NGOs and local community organizations. It will be placing newspaper advertisements to help identify local Sport for Development and Peace stakeholders. It knows many exist but is not yet familiar with them. It is currently engaging sport organizations like Play Soccer and others it knows to foster greater national coordination. Ultimately, direct funding will be provided to these organizations through the Sport for Development and Peace Secretariat on the basis of their fit with national objectives and policies.

Inclusion of Sport for Development and Peace in national development strategy

Prior to the SDP IWG meeting in New York, Ghana did not make formal links between sport and development, and hence sport was not included in the national PRSP. After the meeting in New York, the Deputy Minister of Education and Sports presented a policy paper to Ghana’s Poverty Reduction Strategy Commission. This paper highlighted the benefits, values, and best practices in Sport for Development and Peace and their potential to contribute to achieving poverty reduction. As a result, Sport for Development and Peace was included in Ghana’s PRSP as a first step to ensuring a budget allocation.
Success stories

The government’s greatest achievement has been the acceptance of sport as a tool for development and its inclusion in Ghana’s Poverty Reduction Strategy. It has commissioned a logo and will erect a large monument for Sport for Life to remind Ghanians of the need to keep fit. The government feels this will have an important impact on the public psyche. The plan for the monument has been accepted in principal by the government and should be implemented by the end of the year.

Challenges

Getting the whole nation to accept that sport can play a major role in human and national development will be a challenge. Public education is necessary to explain why the government is allocating 10% of the national budget to this purpose. It has developed flyers on sport that emphasize its positive values and the benefits of maximizing national participation in sport—improved health, reduced health care costs, etc.

It is critical to get ministries, agencies, and national organizations to understand the importance of sport to their own mandates and objectives. Education is the key, but sometimes demonstrating the effects is necessary to convince people. By testing the heart fitness of members of the Trade Union Congress, involving them in a two-week fitness program, and retesting them, the government succeeded in convincing them to implement a weekly aerobics program across the organization.

Training sufficient personnel to respond to growing public demand for sport and recreation will result in trainers who can spread their knowledge to others.

Sensitizing more corporations and getting them more involved is challenging, particularly doing the necessary outreach to all of the corporations to get them involved. The government believes that it has the people and the capacity, however, and, with a little help, can do it.

Lessons learned

Sport for all can bring about peace, understanding, and community cohesion. The Walk for Life event is one of the rare moments when all of Ghana’s politicians are united, and rich and poor alike participate together. This helps to create national cohesion. If you want to achieve peace and unity, there is no better way than through sport when it is organized in a playful and informal manner—not competitively—with everyone included.

Sport can also help to keep children in school.

The easiest way to communicate vital information to the public is by organizing mass sport events.

Future vision for Sport for Development and Peace internationally

The UN, Commonwealth Secretariat, African Union, and EU should see sport as an effective tool for world peace and development, and focus greater attention in this area to increase impact. This should begin with the countries already advocating. Coordinated advocacy is needed to get governments, the UN, and international donor agencies to see sport as a tool for individual and national development.
SPORT FOR DEVELOPMENT AND PEACE NATIONAL OVERVIEW: THE NETHERLANDS

Genesis of government’s involvement in Sport for Development and Peace

Prior to the 1990s, Sport for Development and Peace was not recognized as such in the Netherlands, although individual country-level initiatives were undertaken in connection with international sport meetings and through contacts with people working on development projects. This changed in the early 1990s with the fall of apartheid in South Africa and the crash of the Zambian national soccer team. This last event led to debate in the national parliament on the exclusion of sport from international cooperation efforts.

By the early 1990s, small sport-based projects had already been initiated independently by Dutch volunteers (mainly in southern Africa, such as SCORE in South Africa). These ignited the interest of national sport organizations that started to approach the government with proposals and requests for funding.

In view of heightened interest in sport as a tool for development, the above-noted parliamentary debates, and the success of initial field projects, the Government of the Netherlands began developing a policy on sport development and cooperation. At the time, however, neither the Ministry of Sport nor the Ministry of Development Cooperation had the requisite experience to develop the policy. They therefore formed a working group with representatives from both ministries and, following six months of discussion and consultation with other countries (the latter supported by Dutch embassy employees based in countries with successful field projects), a policy memorandum on sport in the context of development cooperation, Sport in Development: Teamwork Scores, was adopted in April 1998.

In accordance with this policy, the Ministry of Development Cooperation was assigned responsibility for all NGOs and multilateral agencies working in development cooperation, while the Ministry of Sport was responsible for contacts with the IOC, sport-based NGOs, local sport associations, cities, etc.

Experts from the Ministry of Development Cooperation were able to develop a better understanding of how sport could fit in their overall development framework through participation in the IOC-organized international forum on Sport for Development, which met three to four times from 1998 to 2000, bringing together Sport for Development and Peace proponents from different countries.

The 1998 policy memorandum was followed in 2000 by a joint position statement from the Ministry of Development Cooperation and the Ministry of Health, Welfare, and Sport. This statement recognized sport as a means to reach vulnerable populations with key health messages and necessary skills, and focused on ensuring that Sport for Development projects were demand driven and sustainable.

While the Ministry of Sport’s responsibilities remained the same, the Ministry of Development Cooperation restructured its policy to adopt a large-sector approach, whereby smaller sectors like...
sport, youth, and people with disabilities were integrated into broader, overarching ministry goals in the areas of health, education, rural development, good governance, etc. From 2000 on, Dutch embassies were no longer able to directly support Sport for Development and Peace projects. The policy statement also entailed a shift away from funding individual projects to developing and implementing wider programs in a limited number of countries, aligned with national government priorities. This resulted in smaller NGOs facing difficulties in obtaining funds for Sport for Development and Peace projects.

It was recognized that NGOs had an important role to play in Sport for Development and Peace. In 2002, the National Committee for International Cooperation and Sustainable Development (NCDO), a semi-governmental foundation, received funds for Sport for Development and Peace projects from the Ministry of Development Cooperation and the Ministry of Sport. This was the first step toward full decentralization of the government’s support for Sport for Development and Peace. At the 2002 Salt Lake City Olympic Games, the Netherlands government also announced its support for a large multilateral program focused on health prevention and refugees led by international NGO Right to Play.

The government currently does not distinguish Sport for Development and Peace as a separate policy goal. Instead, this concept has been successfully integrated into both sport and international development cooperation policy. Consequently, no formal policy on Sport for Development and Peace currently exists. Projects are supported and implemented through the semi-governmental agencies NCDO and PSO (an organization supporting capacity building in developing countries).

Definitions of “sport” and “sport for development”

The government employs a broad understanding of “Sport for Development” that includes all forms of sport and physical activity that improve people’s lives in developing countries and contribute to attaining the MDGs.

Key policies and programs

The 1998 policy document Sport in Development: Teamwork Scores! aimed to “promote the best possible use of physical education, sport, games, and activities involving physical exercise in developing countries with the aim of increasing both individual health and wellbeing and social cohesion and development.” The policy’s objectives included maximizing the social benefits of physical education, sport, games, and activities involving physical exercise, and integrating sport and physical exercise with other development activities, such as rural development projects and programs for street children, thereby encouraging the integration of sport within a wide range of sectors.

Dutch embassies were established in a number of developing countries to play a key role in “identifying, implementing or supervising, and monitoring” sport initiatives. NGOs and sport organizations could apply for funds for promising projects. In 2000, when the joint position statement was issued by the Ministry of Development Cooperation and the Ministry of Sport, these functions were restricted by this new sectoral approach. International multilateral
organizations and NGOs were directed to apply instead to the Ministry of Development Cooperation and sport organizations to the Ministry of Sport.

The 2000 position statement specifically addressed promotion of a broad range of sport and active forms of recreation, supporting activities directed at teachers and coaches, providing support for local government in the context of a more socially integrated sport policy, and using sport for the benefit of traditionally marginalized communities. The government looks at sport in bilateral cooperation, multilateral development agencies, and within the private sector. Children and youth, people with disabilities, women, and refugees are the main target groups.

In 2001, NCDO was asked by the government to initiate the Platform on Sport and Development Cooperation. NCDO serves as the Secretariat to the platform, which includes 40 Dutch sport and development organizations that exchange and bundle their knowledge and expertise where possible. NCDO organizes many kinds of sport and development cooperation activities on a regular basis, such as conferences, campaigns, and skill-building sessions.

In 2004, the existing Sport for Development and Peace policy was revised and decentralized yet again. The role of the lead ministries, the number of countries involved, and the budget were all constrained. NCDO and PSO are now the two key agencies that work on Sport for Development and Peace. The Ministry of Sport and the Ministry of Development Cooperation provide the above agencies with funds to support these activities.

The government’s interest in Sport for Development and Peace includes the following objectives:

- Community development
- Health promotion and disease prevention
- Gender equity
- Education

All of these objectives are important to the government, with a special focus on health and disease prevention, education, and refugees.

**Annual investment**

Due to the integration of sport within other programs, it is hard to know the exact investment level. In 2005, the Ministry for Development Cooperation and the Ministry of Sport jointly allotted approximately EUR 2.5 million to Sport for Development and Peace projects, capacity building, etc. Other ministries, sport education institutes, and cities in Holland also have an interest in Sport for Development and Peace. NGOs applying for funds need to demonstrate co-funding from other sources.

**Linkages to Millennium Development Goals (MDGs)**

The overall policies of the government target the attainment of the MDGs, and the current work of the NCDO and PSO also links Sport for Development and Peace to these. From the sport perspective, coach education is the main target.
Measuring impact

All projects supported by government funding in excess of EUR 25,000 must be independently evaluated. In collaboration with NGOs, the Ministry of Sport is working to develop an evaluation tool for NGOs tailored specifically to Sport for Development and Peace. NGOs working in this area currently report on the number of people reached per project location, number of people attending education sessions, number of people who received coach diplomas, etc. The next step is to develop an evaluation tool for all organizations involved in funding Sport for Development and Peace, as they need to see the impact of the Sport for Development and Peace projects that they support.

Partnership and coordination

The Ministry of Sport and Ministry of Development Cooperation jointly lead Sport for Development and Peace issues within the government. Within its limited role, the Ministry of Sport coordinates all Sport for Development and Peace related activities within the government, working closely with the Ministry of Education and Ministry of Health, among others. This work is done ad hoc. NCDO, PSO, various Christian NGOs, and others work on the content of projects. The National Olympic Committee and national sport federation also provide policy input.

There is no formal international collaboration with UN agencies or other governments in the field of Sport for Development and Peace.

Implementing partners (NGOs) work closely with delivery partners on the ground. When applying for funding, sport-based NGOs must prove that they can achieve social goals as well as sport goals, and the converse is true for development agencies that wish to work on Sport for Development and Peace. The government’s development activity is currently focused in southern Africa and the Caribbean, with a limited number of memoranda of understanding in place for other countries like China and Indonesia.

Inclusion of Sport for Development and Peace in international development and cooperation strategy

The Dutch approach is unique insofar that sport is included in international development and cooperation work, and development priorities are included in the work of the Ministry of Sport. Sport is also included in the work of other ministries within the government. This unique approach is also fragile, however, because Sport for Development and Peace is no longer a distinct program. Other priorities may eclipse the role of sport. It is, therefore, very important to sustain its profile by communicating successful projects and approaches.

Success stories

The success of the SCORE project is well known. Established by a Dutch volunteer and initially supported by the Government of the Netherlands, SCORE is a South African, non-profit community development organization that uses sport and physical activity as a tool for development. SCORE recruits and trains international volunteers and places them in mainly rural communities in Mozambique, Namibia, South Africa, and Zambia, where they live with
host families for six months to a year, implementing SCORE’s community programs. SCORE is currently supported by the European Union.

The government has also found city-to-city connections to be effective. These projects usually begin by focusing on an issue other than sport but sometimes include a sport component. A house-building project that includes a strong sport component can become very successful, while the exchange of sport volunteers can foster the project’s effectiveness in connecting different cities.

Challenges
Governments in overseas development assistance recipient countries seek funds for more urgent needs than sport. Sport is consequently often not included in development programs. National sport organizations have other priorities than sport development at the local level. Many projects and programs are, therefore, donor driven. More energy is needed to strengthen institutional capacity for sport development in the countries themselves.

Despite eight years of Sport for Development and Peace work in the Netherlands, the concept of project sustainability remains stagnant. Many organizations continue working through volunteers and do not focus on local capacity building and support.

Working with NGOs in a decentralized manner can be quite challenging due to the existing competition for funds among this sector.

Lessons learned
Instead of identifying Sport for Development and Peace as a separate development priority, the impact of these programs can be strengthened by integrating sport into the existing development framework, and development aspects in the existing sport projects.

Advocacy and awareness raising are important, especially with regard to how to organize sport in a government that has a limited number of priorities.

It is very important that the development of sport itself (like coach education) receive constant attention. Sport for Development and Peace programs without the expertise of sport organizations themselves will quickly lose their value.

Diversity in Sport for Development and Peace projects is very important, therefore, innovation criteria need to be integrated into the funding process.

The decentralization of Sport for Development and Peace in the Netherlands is an interesting lesson. The Netherlands moved from a relatively centralized concept, under the supervision of two national ministries, to decentralizing the decision-making powers to arm’s length agencies (NCDO and PSO), and working to advance Sport for Development and Peace through national organizations.
Future vision for Sport for Development and Peace internationally

Developing countries themselves need to realize the importance of incorporating sport into their national development policies. To date, the Sport for Development and Peace movement remains more or less donor driven. Although there is some demand from the field, it is not enough.

Good governance on the national level is important for all development initiatives, including Sport for Development and Peace. This means that special attention needs to be given to institutional capacity building at the national and local level. Recognizing, and learning how to respond to, corruption is also important. Issues of corruption at the national level, and at the level of local organizations, need to be addressed.

SPORT FOR DEVELOPMENT AND PEACE NATIONAL OVERVIEW: NORWAY

Genesis of government’s involvement in Sport for Development and Peace

In 2005, the Government of Norway adopted the *Strategy for Norway’s Culture and Sports Cooperation with Countries in the South*. This strategy builds on the 2004 white paper, *Report No. 35 to the Norwegian Parliament Fighting Poverty Together*. As such, the strategy is built on a rights-based framework and is rooted in the MDGs.

Norway has been a leading donor country in Sport for Development and Peace for the past 20 years, with the first project launched in Tanzania in 1984 by the Norwegian Olympic Committee and Confederation of Sports (NIF), with the support of the Norwegian Agency for Development Co-operation (NORAD).

The Norwegian public’s interest in Sport for Development and Peace has been an important driving force behind the government’s decision to develop and introduce related programs and policies. The sport movement in Norway has been quite influential historically, and sport enjoys a high degree of public popularity. This interest is demonstrated and supported by the popularity of the Norway Cup, the largest international soccer championship for children for over 15 years with participants from many of Norway’s partner countries in the South.

The high-profile advocacy of popular sport personalities, such as Johann O. Koss and his fundraising activities at the 1994 Lillehammer Olympic Games, is also an important galvanizing element. As a result of these efforts, Norway’s elected officials are very aware of the strong public and media interest in Sport for Development and Peace.

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Definitions of “sport” and “sport for development”

The government’s national Strategy on Culture and Sports Cooperation employs a broad definition of Sport for Development, based on that adopted by the UN, which encompasses “all forms of physical activity that contribute to physical fitness, mental well-being and social interaction,” including play, recreation, exercise, competitive sport, and indigenous sport http://www.dfait-maeci.gc.ca/cip-pic/ipi/ips_pdf-en.asp and games. In its strategy, the government also adopts a broad definition of sport that explicitly avoids giving priority to elite sport and, instead, emphasizes “sport for all.” This definition has had an impact in the government’s work with its primary partners, sport associations. In over 20 years of working with NIF, the government has consistently referred to sport as “sport for all” in relation to development and peace and reconciliation projects.

Key policies and programs

In 2005, building on Fighting Poverty Together the government adopted the national Strategy on Culture and Sports Cooperation. This strategy is rooted in a rights-based approach to development, is closely linked to the MDGs, and is based on the principle of “sport for all,” highlighting the intrinsic value of sport and physical activity. This is one reason sport associations are the government’s main partners in Sport for Development and Peace projects and programs.

The strategy focuses on integrating sport and physical activity into education and health programs, and scaling up existing Sport for Development and Peace programs. It emphasizes the importance of long-term commitment to Sport for Development and Peace, and the importance of building ownership among implementing and local partners. The strategy aims to integrate sport and physical activity into diverse development and peace programs as required by their integrated policy. For example, the Open Fun Football Schools project in the Balkans is funded by the government as a part of a broader program of peace and reconciliation.

The government’s interest in Sport for Development and Peace arises from the national comprehensive development policy articulated in Fighting Poverty Together, which includes the following objectives:

- Healthy human development
- Community development
- Health promotion and disease prevention
- Building individual/social capital
- Conflict resolution/peace building
- Economic development
- Gender equity
- Advancement of human rights
- Post-disaster/conflict normalization

11 Strategy for Norway’s Culture and Sports Cooperation with Countries in the South, at 37.
Among these, the primary focus is on health and education as these are closely linked to the achievement of the other objectives mentioned. The national development policy also reflects the need to protect children’s rights. It identifies children as a vulnerable group and focuses on actively involving them as beneficiaries and participants. The policy mentions the Convention on the Rights of the Child, and reflects the government’s commitment to ensuring that every child has the right to rest and leisure.

The Strategy on Culture and Sports Cooperation is based on the principle of “sport for all,” emphasizing sport that is accessible to everyone. A special focus is given to children, adolescents, women, and other vulnerable groups (e.g., people with disabilities). This focus varies from partner to partner; while programs run by Right To Play and supported by Norway primarily target children, YES! in Zimbabwe works more with adolescents and youth, as does MYSA in Kenya, also supported by Norway.

Annual investment

There is no single budget allocation for Sport for Development and Peace. Sport is integrated in programs across the development spectrum, including humanitarian and foreign assistance. Approximately NOK 38 million (approximately EUR 4.6 million) was allocated to key Sport for Development partners in 2005.

Linkages to Millennium Development Goals (MDGs)

The MDG framework is the basis for Norwegian development policy, as referred to in Fighting Poverty Together and therefore of all strategies adopted by the government. The national Strategy on Culture and Sports Cooperation is consequently directly linked to the achievement of the MDGs.

Measuring impact

Currently there are no evaluation criteria specific to Sport for Development and Peace in place, but work in this regard is underway, as the Strategy on Culture and Sports Cooperation refers to the need for development-specific performance criteria. The results of the strategy itself will be monitored over a ten-year period, culminating in an evaluation in 2015.

General rules for reporting and evaluation apply to current projects and programs, similar to those used for development programs generally. Agencies that have framework agreements with the Ministry of Foreign Affairs have to conduct situation assessments and have evaluation mechanisms in place prior to signing the agreement. Annual reports and evaluations serve as monitoring mechanisms for all development projects.

Partnership and coordination

The Ministry of Foreign Affairs (MFA) is responsible for the Norwegian Strategy on Culture and Sports Cooperation. MFA and NORAD are jointly involved in Sport for Development and Peace. NORAD primarily funds work with NGOs and provides long-term development assistance, while MFA funds humanitarian work, peace and reconciliation efforts, and bilateral cooperation with countries in the South. The broader aspects of development cooperation also go through the MFA, and this is where Sport for Development and Peace can be introduced as a part of a larger program.
MFA is responsible for achieving the goals of the Norwegian Strategy on Culture and Sports Cooperation and the coordination of efforts within the government.

MFA’s Press, Cultural Relations, and Information Department is responsible for coordinating Sport for Development and Peace efforts. Other MFA departments also participate. For example, most projects run by Right To Play are funded through the Humanitarian Assistance Department, while the Open Fun Football Schools in the Balkans are funded through the West Balkan Sector of the MFA. It is important to work with the regional departments of MFA responsible for bilateral agreements and development policy in general. This is to ensure that sport projects are driven by local demand and are in line with Norwegian policy on cooperation with the partner countries in question.

There is both formal and informal coordination within the government. There is a formal information sharing group within the MFA that includes NORAD representatives. The group meets quarterly to discuss issues of general concern, including issues around Sport for Development and Peace. In addition, the executive officers of NORAD and MFA also meet informally on a case-by-case basis. Together, NORAD and MFA work closely on a number of different projects that involve Sport for Development and Peace.

The Norwegian Olympic Committee and Confederation of Sports (NIF) is the government’s main implementing partner. The government works with NIF through its framework agreement with NORAD. Besides NIF, the government also works closely with the Norwegian Football Association, the Strømme Foundation, and Right To Play. Overall, sport associations and some international NGOs comprise the government’s primary implementing partners. All implementing partners work through local organizations and must have local delivery partners in the field to obtain Sport for Development and Peace funding from the government.

In terms of collaboration with external actors, the Strategy on Culture and Sports Cooperation takes into consideration the 2003 UN Task Force Report Sport for Development and Peace: Towards Achievement of the Millennium Development Goals. NIF, the Norwegian School of Sport Sciences, and the Norwegian Football Association all contributed to the above-mentioned Strategy and commented on the draft.

The government also works closely with the governments of other Nordic countries on development issues, including Sport for Development and Peace. The Open Fun Football Schools project is an example of collaborative efforts between the Ministry of Foreign Affairs of Norway, the Danish International Development Agency, and the Union of European Football Associations (UEFA).

With the exception of the SDP IWG, there is no other formal collaboration at the international level. As highlighted in Fighting Poverty Together, special attention is paid to donor harmonization and aid coordination at the host-country level. This might include Sport for Development and Peace activities, and there is potential for further collaboration. Such collaboration is often informal. As the government works through its implementing partners (e.g., NIF), these coordinate with other donor agencies present in the field and work closely with various national governments, especially in Mozambique, Tanzania, and Zambia.
Inclusion of Sport for Development and Peace in international development and cooperation strategy

Norway’s Strategy on Culture and Sports Cooperation recognizes that sport can promote development, and that sport activities can often provide broad-based effective arenas for conflict resolution and peace building in wartorn areas. It emphasizes the importance of cooperation with sport organizations that can serve as channels for development cooperation and partnerships. This policy also underlines the unique nature of sport in development, especially as it pertains to children and young people.11

Success stories

YES!, the Open Fun Football Schools project, and Kicking AIDS Out! are among the best examples of the work supported by the government. YES! is a local initiative, an example of good collaboration between the local government and local NGOs. This initiative includes youth and people with disabilities. It is a very low-cost project that has been successfully replicated across Zimbabwe.

Kicking AIDS Out! arose as a direct result of demand from national sport associations, which first came together at the Norway Cup, an international football tournament for children from age 10 to 19. When they started discussing the challenges around the HIV/AIDS epidemic and its impact on sport, they decided to form a network with support from NORAD.

Challenges

Donor harmonization in Sport for Development and Peace is essential but remains an ongoing challenge in development efforts overall, not just those of Sport for Development and Peace. Long-term sustainability and capacity building of local NGOs and governments are also important.

The commercialization of sport and political pressures on sport also need special attention and consideration. The challenge of establishing good sport governance mechanisms in some countries and the international challenge of corruption are ongoing issues.

Lessons learned

Collaboration with, and the involvement of, sport associations and different departments within MFA and other ministries in strategy development is crucial to the success of this process. Specifically, in preparing an overall national development strategy, it is important to actively involve sport associations as they bring hands-on experience to the table. It is also important to involve other technical departments within the ministry, especially those responsible for poverty reduction and conflict reconciliation, to ensure that the objectives of the national Sport for Development and Peace policy are aligned with the government’s existing general policies on development and poverty reduction.

Long-term commitment is very important in Sport for Development and Peace. Unless the government and its partners are prepared to work in a country for a prolonged period of time, it

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will be very difficult to achieve positive results and to establish true collaboration among multiple stakeholders. The use of local capacity is key to ensuring the sustainability of projects in the South, and local ownership and capacity building need to be taken into consideration in national strategies.

**Future vision for Sport for Development and Peace internationally**

The multilateral focus on Sport for Development and Peace will help the movement evolve to its full potential, with support from FIFA, IOC, and UEFA.

It is important to focus on local ownership of development projects, including sport projects, and to work with existing local organizations in order to ensure sustainability. The experience and competence of these local groups and sport associations needs to be highlighted internationally. Sport for Development and Peace projects cannot be viewed solely as those run through FIFA or the UN agencies.

There is also a need for research to establish and document the links between sport and development. Scientific proof of the effectiveness of Sport for Development and Peace is urgently needed to convince governments to scale up existing projects. The lack of sufficient resources for Sport for Development and Peace projects in the South also needs to be addressed.

While advocating for Sport for Development and Peace, the potential contribution of sport to gender equality needs to receive special attention.

The international community also needs to address the negative aspects of sport, such as the commercial abuse of talent and the need to ensure that this does not take place in Sport for Development and Peace, especially in Africa. Sport should also not be used for the purposes of negative political interference. Corruption, in general and in sport, needs to receive special international attention to ensure sustainability of development and Sport for Development and Peace efforts.

**SPORT FOR DEVELOPMENT AND PEACE NATIONAL OVERVIEW: SIERRA LEONE**

**Genesis of government’s involvement in Sport for Development and Peace**

The government’s programs and policies to promote and utilize Sport for Development and Peace are in the initial stages of development. Currently, there is no official policy on Sport for Development and Peace, but the planning process is underway. In 2006, the government will embark on the formulation of a National Sports Policy for Sierra Leone, with extensive multi-stakeholder consultations taking place in 2006.
Definitions of “sport” and “sport for development”

The government does not yet have a formal definition for either sport or “Sport for Development” that would be agreed upon by all stakeholders at the national level. The currently proposed definition for sport includes “sport even beyond recreation, being an integral part of the development process involving all citizens irrespective of age, class, origin, sex, fitness, mental well-being and social interaction in the pursuit of peace, stability and prosperity.” In 2006, the Government of Sierra Leone hopes to hold consultative meetings with key stakeholders from youth, sport, civil society, national sport associations, educational institutions, and business enterprises that will help the government formulate a national sport policy and acceptable definitions for sport and Sport for Development.

Key policies and programs

Although no specific policy on Sport for Development and Peace currently exists, the national Ministry of Youth and Sport targets young people, especially those directly/indirectly affected by conflict. The government especially recognizes sport’s potential to contribute to:

- Community development
- Health promotion and disease prevention
- Conflict resolution/peace building
- Gender equity
- Economic development
- Post-disaster/conflict normalization

The envisioned National Sports Policy for Sierra Leone will clearly define Sport for Development and Peace and outline key stakeholders and their roles and responsibilities. This policy is being planned with special consideration given to the MDGs, particularly those related to education, gender equality, health, and HIV/AIDS prevention, as sport is a cost-effective way to contribute to development and peace. Consultations are currently underway around the country with diverse stakeholders and regional sport bodies. These will be followed by national consultation meetings in October 2006. The policy should be at the implementation stage by late 2006 or early 2007, depending on the time required to obtain parliamentary and presidential assent.

In addition, the National Youth Committee is expected to submit proposals for the inclusion of Sport for Development into the National Youth Policy, with particular reference to sport as a tool to advance attainment of the MDGs.

Annual investment

There is currently no specific budget allocation for Sport for Development and Peace programs. Given the government’s current fiscal constraints and the multitude of other essential priorities, the Ministry of Youth and Sport’s strategy is to build partnerships with other interested agencies, including sport associations, the private sector, etc. to complement the limited government resources available.

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When enacted, the National Sports Policy currently under development will provide specific taxes and levies to support the government’s role as a principal partner in Sport for Development and Peace. These will be determined during the policy formulation process. Current proposals under consideration include levies on alcohol and tobacco products to supplement government funding, in particular with regard to the rehabilitation of existing, and provision of new, sport facilities. This approach is currently employed in Ghana and in Gambia where levies are set out in the National Sports Councils Act. Liberia is also pursuing similar options.

The future policy will also mandate that other ministries, departments, and commissions of the government include Sport for Development and Peace in their strategic priorities.

**Linkages to Millennium Development Goals (MDGs)**

The government made a formal link with the MDGs in its national PRSP, with support from the international community.

**Measuring impact**

Currently, no specific mechanisms exist to evaluate impact. An inter-ministerial committee comprising representatives from diverse ministries (youth, sport development, health, social welfare and gender affairs, local government, culture, trade, industries, education, information and broadcasting) and from the National Committee on Sport for Development and Peace, has been mandated to establish mechanisms to monitor and evaluate the impact of national Sport for Development and Peace policies and programs, both individually and collectively.

**Partnership and coordination**

The National Committee on Sport for Development and Peace (NCSDP) will include key stakeholders from youth, sport, civil society, national sport associations, educational institutions, and commercial and business enterprises. Supported by the inter-ministerial committee in the implementation of policies and programs, this committee will also be mandated to undertake cross-sectoral coordination.

The NCSDP’s mandate includes the formulation of a National Sports Policy and, initially, it also involved programs marking the 2005 International Year of Sport and Physical Education. It meets every two months and works closely with the inter-ministerial committee, which held its inaugural meeting in June 2005 and met subsequently in November 2005 to approve the programs proposed by the NCSDP for 2006–07.

The Ministry of Youth and Sport is working closely with external partners in the formulation of the Sport for Development policy and on program design. These partners include UN agencies, sport associations, the private sector, community-based organizations, and other NGOs. The ministry is also strongly pursuing the involvement of other national governments from the sub-region in its work on Sport for Development and Peace through its membership in the Mano River Union (Guinea, Liberia, and Sierra Leone) and Supreme Council for Sport in Africa, Sports Development Zone 2 (Cape Verde, Gambia, Guinea Bissau, Guinea Conkary, Mali, Mauritania, Senegal, and Sierra Leone).
Inclusion of Sport for Development and Peace in national development strategy

Sierra Leone’s 2005–07 PRSP references sport as a tool to foster social cohesion, as it has traditionally been used for this purpose, particularly during and after conflict periods. However, apart from specific activities organized by the Ministry of Youth and Sports, Right To Play, and other NGOs, the National Committee on Sport for Development and Peace has not yet begun to fully implement programs to use sport in this way.

Success stories

By sharing its policy development process with regard to the National Sports Policy and its strong Sport for Development and Peace focus, the Ministry of Youth and Sport has triggered the interest of other governments in the sub-region. Engaging these governments that are not yet involved in the SDP IWG is essential to enhancing their ability to use Sport for Development and Peace as a tool to attain the MDGs.

Challenges

Policy makers and government executives need to see that sport is not just more than recreation but also has particular value as a development tool. The international community needs to push governments toward this realization.

One of the primary challenges for the government will be to secure funding for Sport for Development and Peace programs once its National Sports Policy is in place, and to engage the private sector in supporting these activities.

Lessons learned

Sierra Leone is a post-conflict nation and, as such, the government has learned that sport can be a simple, low-cost, and effective tool for peace building. Lessons learned from other countries constitute invaluable guidelines that can be applied toward national development strategies, such as increasing the number of sport facilities and activities to address the issues of delinquency and youth violence.

Future vision for Sport for Development and Peace internationally

The following steps should be considered to allow Sport for Development and Peace to evolve to its full potential within the next five years:

- Challenges facing the developing countries should be identified.
- Basic development strategies should be clearly defined. The SDP IWG should present achievable national government targets to ensure the allocation of resources to sport infrastructure and activities.
- A system of twinning a developed nation with one or two developing nations to help achieve specific Sport for Development and Peace goals, monitor and evaluate progress, and document successes needs to be set up to help fast-track achievement of Sport for Development’s potential to meet the five-year target.
The UN and its agencies and programs need to continue to provide resources and other facilities to facilitate the twinning of countries.

Advanced research studies and research into strategies on introducing sport as a development tool, especially in developing countries but also at the sub-regional and regional levels, need to take place within the next five years.

**SPORT FOR DEVELOPMENT AND PEACE NATIONAL OVERVIEW: SWITZERLAND**

**Genesis of government’s involvement in Sport for Development and Peace**

The genesis of the Sport for Development and Peace movement in Switzerland is closely linked to the leadership of Mr. Adolf Ogi, Special Adviser to the UN Secretary-General on Sport for Development and Peace, and of Mr. Walter Fust, Director-General of the Swiss Agency for Development Cooperation (SDC).

In 2003, SDC co-organized the first International Conference on Sport and Development in Magglingen, which was the largest and perhaps most important event on the issue at the time. The conference culminated with the *Magglingen Declaration* and a comprehensive set of recommendations.

In 2003, SDC adopted a policy concept entitled Sport and Development that formalized links between sport and development, and brought together SDC and the Ministry of Defence through its Federal Office on Sport (BASPO).

Sport is already integrated into SDC projects under its country and thematic programs. SDC believes that, in addition to developing a comprehensive policy based on sound theoretical principles, it is also critically important to have concrete examples and coherent work in the field that can inform the policy discourse. In 2005, at the second Magglingen Conference, SDC presented a publication entitled *Sport for Development and Peace* that highlights success factors in projects, and introduces a model for sport and development that illustrates the cross-cutting nature and complexity of Sport for Development and Peace.

**Definitions of “sport” and “sport for development”**

SDC has no formal definition of Sport for Development. SDC adopts a comprehensive definition of sport that includes mass sport, as opposed to elite sport. Apart from that, the definition is broad: sport includes various kinds of sport and play activities, whether organized or unorganized, that contribute to physical fitness, mental well-being, and social interaction. The focus on mass sport does not mean to undermine the importance of the involvement of elite athletes as role models and active actors in development cooperation.

SDC recognizes the potential risks associated with sport in some contexts, such as violence, corruption, discrimination, drug abuse, and fraud. To enable sport for development to achieve its...
full positive potential, SDC emphasizes proper project management and supervision, which is particularly important in view of the novelty of the Sport for Development and Peace field.

Key policies and programs

The Sport and Development policy concept sets out the main principles underlying SDC’s Sport for Development Program, a pilot initiative to be carried out between 2004 and 2006. Based on the work of this program, a broad sport and development program could be carried out between 2007 and 2009.

Within SDC, two offices have been charged with planning and implementing Sport for Development and Peace activities specifically. The Project Team for the International Year of Sport 2005 (IYSPE 2005) was responsible for the coordination of the Special Program in close coordination with the SDC Sport Desk, which is a part of the Multilateral Cooperation Department and manages the current operational sport activities of SDC. The Special Program used the momentum of the IYSPE 2005 to not only raise awareness about Sport for Development and Peace nationally, internationally, and internally within SDC, but also build and expand on the efforts initiated by the Sport for Development Program (2004–06).

SDC is pursuing the following goals through its Sport for Development Program 2004–06:

- Collection and assessment of experiences from projects and partners
- Clarification of the contribution of Sport for Development and Peace
- Systematic use and integration of sport in current projects

SDC’s interest in Sport for Development and Peace arises from the government’s national development policy, which includes the following objectives:

- Healthy human development
- Community development
- Health promotion and disease prevention
- Building individual/social capital
- Conflict resolution/peace building
- Economic development
- Gender equity
- Advancement of human rights
- Post-disaster/conflict normalization

Within this broad range of development issues, some stand out. Using sport as a tool for HIV/AIDS prevention is of particular importance to SDC, as well as building individual and social capital. Sport’s contribution to conflict resolution and peace building, and post-disaster and conflict normalization, are particularly important to the Department of Humanitarian Aid, which focuses its development work, including Sport for Development and Peace, mainly on these issues. Sport also has a two-way impact on gender equity. On one hand, programs are designed to be
gender sensitive and to support gender sensitization of sport; on the other, involving girls and women in sport contributes to overall gender equality in a broader sense. Sport’s contribution to economic development is closely tied to its potential to build individual and social capital, and comes at a later stage in development projects.

The poorest and most underprivileged people in the regions where SDC works constitute an overall target group for SDC development cooperation efforts, including Sport for Development and Peace.

SDC’s Sport and Development Program has two distinct target groups:

- Groups of people who, because of their economic situation, social status, physiological factors or origin are at a disadvantage (ethnic minorities, women, people with disabilities, children, youth, refugees, drug users, soldiers)
- Organizations and institutions serving the above populations (i.e., specialized NGOs, aid organizations, national sport colleges, etc.)

**Annual investment**

There is no single budget allocation for Sport for Development and Peace. Sport is integrated in various programs across the development spectrum of SDC, including humanitarian and foreign assistance programs. Consequently, investments in Sport for Development and Peace at the field level are hard to track. Sport is often a low-cost complementary addition to existing programs/projects.

Approximately CHF 1.5 million are allocated annually to the Sport and Development Program. CHF 2.2 million were set aside for the Special Program International Year of Sport 2005. This included the Second Magglingen Conference on Sport for Development and publication of *Sport for Development and Peace* CHF 400,000 were allocated for the direct support of the Office of the International Year of Sport and Physical Education 2005. SDC also allocated additional funds for the support to Mr. Ogi’s office, especially during the IYSPE 2005.

**Linkages to Millennium Development Goals (MDGs)**

MDGs are the conceptual framework for the SDC’s work overall. Sport is one of many tools available to the international community to help achieve the MDGs. SDC also sees sport and physical education as a human right (embedded in the UNESCO Charter [1978]) that has still to be fully realized.

**Measuring impact**

All individual development projects and SDC-funded programs go through a standard project evaluation cycle.

The Special Program for the International Year of Sport 2005 will be evaluated in the first half of 2006. The results of this evaluation will contribute to the discussions about a possible 2007–09 sport and development program.
Partnership and coordination

SDC is the lead agency for the Government of Switzerland’s activities in the field of development, cooperation, and humanitarian aid. SDC also has the lead in the area of Sport for Development and Peace. In 2003, SDC entered into a partnership with the Federal Office of Sport (BASPO). SDC also works closely with Mr. Adolf Ogi, Special Adviser to the UN Secretary-General on Sport for Development and Peace.

Switzerland is known for its inter-ministerial boards, coordination, and policy coherence. This valuable experience has been transferred to Sport for Development and Peace. In 2003, a Swiss Working Group on Sport for Development was established to be a sounding board and to broaden competencies in the field of Sport for Development and Peace. The Swiss Working Group is an informal initiative that brings together representatives from SDC, BASPO, Mr. Ogi’s office, and Swiss Olympic to help SDC make its funding decisions in this area. The Swiss Working Group is facilitated by the NGO Swiss Academy for Development (SAD).

In 2005, a steering group was formed to facilitate the national IYSPE–related campaign administered by BASPO. It included BASPO, SDC, the Federal Sports Commission (FSC), the Swiss umbrella organization Swiss Olympic, and the Federal Office of Public Health (FOPH). It allowed for a cross-sectoral national action program, with SDC representing the development and peace dimensions of the program.

SDC is part of the Sport for Development and Peace International Working Group (SDP IWG). SDC also initiated the New York–based Group of Friends of the IYSPE 2005, which includes UN ambassadors from a range of different countries.

In the field, SDC works through international NGOs, the community itself, and local partners on Sport for Development and Peace, depending on the local context.

Inclusion of Sport for Development and Peace in international development and cooperation strategy

Sport-based components are slowly being integrated into projects and the government’s broader development and foreign assistance programs. However, to date they often remain stand-alone projects or pilot activities. Further efforts are needed to convince development experts and implementing agencies of the importance of integrating sport and play as a component within existing programs, where this is appropriate. Significant progress was made in 2005 as a result of informal consultations with development experts to determine how to best introduce sport into existing development projects. This demonstrated the need for SDC to focus on the integration of sport in the months ahead.

Success stories

The integration of sport as an instrument for development has been achieved without formal strategies in place, thanks to the interest and dedication of those involved.

Introducing development experts to sport as a tool for development was an extremely useful element in mainstreaming sport in the existing development projects of SDC. As a result of this
integration, SDC projects are demand driven which, in turn, secures ownership at the local and national levels. By the end of 2005, some 65 sport projects or projects with a sport component had already been implemented through SDC and its partners. A qualitative and quantitative evaluation of these projects—to be prepared in the first half of 2006—will help SDC further refine its Sport for Development and Peace methods and approaches.

Challenges
At the international level, there is a need for more focused networking among various stakeholders, based on common vision and strategies.

Sport for Development and Peace is a new field. The lack of monitoring and evaluation techniques specific to this field remains a challenge for donors.

Lessons learned
It is very important to communicate and involve all actors in policy discussions and program development. SDC’s informal processes have proven helpful and have allowed SDC to improve the quality of the projects it implements. Loose informal networks may sometimes work better than rigid formal structures in this respect.

Future vision for Sport for Development and Peace internationally
There is a need for a common vision and framework of action that includes Sport for Development and Peace’s diverse stakeholders (governments, sport federations, development organizations, private sector, etc.). The existing international Sport for Development and Peace network needs to be strengthened without becoming too formalized. It should include governments, private-sector organizations, sport federations, and NGOs. The Maglingen Call to Action 2005 mentions the need for such a network that could act as a broker, matchmaker, and clearing house on Sport for Development and Peace. It is important to bring knowledge and funding together, and to enable better coordination of donor and partner Sport for Development and Peace activities.

SPORT FOR DEVELOPMENT AND PEACE NATIONAL OVERVIEW: TANZANIA

Genesis of government’s involvement in Sport for Development and Peace
While in office, Tanzania’s recently retired President, the Hon. Benjamin William Mkapa, made a national speech in which he declared that sport is vital for development and should be included in all national programs and policies. More recently, the current President, the Hon. Jakaya Mrisho Kikwete, reinforced this view. Declaring that sport is a national priority and emphasizing its importance as an essential component of children’s overall education, the President has called for physical education and sport to be taught at all educational levels from primary school to university.
Definitions of “sport” and “sport for development”

Sport is understood as a means to advance the economic, social, and cultural development of all Tanzanians. While the current National Sport Policy does not include a formal definition of sport or Sport for Development, the policy is being reviewed this year and these definitions will be included in the updated policy.

Key policies and programs

The United Republic of Tanzania has a National Sport Policy, established in 1995, that clearly acknowledges sport as a tool for development. The policy maintains that sport is a cross-cutting issue and that every government department has a part to play. The Ministry of Education, the State Department of Youth, and the Armed Forces all play particularly important roles, with a focus on developing competitive sport.

The existing policy does not currently target specific groups or populations.

The government is reviewing its National Sport Policy this year to ensure that it complies with the current position of the UN, and to see how it can be improved and implemented more effectively.

Pursuant to the President’s declaration, the government has instructed the Ministry of Education to ensure that every school—from the primary to the university level—has a qualified sport and physical education teacher. The educational curriculum is being revised accordingly to incorporate sport and physical education. Teacher training colleges are also incorporating physical education into their curriculum so that all future graduates have the capacity to teach physical education at the primary school level. The cost of incorporating sport in the education system is covered by the education budget.

In addition, the national sport policy emphasizes the development of professional sport as a means of employment and poverty eradication. It also encourages Tanzanians to participate in sport activities to improve their own health and productivity, as these are vital to poverty reduction.

The government sees the following as the potential benefits of Sport for Development and Peace:

- Healthy human development
- Community development
- Health promotion and disease prevention
- Building individual/social capital
- Conflict resolution/peace building
- Economic development
- Gender equity
- Advancement of human rights

The Sport Development Department uses sport to fight HIV/AIDS through its Peer Coach Program. Coaches work in selected districts. Two out-of-school youth (male and female) aged 14–24 are selected from each ward (there are 10–25 wards per district) to participate in a 10-day
training session on sport coaching (soccer, netball, volleyball, and traditional games). Participants also receive training about HIV/AIDS prevention and ways to include and care for people living with HIV/AIDS and HIV/AIDS orphans. At the end of the training, the trainees are given balls to enable them to provide sport training in their respective wards. Upon returning to their communities, they develop sport programs for their peers and use these as a vehicle to educate young people about HIV/AIDS awareness and intervention.

The government works actively to promote the inclusion of people with disabilities through support to the Paralympics and Special Olympics. It has also asked all of the country’s sport associations to establish Women’s Committees to work on increasing the participation of girls and women in sport. The government also promotes jogging clubs across the country. These encourage seniors, as well as others, to remain active by walking or jogging.

**Annual investment**

The Sport Development Department operating budget for 2005–06 was USD 80,000. The government is also investing USD 12,500,000 in capital projects, primarily the construction of a new sport stadium in Dar es Salaam. The National Sport Policy also requires local governments to have local sport grounds for public use.

**Linkages to Millennium Development Goals (MDGs)**

While the national policy was adopted five years before the declaration of the MDGs, its contents can be linked to, and used to attain, all eight of the MDGs.

**Measuring impact**

Over 120 District Sports Officers collect data at the district level on the number of sport groups (like associations and clubs), technicians (coaches, referees, sport clinic doctors, and instructors), competitions at different levels, and sport grounds. This data is then compiled at the national level to assist the government in measuring sport development.

**Partnership and coordination**

The lead department within the government is the Sport Development Department located within the Ministry of Information, Culture, and Sports. The Sport Development Department coordinates implementation of the National Sport Policy.

The Sport Development Department also works closely with the National Sports Council, an independent agency established by the Ministry of Information, Culture, and Sport. The Council’s Chair is appointed by the ministry and is usually a Member of Parliament or other senior decision maker. The Council coordinates the activity of national sport associations with regard to sport development, sport for all, and high-performance sport.

The government holds an annual internal sport competition for all of its employees, regardless of age or gender. Separate competitions are held by interstate organizations and the Armed Forces. The Sport Development Department provides technical assistance for these events and coordinates national sport associations for the purposes of selecting national teams.
The Sport Development Department engaged the following stakeholders in the development of its initial sport policy in 1995:

- National sport associations
- NGOs
- Donor governments working in Tanzania
- Private sector
- Other departments of the government

The government has developed a process to involve a broad range of stakeholders at the district and national level in the forthcoming review of its National Sport Policy this year. The review will include consultations with all sport, education, health, and other interested stakeholders at the district level, with feedback from these discussions incorporated into a national dialogue process to be led in September by the President of Tanzania.

The government's primary delivery and implementation partners are:

- All Tanzanians who participate in sport for all
- National sport associations
- Local governments through the construction of sport grounds and coordination of local competitions
- Private organizations and NGOs that sponsor various championships

The Sport Development Department is highly decentralized with programs developed and managed at the district level. The central department provides policy direction, funding, and technical assistance to its district offices, which, in turn, work with and provide resources to local civil society groups. District offices also provide feedback on policies to their regional offices and the central department.

**Inclusion of Sport for Development and Peace in national development strategy**

Further to the President’s declaration, sport is being fully integrated into Tanzania’s national education system at all levels.

**Success stories**

The Sport Development Department has been able to use sport as a successful intervention method to fight HIV/AIDS, through the Peer Coach Program described above.

Tanzania is also host to many refugees affected by conflict in neighbouring countries (e.g., Burundi, Democratic Republic of the Congo, and Rwanda). The Sport Development Department has succeeded in bringing refugees together through sport to reduce conflict and foster peaceful coexistence. Projects begin by mixing refugee children from different groups in sport and play activities, encouraging them to form friendships across ethnic and cultural boundaries. As a result
of these relationships, parents are then engaged in sport activities that encourage them to do the same. These programs have been very successful in building bridges between the different refugee communities.

The Sport Development Department also works closely with the Youth Department on a program to help unemployed youth. The Sport Development Department assists in recruiting these youth to form sport teams that play in the evenings. Participating youth also form economic clubs and are assisted with employment in small businesses during the day to enable them to become self-supporting. By playing together as a team, the youth develop the relationships and trust necessary for the successful functioning of their businesses. This program is designed to assist the many Tanzanian youth who lack secondary education and therefore suffer from unemployment. The program has been successful as a means of reducing their poverty.

Challenges

The Ministry of Education was formerly opposed to school-based sport training and competition. Under the leadership of the new President, this policy has been reversed, and all schools must now offer sport and physical education as a core subject at all levels of education.

Most decision makers believe that sport is purely for recreation and that sport activity should be funded only after other more essential priorities have been addressed. Only then, if there are residual funds, should sport activities be considered.

Lessons learned

As the national sport policy has been legislated, it has helped the Sport Development Department to enhance regulation of sport operators and administrators, and to foster better, more democratic governance among sport associations. While implementation of the policy revealed loopholes that are currently being closed, this has taught the government that policies are dynamic documents that need frequent revisiting.

Future vision for Sport for Development and Peace internationally

Developed (donor) countries should assist developing countries with sports equipment, share their expertise, and support infrastructure development.

In particular, the Tanzanian Sports College is the only coach training facility that offers a diploma, but it has very limited teacher and student capacity. The government would like to expand it to provide training to 200+ coaches annually and to improve its facilities.

The government would also welcome help in securing expert coaches for different sports—such as swimming, volleyball, and football—at the grassroots and high-performance levels. Experts in the teacher training colleges are also needed to help provide physical education training to all teachers.
SPORT FOR DEVELOPMENT AND PEACE NATIONAL OVERVIEW: UNITED KINGDOM

Genesis of the government’s involvement in Sport for Development and Peace

UK Sport is mandated through its Royal Charter to foster international cooperation and to encourage and assist sport education and development overseas. Application of this mandate has evolved over time through several different routes.

The United Kingdom has used sport for social development domestically since the 1960s and 1970s through initiatives such as Football in the Community. Professional football clubs were often the natural “honey pots” in disadvantaged communities around which other programs could be built. Sport was also used to integrate new immigrants and was gradually mainstreamed through the local authority sector.

There was a big shift in awareness of the power of sport during apartheid when sport boycotts were among the sanctions used against South Africa. This was part of a broader growing awareness of cultural activities (including sport) and their relationship to social challenges. In the early 1980s, the development of sport talent was seen to impact local communities. The major shift of emphasis toward international development occurred with the launch of the UK–Africa Sports Initiative by the UK Prime Minister and Nelson Mandela. This gave Sport for Development and Peace a high profile. However, it was difficult to sustain resources as a single player, and partnerships became the best means to leverage available funding. UK Sport partnered with VSO (Voluntary Service Overseas) and with the British Council, the government’s international cultural arm, convincing the council to expand its focus on the arts to include sport.

The UK Football Association’s loss of the 2006 World Cup bid created further impetus as it underscored the association’s lack of international connection. UK Sport has since worked with the association to help it establish an international football program, working in partnership with several countries. The association is now involved in a number of projects, including supporting an HIV/AIDS program in Malawi.

There is strong political recognition of the power of Sport for Development and Peace domestically, including among the four home-country sport councils. However, there is a mismatch between the United Kingdom’s emphasis domestically and its role internationally. The government does not yet fully recognize the potential of Sport for Development and Peace internationally. UK Sport is making progress in presenting the case, especially in its sponsor department, the Department for Culture, Media, and Sport (DCMS) where the Secretary of State is very supportive. Other influential champions have also played a role, particularly Sue Campbell, the Chair of UK Sport and former Government Advisor on Physical Education and School Sport, who has been a leading advocate domestically and now internationally as the recently appointed Chair of the Commonwealth Advisory Committee on Sport for Development.

UK Sport’s international development budget is increasing, and the organization is eager to do more. At a strategic level, however, it recognizes the need to be clear on its distinct role and core
competencies. It is not a delivery agent and needs to continue to work primarily through partnerships.

**Definitions of “sport” and “sport for development”**

UK Sport does not have an official definition of Sport for Development, but its International Development Assistance Program (IDAP) is conceived as a vehicle for enhancing social and human development. In general, it uses the Council of Europe’s definition of sport:

“Sport” means all forms of physical activity which, through casual or organised participation, aim at expressing or improving physical fitness and mental well-being, forming social relationships or obtaining results in competition at all levels.\(^{14}\)

UK Sport distinguishes between sport and play, and physical activity more generally, seeing sport as a more structured activity and more of a focus for the organization.

**Key policies and programs**

UK Sport is a semi-independent agency of DCMS, and the lead body for international activity in and through sport. Its Exchequer funding flows through DCMS. UK Sport is also a lottery distributor, one of five “good cause” bodies receiving a proportion of UK National Lottery funds.

UK Sport engages in both sport development and human development through sport. Sport is viewed as a good in itself and thus an important sphere for social development. Sport is also seen as a tool to achieve other development goals. Both dimensions are reflected in its International Development Assistance Programme (IDAP) and its priorities below, which are derived from the Millennium Development Goals:

- Education and youth development, including coach education
- The promotion of equity in and through sport
- HIV/AIDS education and awareness
- Enhancing good governance, including conflict resolution
- International research monitoring and evaluation
- Building global partnerships

As UK Sport has limited resources, so IDAP’S focus is currently on southern Africa where it has regional expertise and existing partnerships. In the past year, it has supported initiatives in Botswana, Kenya, Lesotho, Malawi, Mozambique, Namibia, South Africa, Swaziland, Tanzania, Zambia, and Zimbabwe. These projects are in addition to IDAP funding provided to the Kicking Aids Out! Network and the International Paralympic Committee’s Women in Paralympic Sport Development Initiative. Outside southern Africa, IDAP has provided support to projects in Cuba, India, and Sri Lanka. By focusing resources and learning, UK Sport aims to be well positioned to scale up IDAP as more resources become available.

IDAP target groups vary, but the primary one is youth. Its work with young people includes building sport career path opportunities for future leaders in physical education teaching.

\(^{14}\) Source: Recommendation No. R(92) 13 Rev of the Committee of Ministers to Member States on the Revised European Sports Charter (adopted by the Committee of Ministers on 24 September 1992 at the 480th meeting of the Ministers’ Deputies and revised at their 752nd meeting on 16 May 2001)
coaching, refereeing, sport administration, and sport development, as well as enhancing opportunities to play and volunteer in sport. The IDAP research and evaluation component forges links between academics, practitioners, and policy makers to translate the United Kingdom’s extensive work on sport into the international domain. UK Sport also seeks to engage elected leaders in developing countries—Ministers of Sport, Education, Youth, and Health—to encourage the integration of sport into national programs and structures.

IDAP has a potential additional resource in its charitable trust—International Development Through Sport UK (IDS UK)—established in 1990, but relatively dormant for the past 12 years. New trustees have recently been appointed and a fundraising plan is under development. UK Sport provides the Secretariat. IDS currently funds a project in Zambia focused on promoting HIV/AIDS education and awareness using sport in schools; a research program—The Case for Sport—in southern Africa with results anticipated within six months or so; and a post-tsunami trauma relief cricket program in northern Sri Lanka, with a reconciliation/conflict resolution dimension.

The British Council, the United Kingdom’s international organization for educational opportunities and cultural relations, invests about GBP 3 million annually in its Dreams and Teams program, which develops leadership skills in young people using sport. Volunteers participate in a basic training module on sport leadership and are then tasked with organizing community sport festivals. Participants also engage in an exchange component with their British counterparts.

**Annual investment**

IDAP is currently funded at about GBP 450,000 annually. Total government funding (including Department for International Development [DFID] and Department for Education and Skills [DfES]) is approximately GBP 500,000 annually. In addition, the British Council invests about GBP 3 million annually in its Dreams and Teams program. It is too early to predict the funding IDS will generate.

**Linkages to Millennium Development Goals (MDGs)**

UK Sport submitted a paper to the UK Commission on Africa focusing on the use of sport to achieve the MDGs. It was also guided by the MDGs when it formulated its priorities and key themes (see above).

Forming global partnerships and building good governance are critical and UK Sport believes that sport is, in many instances, leading the way by building partnerships and increasing capacity within and across countries.

**Measuring impact**

Recently there has been improvement in the research and evidence base, although there is a constant demand for more evidence. Because Sport for Development and Peace is increasingly recognized and used within the United Kingdom in such programs as Positive Futures and Playing for Success, there are now some excellent social development resources. To collect international evidence, UK Sport uses the same evaluation system as NIF and Commonwealth Games Canada to minimize reporting burden on the NGOs involved.
Through IDAP, UK Sport is producing a monitoring and evaluation system and manual to build program effectiveness and to provide an evidence base for policy making. Its aim is a shared evaluation system that is adaptable for use in different contexts by local partners and is an integral part of programs.

**Partnership and coordination**

Policy development is coordinated and managed through the DCMS Sports Division. There are no regular inter-ministerial committees or working groups on Sport for Development and Peace. The UK Sports Cabinet meets twice a year. It is chaired by the Secretary of State for DCMS, with the Ministers of Sport for the four UK home countries, but sport for international development has not featured to date on its agenda.

In determining IDAP priorities, UK Sport built on existing knowledge, experience, and partnerships with other international practitioners.

UK Sport maintains constant dialogue with its partners. Its preferred IDAP delivery agents are mainly locally based NGOs, but it sometimes works with schools, universities, and sport councils and, in some countries, with the National Paralympic Committee. It also has partnerships with VSO and UNICEF, with programs delivered by their partners in the field. NIF and Commonwealth Games Canada are its close partners in southern Africa, where UK Sport recently signed an MOU with the regional body of sport in southern Africa, the Supreme Council for Sport Zone VI. It is a matter of principle that the programs UK Sport funds are driven by local needs assessments and the national strategies/priorities of host countries.

UK Sport assumes a coordinating/gateway role vis à vis other government departments, national governments, and NGOs through mechanisms such as the UK Sport for Development Alliance (UKISDA), recently established to coordinate and strengthen the efforts of participating organizations. Its aims are to:

- Maximize the effectiveness of resources
- Strengthen sport for development professional, advocacy, and policy capacity
- Establish a one-stop-shop resource centre on the Alliance Web site

UKISDA members include government departments/agencies, national NGOs, and sport federations.

The Commonwealth Advisory Body on Sport for Development (CABOS) offers another important vehicle for policy coordination and advocacy across the Commonwealth countries. Sue Campbell, Chair of UK Sport, also chairs this committee.

**Inclusion of Sport for Development and Peace in international development and cooperation strategy**

UK Sport’s development interventions overlap with the international strategies of DFID, DfES, the Foreign and Commonwealth Office (FCO), and UK Trade and Investment. While there are shared objectives, there is no formal overarching government strategy as yet. Within the limitations
of this context, UK Sport endeavours to ensure a consistent and holistic governmental approach to programs.

Success stories

Within the United Kingdom itself there are many projects with high local impact, such as the Homeless World Cup, and some with a high national profile, such as Positive Futures. On the International front, ministers have offered statements of support at Commonwealth Heads of Government meetings but there has been no broad take-up. This is partly due to a lack of readiness to commit resources to sport as a vehicle for development in the face of competing priorities.

However, with the resources it has, UK Sport has made a marked impact and is also pleased the United Kingdom has something to offer the rest of the international sport community in terms of its own domestic experiences and resources. UK Sport also wants to learn from others in a spirit of reciprocity. It not only evaluates its own projects, but also learns an enormous amount from other initiatives. Information on UK Sport programs is available on its web site http://www.uksport.gov.uk.

Challenges

Monitoring and evaluation remains a challenge.

Donors need to ensure that the sport component of programs is good quality before using it as a platform for development. The quality of the sport experience delivered may be sidelined in favour of development objectives if NGOs lack competence in this regard. There is also a danger that, in trying to satisfy multiple funders, NGOs may try to meet unrealistic objectives.

Proponents need to be realistic about what training can deliver. In HIV/AIDS education/awareness, for example, delivery skills are often inadequate when girls are asked to deliver programs to a mixed-gender audience, young people are asked to educate older people, or when sensitive issues are addressed. Leadership skills need to be developed before content training can be successfully offered.

The difficult challenges many regions face make it hard to see the value of sport as part of the solution. Government sport and youth departments have little influence when it comes to the negotiation of international assistance packages for their countries. As a result, sport is not funded at a level that would help it to achieve its potential.

Recipient countries do not always welcome dialogue among donors that may constrain their autonomy, as a result, the transparency and coordination required to maximize benefits may be missing.

Needs assessment processes sometimes create unrealistic expectations at the outset of programs. Assessment requires careful management and cultivation of local leadership.

Sustainability is an enormous challenge. Despite good groundwork and local partnerships, activity often ceases with the withdrawal of external project funds.
Lessons learned

UK Sport has learned the importance of knowing its competencies and role, being very clear in partnerships about exactly what it is bringing to the table, and managing expectations within that context. This includes identifying the specific expertise it can offer in addition to funding, and what other partners offer in turn.

Expectations of what sport can do have to be balanced with ensuring the sport system is sufficiently developed to carry these initiatives and to deliver on expectations. Sport for Development and Peace initiatives need to be accompanied by parallel investment in the mainstream sport system. Many of these systems have weaknesses in the areas of governance and access, focusing only on elite and high-performance sport. This may mean adapting the type of sport offered.

As a government body, UK Sport has influence with national governments, and advocacy is therefore an important function. Lack of human resources is its primary limitation in this regard, UK Sport has found that one of the best ways to generate interest and support, though, is through international comparisons.

Sport is often a low-level ministerial priority, weakening its ability to influence the politics of decision making. As a mass movement, sport has the potential power to lobby and influence politics but is traditionally poorly equipped to do so.

Proponents need to beware of overselling the role of sport in development. It is important to be realistic.

Future vision for Sport for Development and Peace internationally

Continued momentum from IYSPE is important. IYSPE was inspiring, but declarations and commitments need to be translated into action. This includes being more explicit at conferences about what has not worked, as well as what has. We need to focus on a realistic and honest approach to learning.

There is a need for good core research and monitoring/evaluation systems adaptable to different contexts.

More coordinated bilateral and multilateral funding is needed to improve effectiveness; however, donor countries need to be aware of their strengths and weaknesses to do this effectively. Coordination also requires a shared philosophy and approach to Sport for Development and Peace in order to work. UK Sport’s partnership with NIF and Commonwealth Games Canada has been successful because they all share a very similar approach. It would also be useful to have a virtual “marketplace” to identify more potential partnerships like this.

Improved coordination in-country among international organizations and NGOs is needed. Lack of personnel is an issue but it might be helpful to form alliances of all the national players, as with the UKISDA in the United Kingdom, so these could liaise to improve communication.

Greater commitment in the South to Sport for Development and Peace is important. There are significant competing pressures, but it would be good to see public recognition of the value of sport
and Sport for Development and Peace and some commitment to investment, in coordination with health and education programs.

There needs to be a greater effort to engage the media and the corporate community. We are under-realizing the potential in these constituencies. UK Sport did in-country training on Sport for Development and Peace for journalists in Malawi, in partnership with the BBC World Service. This was very effective.

We need to build up sport federations in host countries. International sport federations have a critical role to play in this process. FIFA and others are now getting more involved.

We also need to build the quality of the sport infrastructure (both physical and human, but particularly human e.g., administration/trained leaders etc.) in-country. Good sport infrastructure is important to enable Sport for Development and Peace and to make it sustainable in the medium to long term. There needs to be more cooperation between governments and large sport organizations to this end. The impact could be much greater if they worked together.

**SPORT FOR DEVELOPMENT AND PEACE NATIONAL OVERVIEW: ZAMBIA**

**Genesis of government’s involvement in Sport for Development and Peace**

The concept of Sport for Development and Peace is fairly new for Zambia, as well as many other countries in the South. The inauguration of the Sport for Development and Peace International Working Group (SDP IWG) catalyzed the preparation of a Cabinet Memorandum on the issue. Although this has not yet been presented to the Cabinet, it has been circulated to all government ministries and the feedback has been very positive. Once the policy has been approved by Cabinet, Sport for Development and Peace will receive a separate budget line. Focal points on Sport for Development and Peace will be appointed in each ministry to implement the concept, develop projects and programs, and ensure cross-ministerial collaboration and joint advocacy efforts.

Zambia’s President, the Hon. Levy P. Mwanawasa, officially opened the Next Step 2005 conference in Zambia. In his opening statement, he emphasized the need to include physical education in all school programs. His leadership and support for Sport for Development and Peace has catalyzed interest among the government’s ministries. For example, the Ministry of Education is already putting together a curriculum on effectively including physical education in schools and developing pilot projects. This kind of leadership has been extremely important in changing the perceptions of other government officials.

**Definitions of “sport” and “sport for development”**

There is no formal definition for either Sport for Development or sport that would be agreed upon by all stakeholders at the national level. At the same time, the government strongly feels that sport can and does contribute to the development of the nation by addressing health concerns,
facilitating behaviour change, and contributing to human development. Sport can, therefore, be defined as an activity contributing to the development of an individual that includes recreation, as well as sport for enjoyment, competition, and traditional games.

Key policies and programs

The Government of Zambia currently has no programs or policies on Sport for Development and Peace. The government does, however, recognize sport’s potential to particularly contribute to:

- Community development
- Health promotion and disease prevention
- Conflict resolution/peace building
- Gender equity
- Advancement of human rights

Zambia is working toward attainment of the MDGs. Apart from the resources required to ensure this happens, the government believes that behaviour change needs to take place, especially as it pertains to HIV/AIDS prevention. Reaching out to families is a particularly challenging task for government institutions. Children and adolescents involved in sport bring knowledge on health, education, and other issues back to their families. In an HIV/AIDS epidemic, adolescents are most at risk. Although adolescents are not overrepresented among people living with HIV/AIDS at the moment, lack of parental guidance due to poverty or death of a parent from HIV/AIDS contributes to their increased vulnerability. Adolescents can play an active role in educating communities about abstinence and condom use.

Children orphaned due to HIV/AIDS are another key target group. The number of orphans in Zambia is high. These children are not only at heightened risk for HIV/AIDS due to the loss of a parent, but also have to cope with the trauma of losing a parent and issues related to HIV/AIDS stigma and discrimination. Sport and play can help them cope with their loss and teach them the skills needed to protect themselves from HIV/AIDS. By participating in a football game, people forget their differences and enjoy the game. In this way, the government can contribute to reducing HIV/AIDS-related stigma and discrimination, and facilitate reconciliation within communities.

When the national Sport for Development and Peace policy is adopted, the government will make special efforts to address the issues of various vulnerable groups, with a particular emphasis on girls. In Zambia, many girls still marry early, and the number of early pregnancies is quite high. Socialization of girls is non-existent and needs to be urgently addressed. Encouraging girls to engage in sport and play will improve their self-esteem. Sport and play activities will also be used to educate girls about their rights.

Young people in general, and adolescents in particular, require special attention from the government. Due to HIV/AIDS and poverty in many African countries, including Zambia, adolescents often do not get proper guidance and advice from adults. Sport provides an opportunity to bridge the gap between generations, and coaches can guide adolescents and provide them with much-needed life skills.
**Annual investment**

For the first time, in 2006, the government will open a budget line for various initiatives within the Sport for Development and Peace framework. The Cabinet Memorandum proposes a draft annual budget of approximately USD40,000. This is one-sixth of the ministry’s total annual budget.

At this time, the government sees the national budget, funds received from multilateral donors, and funds raised from private corporations as potential sources of Sport for Development and Peace funding.

**Linkages to Millennium Development Goals (MDGs)**

The Government of Zambia sees sport as a major contributing factor in HIV/AIDS prevention, poverty reduction, and maternal and child health. After the President’s speech at the opening of the Next Step 2005 Conference, the government began to emphasize the potential of physical education to help retain children in schools. In rural areas, school retention is challenging, as there is little to motivate children to stay in school. Sometimes, taking up football or netball will encourage children to attend school regularly, as these are the only play opportunities they have. This is especially true for girls, as often girls do not have opportunities to play at home, only at school.

**Measuring impact**

Currently there are no monitoring and evaluation mechanisms in place that are specific to Sport for Development and Peace.

**Partnership and coordination**

There is a definite need for cross-sector coordination of Sport for Development and Peace programs. When the national policy is adopted, the Ministry of Youth, Sport, and Childhood Development will assume a lead role in coordinating the work of those responsible for its implementation in all other ministries. At this time, it is still unclear whether this coordination and partnership will be formal or informal.

The Ministry of Youth, Sport, and Childhood Development has taken the first steps toward building future partnerships. It has approached the Ministry of Tourism to help promote sport as a mutually beneficial tool. The Ministry of Youth, Sport, and Childhood Development is also looking to other ministries, such as the Ministry of Health and the Ministry of Education, for additional joint cooperation opportunities.

In terms of collaboration with UN agencies in Zambia, the Ministry of Youth, Sport, and Childhood Development has been working closely with the UN and the private sector to organize the MDG Races. These races bring people together to remind them of the need to attain the MDGs. The MDG Races provided the ministry with opportunities to build new partnerships with the private sector.
Sport associations and other sport NGOs are major players in the Sport for Development and Peace movement, and will be among the key implementers of Zambia’s future policy. These agencies have first-hand, unique grassroots knowledge. The Ministry of Youth, Sport, and Childhood Development is quite centralized, with offices in its national headquarters (Lusaka) and each of the provinces. However, the country’s governance system is very decentralized. As it has no representation at the district level, the ministry cannot directly reach remote communities. It relies on sport associations and NGOs to reach out to the populations in these districts. Some NGOs and sport associations already receive small grants from the ministry to help them with various administrative costs. The government needs to continue strengthening NGOs and sport associations as they are often able to best reach the most vulnerable and hard-to-reach populations.

Inclusion of Sport for Development and Peace in national development strategy

Zambia does not have Sport for Development and Peace policies or programs yet. Since 2004, Zambia has not used a national Poverty Reduction Strategy Paper (PRSP) as a tool to achieve the MDGs. In 2005, Zambia prepared a transitional national development plan for five years until 2010. This plan consists of several parts, including one that references the importance of attaining the MDGs and sport as a vehicle to achieve a number of them.

The previous PRSP did not mention youth as a target group for government action and investment. Neither did the first transitional plan. The Ministry of Youth, Childhood Development, and Sport is an active participant in the development of the National Development Plan and will ensure that sport is included as a vehicle to achieve the MDGs. As the Government of Zambia faces numerous conflicting development priorities, aligning sport within the existing strategic development framework will allow for better incorporation of sport in various departments and ministries.

Most of Zambia’s external debt was forgiven by donor countries in 2005. This will allow for more aid funds to flow in 2006. In 2006, the Ministry of Youth, Sport, and Childhood Development hopes to finish production of education materials on Sport for Development and Peace and aligning sport with the priorities of each of the national ministries.

Success stories

The President’s strong leadership and commitment to Sport for Development and Peace distinguishes Zambia from other countries. His leadership has resulted in heightened interest in Sport for Development and Peace.

Early in 2005, to prepare for the IYSPE 2005, an interim committee was set up comprising representatives from the Ministry of Education, Ministry of Health, Ministry of Defence, various local governments, sport associations, and Sport for Development NGOs. This collaboration has proven extremely helpful and led to the creation of a Permanent Committee, which will help carry out all Sport for Development and Peace programs. This is a formal committee that meets on a quarterly basis.
Challenges

It was extremely difficult to convince representatives from other ministries of the importance of sport, despite the Cabinet Memorandum on Sport for Development and Peace. Involving various departments in initiatives early on might be a helpful solution to this challenge.

Resources, especially resources on the ground, remain a challenge. The Ministry of Youth, Sport, and Childhood Development is asking to include sport in all aspects of federal and local budgets. This has yet to be done.

Lessons learned

Strong political leadership, such as that displayed by President Mwanawasa on Sport for Development and Peace, is crucial to the success of policy efforts and future programs.

There is a need for cross-ministerial collaboration and joint advocacy efforts in Sport for Development and Peace. These efforts should involve national and local governments, various ministries, the UN, sport associations, and Sport for Development NGOs.

Future vision for Sport for Development and Peace internationally

Sport needs to be included in all negotiations at the national and local level. Currently, there is debate in Zambia as to how international aid should be managed. As aid harmonization is critical to successful development, international donors need to include sport when they discuss their aid priority areas. At the regional level, there is a need to bring sport to the agendas of the African Union and the NEPAD.
MDGs AND PROJECTS IN MOTION

MDG 1: Eradication of extreme poverty and hunger

Sport can help to alleviate poverty by:

• Growing sport-related industry through national and international investment in accessible sport and recreation opportunities for everyone. Sport economies are generally 1–2% of GNP and are growing faster than most other sectors.¹

• Providing young people with essential employment skills (e.g., negotiation, conflict resolution, and leadership experience) that increase their employment chances.

• Teaching young people how to protect themselves against disease, and mobilizing peer groups and role models to reinforce healthy behaviours. Reducing disease burden increases individual earnings, overall productivity, and the ability of communities to mount sustainable businesses and economic development activity.

• Instilling values of honesty, respect, teamwork, and fair play that help build increased social trust in communities, a critical factor for successful economic relationships.

• Helping individuals exit poverty through participation in sport organizations that connect them to expanded opportunities and access to sport scholarships and jobs.

Projects in motion

The following are a few of the many projects currently underway internationally:

Youth Development Networks, Tanzania

Tanzania's Sport Development Department works closely with its Youth Department to establish Youth Development Networks in which youth form sport teams and work together to run small businesses. The Sport Development Department assists in recruiting youth to form sport teams that play in the evenings. Participating youth also form economic clubs and are assisted with employment in small businesses during the day to enable them to become self-supporting. By playing together as a team, youth develop the relationships and trust necessary for the successful functioning of their businesses. This program is designed to assist the many Tanzanian youth who lack secondary education and therefore suffer from unemployment. The program has been successful as a means of reducing their poverty.

Painting Freedom and Painting Citizenship, Brazil

Pintando a Liberdade (Painting Freedom) was established in 1997 by Brazilian soccer star and Minister Extraordinário for Sport, Edson Arantes “Pelé” Nascimento. A partnership between the federal and state governments, this program provides low-cost sporting equipment for the Segundo

Tempo community program while furthering economic development and the rehabilitation of state prisoners. Inmates are provided with materials and a manufacturing area to produce sporting equipment. In return, they receive payment (two Brazilian reals for each ball made) and one day of sentence reduction for every three days worked. While initially a modest program, *Pintando a Liberdade* was significantly scaled up in response to the growing demand. From the original 15 centres in 3 states, the program was expanded to 70 centres in all 27 states, providing equipment for several million children. A significant success, the program was subsequently expanded to communities outside prison under the name Painting Citizenship, and is delivered through local cooperatives in disadvantaged communities as a means of economic development and increasing family incomes. Painting Freedom and Painting Citizenship are highly successful partnerships in which local governments cover all wage costs while the federal government provides equipment, materials, and training. Together these programs provide employment, income, and rehabilitation, while meeting the need of communities for low-cost sport equipment.

**MDG 2: Achieving universal primary education**

Sport, physical education, and play all have an important role to play in increasing school enrolment and retention:

- Physical education and sport in schools reduce negative attitudes to school and decrease dropout rates.²
- Physical education and sport enhance social and cognitive development, and academic achievement.³
- Sport contributes to children's social skills, teaching them cooperation and teamwork, how to manage winning and losing, self-discipline, respect for one's opponents, and adherence to agreed-upon rules.
- Sport also teaches children tolerance, acceptance, and the value of inclusion.
- Involvement in school and extracurricular sport programs helps to increase self-esteem and positive self-perception, and alleviate school-related stress.⁴
- Sport can be used to successfully mobilize community participation in school retention efforts, significantly increasing their chances of success.

**Projects in Motion**

The following are a few of the many projects currently underway internationally:

**Physically Active Youth Program, Namibia⁵**

The Physically Active Youth (PAY) after-school program in Namibia combines sport with an informal tutoring system to help young participants stay in school. Aimed at grade 10 students, this

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² Presented at the World Summit on Physical Education, 1999. M. Talbot's research findings strongly suggest that physical education and sport in schools reduce negative attitudes to school and decrease dropout rates.


⁵ For more information on the international development through sport activities of Commonwealth Games Canada, see: online http://www.commonwealthgames.ca/site/index_e.aspx?DetailID=91
program combines daily physical activity with tutoring and life skills workshops to keep youth in school and promote healthy lifestyle choices. This pilot project, undertaken with the support of Commonwealth Games Canada and UK Sport, has grown from 25 to 50 participants in its first year.

**SportWorks Projects in Tham Hin and Ban Don Yang Refugee Camps, Thailand**

Refugees and displaced populations often face significant obstacles when it comes to accessing education. In Thailand, refugees from Myanmar live under strict rules that prohibit them from leaving the refugee camps where they reside. Right To Play uses the SportWorks program to reach out to approximately 4,000 children of Myanmar refugees in two primary schools in Tham Hin and Ban Don Yang refugee camps in Thailand. Sport and play-based projects teach children leadership, fairness, respect for others, and adherence to agreed-upon rules. These projects provide children with opportunities for psycho-social development, foster improved school enrolment and attendance, and provide participating adults with opportunities to train as coaches.

Over the past two years, the physical education aspect of this project has been integrated into the curriculum of the participating schools. Every week children as young as 4 receive 45 minutes of sport and play activities. Lead by 72 teachers (over 90% of them female), children learn more about themselves and the world around them through sport and play.

**MDG 3: Promote gender equality and empower women**

Sport can be a promising and non-threatening means of reducing gender-related discrimination and developing female leadership in communities:

- Including girls in sport and play activities alongside boys is a powerful means of altering gender stereotypes.6
- Inclusive extracurricular sport and physical activity programs help foster greater gender equality in schools and contribute to reduced school drop-out rates among girls.
- Sport improves self-esteem and self-confidence, and strengthens the capacity of girls to negotiate challenges to equality and full participation.
- Sport and physical activities can give women and girls access to public spaces, allowing them to gather together, develop social networks, and meet with each other in a safe environment.
- Recruiting and training women as sport coaches effectively develops and mobilizes female community leaders and role models, and increases community commitment to including girls in sport and play, as well as other activities.
- Coaching can provide additional employment opportunities for girls and women.

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6 Sport for Development practitioners and advocates argue that to effectively meet the needs of girls and women and reflect them in sport-based projects, their needs need to be understood within a cultural context. Sometimes this process might require extensive negotiations with the community and international stakeholders. See Promoting Gender Equity Through Sport, contribution paper on Sport and Gender at the 2005 Magglingen Conference.
Projects in Motion

The following are a few of the many projects currently underway internationally:

**Sport for Women, Kabul, Afghanistan**

Social isolation and exclusion affect many women in Afghanistan who often have limited access to public areas and possibilities for professional and personal development. In Kabul, Afghanistan, the Sport for Women Project offers up to 10,000 women and street girls who visit the Women's Park (known as Bagh-e-Zanana) opportunities to participate in educational and recreational activities, and enjoy supervised sport activities. Through sport and play, women and girls can enjoy freedom of expression and movement, learn new skills, and support each other. In concert with other development and community-building activities, this project offers women and girls from different backgrounds and parts of the city opportunities to meet and freely discuss issues of shared interest. This project is supported by the Swiss Agency for Development Cooperation, Sport sans Frontières, and Action et Développement Solidaire Internationale.

**Women in Sport Leadership Summits**

The experience of gender discrimination is often exacerbated for women and girls with disabilities. The International Paralympic Committee conducts regular Women in Sport Leadership Summits to promote gender equity in paralympic sport, empower girls and women with disabilities, and foster their full participation in society. At these summits, representatives from national Paralympic

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1 Abridged from SDC Factsheet 6, On the Commitment of SDC in the Area of Sport for Development and Peace (2005).
2 The Women’s Park has 20 shops run by women. It offers literacy and training courses, a care centre for trauma victims, and a safe place for meeting and learning together. The Park, considered an exemplary project for furthering the advancement of women, is visited by about 10,000 women each month. Through the initiative of SSF and ADSI, its activities have been enriched by adding a sport component.
committees share knowledge and skills on how to effectively support the integration of women with disabilities in society, build their self-esteem, and address the cultural, religious, and economic challenges they may face in different societies.

The summits bring together men and women to identify barriers to the participation of girls and women with disabilities in Paralympic sport, develop action plans to address these barriers in participating countries, and create awareness of women in Paralympic sport. The summits provide women with the skills to become successful advocates for gender equality for women with disabilities in sport and society more generally. The Action Plans adopted by all participants at the end of each summit outline key actions to be taken, resources, and training programs, and represent a useful advocacy tool for women, including women with disabilities. UK Sport provides support for this initiative.

**MYSA Girls Football**

In seeking to use sport as an effective tool to advocate for gender equality, the focus of many projects has shifted from simply promoting the participation of women and girls in sport to better understanding the needs of women and girls in specific cultural contexts. When the Mathare Youth Sport Association (MYSA) in Kenya attempted to develop and introduce girls’ football project in 1992, it had to not only contend with gender norms and stereotypes that prescribed girls from playing football, but also address practical social constraints preventing girls from engaging in sport activities, such as domestic responsibilities, safe mobility, etc. MYSA’s efforts have proven successful, however—so successful that, in 1996, the MYSA girls’ team participated in the international Norway Football Cup and later went on to become finalists in 1998 and in 2000.
MDG 6: Combat HIV/AIDS, malaria, and other diseases

There is strong evidence that, where the spread of HIV/AIDS is subsiding or even declining, it is primarily because young people are being empowered with the information and skills they need to adopt safer behaviors.10 Sport offers an ideal means to reach out to and equip young people to protect themselves against HIV/AIDS and other diseases:

- Sport can be used to empower children and youth with prevention messages and, in early adolescence, teach them the skills necessary to establish and sustain healthy behaviour patterns.
- Sport is a perfect medium to transmit non-political messages about HIV/AIDS prevention to young people at risk. Sport’s overwhelming popularity allows it to bring people together to talk openly about sensitive issues such as safer sex, stigma, and discrimination.
- Prominent athletes and local coaches can be powerful role models, exerting a strong positive influence on the children and youth they reach.
- Involving people living with HIV/AIDS in sport-based prevention initiatives can be a powerful means of reducing HIV-related stigma and discrimination, and contributing to successful HIV/AIDS prevention efforts.
- The inclusion of sport federations and NGOs in HIV/AIDS prevention efforts can contribute significantly to improving the reach and impact of these initiatives.
- The enormous popularity of sport events can provide a powerful communication and mobilization platform for effective vaccination and prevention campaigns targeting other infectious diseases, such as malaria or measles.

Projects in Motion

The following are a few of the many projects currently underway internationally:

Kicking AIDS Out!

Kicking AIDS Out! (KAO) is an international initiative initiated by African sport organizations directly affected by the epidemic. Organizations from the north and south, with experience in sport and HIV/AIDS prevention, work together as partners in an international network to develop innovative new approaches to tackling HIV/AIDS. KAO is a forum for information sharing, skills building, and advocacy. Southern participants include representatives from Namibia, South Africa, Tanzania, Zambia, and Zimbabwe. Through a wide array of activities, including clinics, workshops, peer education and coaching, games, establishment of clubs and leagues, and capacity building, KAO uses sport and physical activity to motivate behaviour change and increase community awareness about HIV/AIDS.11 Funding support is provided by the governments of Norway and the United Kingdom.

11 For more information on Kicking AIDS Out visit online: KAO, http://www.kickingaidsout.net
Youth Education through Sport (YES!), Zimbabwe

According to the most recent UNAIDS report, rates of new infection among adults have started to decline in Zimbabwe, in part due to significant changes in safer sex behaviour. Despite these successes, women, girls, and young people remain particularly vulnerable to HIV. With one in five pregnant women still testing positive for HIV, infection levels in Zimbabwe still remain among the highest in the world, underscoring the need to bolster prevention activities. The YES! project targets vulnerable populations from disadvantaged communities in ten provinces, using sport and play to increase their HIV/AIDS knowledge and empower them with leadership skills.

In 2004, YES! was introduced at the community level in 41 districts of the country, and enabled over 1 million young people to access regular sport and HIV/AIDS prevention activities. Over 15,000 young people have been trained as peer leaders to use sport and play to deliver HIV/AIDS prevention messages in their local communities. Over 33% of project participants in 2004 were girls. Working closely with the Ministry of Health, Youth, Gender, Labor, and Social Affairs, YES! incorporates components of the government’s national development plan and promotes the power of sport for HIV/AIDS prevention among the nation’s policy makers. YES! is conducted in close partnership with the Sport and Recreation Commission of Zimbabwe; the Norwegian Olympic Committee and Confederation of Sports; Red Cross; Plan International; National AIDS Council; UK Sport; and UNICEF.

Zambia 2003 Measles Vaccination Campaign

In one of the largest health campaigns in Zambia’s history, nearly 5 million children between the ages of 6 months and 14 years were successfully vaccinated against measles in 2003. To galvanize support from all sectors, advocacy meetings were held all over the country. As a result, a vibrant and visible national social mobilization campaign was developed. Athlete ambassadors mobilized by international humanitarian organization Right To Play played a key role in delivering critical health messages in person and on public billboards and posters. Right To Play also organized play stations at vaccination posts where children could play games that focused on the importance of immunization. Effective coordination and management, aided by the mobilization of athlete role models and organized educational play activities for children, allowed the National Vaccination Campaign to reach out to the religious communities initially opposing vaccination and to build the public trust necessary to make this campaign a success.

13 Ibid.
14 Abridged from Sport and Recreation in Zimbabwe, Youth Education through Sport 2004 Report. For more information on the YES! project, contact NIF.
MDG 7: Ensuring environmental sustainability

The power of sport to serve as a social mobilization vehicle on behalf of environmental issues and sustainability is enormous but largely unrealized:

- Sport has the power to call attention to environmental issues and to promote the development of environmentally friendly sport facilities and events.
- Sport programs can be an effective means of mobilizing young people and communities to clean up problem areas and to promote healthy stewardship of shared public space, even in the absence of public waste control services.
- The attraction of organized sport, and the convening and mobilizing power it offers, can be leveraged to a far greater degree to reinforce the message of environmental sustainability and to initiate and sustain activities to protect and restore local environments.

Projects in motion

The following are examples of the many projects currently underway internationally:

**FIFA 2006 World Cup Green Goal™ initiative**

The Green Goal™ initiative is the environmental program of the FIFA 2006 World Cup, designed to make this year’s World Cup in Germany the first ever that is “climate fair,” meaning that it will have no negative impact on the global climate. The 2006 FIFA World Cup organizers are investing EURO 1,000,000 in a range of measures to offset the 100,000 tonnes of greenhouse gas emissions that the event is estimated to produce.

This will be achieved by promoting energy efficiency and using renewable energy sources, like photovoltaic plants in the stadiums, wherever possible. In addition, unavoidable greenhouse gas emissions will be offset by projects for climate protection in developing countries and emerging economies that meet environmental and social “Gold Standards” established by the WWF International. FIFA and the German Football Association are financing carbon-offsetting projects in South Africa and India. One project will capture sewage gas, preventing harmful methane emissions, and use the gas to produce renewable electricity for the disadvantaged township of Sebokeng, near Johannesburg. A second project will also reduce harmful emissions by substituting biomass fuel for coal to supply the energy needs of a citrus farm and processing plant in Letaba, the northern province of South Africa. An Indian project will invest in bio-gas production facilities in Tamil Nadu.

**Ghana Walk for Life**

On December 14, 2005, Ghana Sport for Development and Peace organized a 10 kilometre national Walk for Life with over 10,000 participants. The walk was intended to raise awareness of the importance of physical activity and fitness to good health, however it was also used to raise environmental awareness. Passing through a low-income area with very poor sanitation, walkers worked with community people to clean up public areas and discussed the use of new public trash receptacles donated by the Bank of Ghana, a walk sponsor. The walk was so successful that it has become a regular monthly event, and the government is working to encourage corporations to take turns sponsoring and organizing it each month.
MDG 8: Develop a global partnership for development

The remarkable reach of sport, and the plethora of existing transnational institutions, speaks to its enormous potential as a catalyst and vehicle for the types of development partnerships that are needed to accelerate progress on the full range of MDGs to meet 2015 targets:

- Sport offers a long tradition of partnership involving all sectors—public, private, and voluntary—and institutional structures and networks that range from global to grassroots. These can be mobilized to build and strengthen global partnerships for development.
- International sport federations can play a critical role in developing mainstream sport capacity in partner countries and encourage and support their members to initiate and partner in shared Sport for Development and Peace initiatives.
- Through mechanisms like the Olympic Truce and explicit campaigns to eliminate racism, sport can help foster ongoing dialogue and friendship among countries and cultures in the face of global tensions.

Projects in Motion

FIFA Football for Hope Movement

The Football for Hope Movement is a powerful commitment on the part of the Fédération Internationale de Football Association (FIFA) to embrace football for development programs worldwide, to support organizations active in this field, and to contribute proactively to improving the lives of those most in need. As a sport organization, FIFA cannot tackle global complex issues without the cooperation of specialized partners with proven knowledge and expertise. Therefore, partnership is critical to FIFA’s strategic approach to social responsibility. Strong partnerships depend on shared objectives among the partners, effective joint planning, mobilization of resources, and good advocacy work to be successful. In addition to its 207 member associations and six confederations, FIFA also partners with United Nations agencies and NGOs to implement its social responsibility initiatives. In specific cases, it also works closely with donor entities such as international development and cooperation agencies and the private sector.

CCPA Open Fun Football Schools

The Open Fun Football Schools project, created in 1998 to foster democracy, peace, stability, and social cohesion in South East Europe, has succeeded in re-establishing friendships and sport cooperation between segments of a population profoundly affected by intercultural conflict. By bringing teachers, instructors, trainers, and children from different ethnic and social backgrounds to work, train, and play together, the project promotes experiences characterized by fellowship and mutual understanding. The project involves two municipalities affected by strong ethnic tensions, and with. Through four football clubs, the project is helping build cultural bridges and personal relationships that would likely not have arisen in the absence of this program.

A regional structure for training instructors enables all trainers to participate in a common training program, contributing significantly to local capacity building and also creating informal links between groups of trainers in different countries. Actively involving civil society and ensuring local ownership in its projects, CCPA Open Fun Football Schools has effectively used sport and play to
contribute to the development and spread of democratic values while fostering improved social cohesion and reducing ethnic conflict.

**The Sport & Development International Platform**

The Sport & Development International Platform is an international Internet hub dedicated entirely to Sport for Development and Peace. The site provides a common working framework to facilitate the promotion of Sport for Development and Peace as an emerging domain of international cooperation. The site includes up-to-date information on relevant issues, a project database, a directory of key organizations and experts, an archive of news and documents, a conference calendar, career opportunities, a regular bulletin with detailed updates and interviews, and an online discussion forum. The platform is funded by the Swiss Agency for Development and Cooperation and UEFA, and is managed by the Swiss Academy for Development. Visit the platform at [http://www.sportanddev.org](http://www.sportanddev.org).
APPENDIX 9

RESOURCES

International Sport for Development and Peace Resources

- Sport and Development International Platform, online: http://www.sportanddev.org/en/index.htm
- UN International Year of Sport and Physical Education 2005, online: http://www.un.org/sport2005/
- The Magglingen Call to Action (2005), online: http://www.magglingen2005.org
- Documents from the Fourth International Conference of Ministers and Senior Officials Responsible for Physical Education and Sport (MINEPS IV) (December 6–8, 2004). For more information about MINEPS, please visit UNESCO at http://www.unesco.org
- “Sport for Peace and Development: International Year of Sport and Physical Education”, Report of the UN Secretary-General, A/60/217 (August 11, 2005) UN General Assembly 59th Session, online: http://www.un.org/ga/59/dokumentation/list2.html
- Strategy for Norway’s Culture and Sports Cooperation with Countries in the South (Ministry of Foreign Affairs, Oslo, 2005), online: http://www.dep.no/ud/english/doc/plans/032091-220045/dok-bn.html


• Declaration of Punta Del Este, Third International Conference of Ministers and Senior Officials Responsible for Physical Education and Sport (MINEPS III), (December 03, 1999), online: http://www.unesco.org/education/educprog/eps/EPSSanglais/MINEPS_ANG/declaration_of_punta_del_este_ang.htm


**UN Declarations, Resolutions, and International Conventions**

• UN Millennium Declaration, A/Res/55/2 (September 18, 2000), online: http://www.un.org/millennium/declaration/ares552c.htm


• UN General Assembly Resolution “Building a Peaceful and Better World through Sport and the Olympic Ideal”, A/Res/60/8 (December 01, 2005), online: http://www.torino2006.org/ITA/OlympicGames/bin/page/C_3_page_ita_63_spallapara grafo_1_attachments_s_allegato_2_object_s.pdf


Sierra Leone is a developing country that has just emerged from a brutal civil conflict that lasted for eleven years. The current scenario is that of a country that is full of potential but that is obliged to start development all over again. This is why the MDGs bear a special importance to us, a challenge globally launched that should enable us to reduce poverty and build a healthy and prosperous society. The link between the MDGs and our PRSP is therefore all too obvious.

One extremely powerful development tool that has been ignored or even snubbed so far by the world is sport. In spite of its extraordinary contribution to the building of national economies and global wealth, in spite of its natural capacity to positively influence national health policies, again in spite of its proven power to mobilize communities and people around core educational principles, spiritual and moral values, sport is yet to be considered as “serious business” especially in developing countries.

However, it is reassuring to note that the United Nations has recognized the power and potential of sport as a tool for development. Although it will be an uphill task to convince many Governments to invest significantly in sport as a way of eradicating poverty and hunger, achieving universal primary education, empowering women, reducing unnecessary deaths of children and mothers, sustaining the environment and developing global linkages, the advantages that sport offers make it incumbent upon us to do this campaign. All hands need to be on deck because sport enriches and enhances all disciplines and sectors. Sport should not be the exclusive domain of the talented and strong, it should attract and engage also the old and young, men and women, able or challenged, so that its essence shall seep through the vein of the wider society and transform the thinking of a world that is wrought today with conflicts and problems that need not be there.

Dr Dennis Bright
Minister of Youth and Sports
Sierra Leone