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Design by: Y&R Canada

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On behalf of the Sport for Development and Peace International Working Group (SDP IWG), it is my great pleasure to introduce Sport for Development and Peace: Governments in Action.

The 2003 UN Task Force Report Sport for Development and Peace: Towards Attaining the Millennium Development Goals urged governments to incorporate sport and physical activity into national and international development policies and agendas. This report further encouraged governments to consider the use of sport as a tool to achieve the Millennium Development Goals (MDGs) and other broader development and peace objectives.

Sport for Development and Peace: Governments in Action responds to the UN Task Force Report by presenting national overviews of 34 different governments from around the world who are using Sport for Development and Peace to reach diverse development objectives. Findings presented in the national overviews highlight the unique approach that each government has taken in order to position sport as a tool for development in their country. Approaches range from including sport in national Poverty Reduction Strategy Papers, to recognizing the important social value of sport in national policies, to explicitly committing to "sport for all" as part of national development programming.

By providing key policy and program examples from a variety of national government contexts - from developed countries, countries-in-transition and developing countries - this report complements the policy recommendations presented in the SDP IWG's final report, Harnessing the Power of Sport for Development and Peace: Recommendations to Governments.

To produce the enclosed national overviews, the SDP IWG Secretariat, with assistance from dedicated volunteers and consultants, completed in-depth interviews with representatives from each of the 34 governments highlighted. Interviews were conducted throughout 2007 in a variety of languages – including English, French, German, Spanish, Russian, and Portuguese. As the overviews have been based directly on those personal interviews, they have been presented in the words of the respondents. Notably, the respondents also reviewed and approved their respective overviews, thus ensuring their true experiences were preserved.

Established in 2004 as a four-year initiative, the mandate of the SDP IWG is to develop policy recommendations to national governments to promote the integration of sport and physical activity into domestic and international development strategies and programs. The SDP IWG is comprised of more than 50 government ministers and working-level officials, as well as numerous representatives from key UN agencies and civil society organizations. The work of the SDP IWG has been made possible through generous support from Austria's Federal Chancellery, the Department of Canadian Heritage, the Royal Norwegian Ministry of Foreign Affairs, the Swiss Agency for Development and Cooperation, and the international humanitarian organization, Right To Play. Right To Play also serves as Secretariat to the initiative.

The work of the SDP IWG has also benefited from partnership with the United Nations system. This global partnership between governments, the UN, and civil society is an essential step towards realizing the potential contribution of sport to development and peace. In this regard, the strategic vision and dedication of Mr. Adolf Ogi, the Special Adviser to the UN Secretary-General on Sport for Development and Peace (2001 – 2007) has been fundamental to the increasing momentum gained over the last number of years. I feel certain that Mr. Wilfried Lemke, the incoming Special Adviser to the UN Secretary-General, will continue to move Sport for Development and Peace forward.

Sport for Development and Peace: Governments in Action will be particularly useful for government policy-makers and key stakeholders interested in national approaches to Sport for Development and Peace. As the findings demonstrate, there is a tremendous enthusiasm among Sport for Development and Peace proponents to fully harness the development power of sport. As head of the SDP IWG Secretariat, I am encouraged by the level of commitment that these governments demonstrate in using sport to this end.

As the President and CEO of Right To Play, an organization that delivers sport and play programs in 23 countries, I witness daily the importance of sport and play to children in disadvantaged communities around the world. I believe that

the future of all children rests with national governments. National policies and programs that incorporate the concept of Sport for Development and Peace, investments in community initiatives, and efforts towards ensuring that sport is accessible to all, will ultimately create a healthier and safer world.

By learning from the experiences of the 34 governments presented in this report, it is my sincere hope that other policy-makers will be inspired to lead policy change in their own countries and, in doing so, will position sport as a tool for development at the national and international level. By embracing sport as an innovative tool for development and peace today, and by joining together in collaborative partnerships in the future, governments can strengthen their efforts to attain the MDGs.

Julian Ulan

JOHANN OLAV KOSS
Head of the SDP IWG Secretariat
President and CEO, Right To Play



Z O O 4 Z

Sport for Development and Peace: Governments in Action explores how governments from diverse regions of the world are harnessing the power of Sport for Development and Peace.

This report begins with a summary of the general ways that governments develop and implement Sport for Development and Peace policies and programs and is followed by 34 national overviews which outline each country's respective approach to Sport for Development and Peace. In addition to highlighting how governments are using sport to attain development objectives, most notably, the Millennium Development Goals (MDGs),¹ the key findings from this report were used to inform the content of Harnessing the Power of Sport for Development and Peace: Recommendations to Governments.²

The information contained within this report was gathered through interviews with key government informants. In determining which countries to interview, the Sport for Development and Peace International Working Group (SDP IWG) Secretariat targeted select countries that had demonstrated an interest in Sport for Development and Peace. Countries that participated in SDP IWG meetings and events over the past four years were among the first approached. Regional representation was also considered. Of the 34 countries interviewed, 2 are from North America, 3 from South America, 7 from Europe, 5 from Western Africa, 7 from Eastern Africa, 2 from the Middle East, 3 from Asia and 5 from Oceania. Developed countries, countries-in-transition, and developing countries were all targeted to ensure diverse representation across the development spectrum.

The results of the interviews revealed a number of key findings. Perhaps the most evident finding was that the process of developing, adopting and implementing Sport for Development and Peace policies and practices differs significantly from country to country. This process depends, among other factors, on the current country context, the history of the government's involvement in the issue, the existing political framework, and the government's public policy development process.

To complement the recommendations outlined in Harnessing the Power of Sport for Development and Peace: Recommendations

to Governments, the findings from the national overviews have been summarized within the following four areas of activity:

1. Mobilizing government support and action for Sport for Development and Peace

Raising awareness and building support among national political leaders and senior government officials were observed to be critical first steps in mobilizing government action around Sport for Development and Peace. In most cases, ongoing efforts within governments by policy-makers and Sport for Development and Peace proponents are required to build the support needed for the broad-based and integrated use of sport to advance development and peace objectives.

2. Developing Sport for Development and Peace policies and programs

Governments typically pursue the development of their Sport for Development and Peace policies and programs through two primary avenues: 1) establishing a distinct national Sport for Development and Peace policy, related legislation and programming; or 2) integrating Sport for Development and Peace into existing policies, related legislation and programming. In some cases, governments were observed to pursue both avenues.

3. Implementing Sport for Development and Peace policies and programs

Interview findings indicate that most governments believe Sport for Development and Peace policies and programs are effective when they are delivered as part of broad, integrated approaches that address diverse development issues. Many governments are therefore committed to working in partnership with diverse stakeholders, including other governments, departments and organizations.

4. Mobilizing resources to support Sport for Development and Peace activities

Mobilizing resources to support Sport for Development and Peace activities appears to be a consistent challenge for governments. Finding ways to expand available resources and optimize their use is critical. Governments are mobilizing a broad range of resources through collaborations and partnerships internally across government departments and with external partners. They are also using existing fiscal mechanisms, capitalizing on mass sporting events, developing programs to facilitate access to low-cost sporting equipment, and seeking assistance from elite athletes.

The trends and examples noted within the summary of key findings are meant to be illustrative and not exhaustive. In addition to revealing key findings around these four areas of activity, success stories, challenges, and lessons learned are also presented in the national overviews, as are future visions for Sport for Development and Peace internationally. Readers are encouraged to refer to the national overviews for specific details.

^{1.}UN Millennium Development Goals, online: United Nations http://www.un.org/millenniumgoals/index.html.

² Harnessing the Power of Sport for Development and Peace: Recommendations to Governments is the final report of the Sport for Development and Peace International Working Group's (SDP IWG) four-year policy initiative. For more information, please see SDP IWG Secretariat (Right To Play), Harnessing the Power of Sport for Development and Peace: Recommendations to Governments (Toronto, 2008).



HOW GOVERNMENTS MOBILIZE SUPPORT AND ACTION FOR SPORT FOR DEVELOPMENT AND PEACE

Positioning sport as a means to achieve diverse development goals, most notably the Millennium Development Goals (MDGs)

The majority of governments interviewed from developing countries and countries-in-transition draw connections between their approach to Sport for Development and Peace domestically and the attainment of the Millennium Development Goals (MDGs). These countries include Angola, Azerbaijan, Benin, Burundi, Cape Verde, Ethiopia, Ghana, Lebanon, Mozambique, Palau, occupied Palestinian territory, Papua New Guinea, Peru, Samoa, Sierra Leone, South Africa, Sri Lanka, Tanzania, Thailand, Uganda, Vanuatu, and Zambia.

Similarly, many of the donor-country governments interviewed have positioned sport as a tool for development and peace in their approach to international aid and development. Examples include Australia, Austria, Canada, Germany, the Netherlands, Norway, Switzerland and the United Kingdom - all of which have made varying investments in Sport for Development and Peace internationally.

Positioning sport to meet social needs

A large number of governments have indicated that their interest and support for sport-based interventions stem from the recognition that sport can help address needs identified within their countries. The Governments of Angola, Burundi, Lebanon, and Papua New Guinea all cited a need for peace-building efforts after periods of conflict. Similarly, Argentina, Azerbaijan, Austria, Lebanon, Palau, Papua New Guinea, and Spain reported a need to address social cohesion. These countries cited diverse needs related to integrating youth from different religious backgrounds, integrating new immigrants and persons with disabilities into their respective communities, uniting dispersed populations, and bridging gaps between groups and communities in conflict.

The Government of Peru mobilized support for Sport for Development and Peace after census information identified

social needs related to economic and social development, as well as the need to promote peace and well-being.

Health needs, and their social ramifications, were also cited by a number of governments. Azerbaijan, Mexico, Spain and South Africa all reported a need to promote health and physical fitness and/or to meet health challenges related to HIV and AIDS. Mexico, in particular, noted that attention to sport was mobilized nationally after it was estimated that 80 percent of Mexican children and youth were not getting sufficient physical activity to reach minimum acceptable fitness levels. In Spain, government support for Sport for Development and Peace was mobilized after a Ministry of Health and Consumption study revealed that 10 percent of all children were obese and 25 percent were overweight. As a result, the government acknowledged that sporting interventions were needed.

Leveraging existing research evidence and knowledge resources

Australia, Benin, and Mozambique all credit research evidence with providing the impetus needed for their governments to make investments in Sport for Development and Peace. In Australia, research conducted by the Australian Sports Commission (ASC) provided compelling evidence on sport's role in community development. In Mozambique, research from the Faculties of Physical Education and Sport Sciences at the Pedagogical University of Mozambique was similarly credited.

In Papua New Guinea, pre-existing resources (including the UN Inter-Agency Task Force Report on Sport for Development and Peace, Literature Reviews produced by the SDP IWG, and policy and program material from Australia) were used when positioning sport as a development tool within the government.

Using individual champions

Many governments indicated that individual champions were invaluable in mobilizing government support for Sport for Development and Peace by demonstrating the power of sport in highly personal and compelling ways. Champions cited included Heads of State, ministers and other government representatives, and high-profile athletes external to government.

Influential Heads of State cited by governments include President Ilham Aliyev (Azerbaijain), President Tommy E. Remengesau (Palau), former President Adolf Ogi (Switzerland), former President Benjamin William Mkapa and President Jakaya Mrisho Kikwete (Tanzania).

Examples of internal government representatives that were cited as being effective include Roy McMurtry, Chief Justice and former Attorney General of Ontario (Canada), the Minister of Sport and Recreation (South Africa), Walter Fust, former Director-General of the Swiss Agency for Development Cooperation and Heinz Keller, former Director-General of the Federal Office of Sport (Switzerland), Sue Campbell, Chair of UK Sport and John Scott, International Director of UK Sport (United Kingdom).

Champions external to government credited with galvanizing government support include former Olympic champion Johann O. Koss of Norway and the many talented local sportsmen and sportswomen of Uganda.

Engaging multiple departments

Most governments reported the need to engage multiple departments in order to increase momentum around Sport for Development and Peace within the government. (For more information on these governments, please refer to the sections on policy and program design and implementation.) The Government of Zambia, for example, reported inter-departmental collaboration to be particularly valuable in mobilizing support. There, each Ministry designated one person to act as the key point of contact on Sport for Development and Peace issues, leading to increased interest in, and acceptance of, Sport for Development and Peace nationally.

Involving external stakeholders

Several governments (the Netherlands, occupied Palestinian territory, Palau, Sri Lanka, and the United Kingdom) credit working with external stakeholders including volunteers, non-governmental organizations (NGOs), national sport bodies, sport federations, United Nations (UN) agencies, and private sector partners, with helping to mobilize support around Sport for Development and Peace issues within their governments.

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In the Netherlands, for example, Dutch volunteers initiated small sport-based projects in South Africa while working with SCORE, a sport-based NGO, in the early 1990s. The success of these projects garnered the attention of the government, contributing to the impetus which prompted the development of a specific policy on sport development and cooperation.

Exchanging knowledge and experiences with peers regionally and internationally

Several governments interviewed reported that sharing knowledge and experiences with their peers internationally helped them to mobilize support for Sport for Development and Peace activities. For example, Australia credits working with a key proponent from the Government of South Africa with instigating joint programming between the two countries.

Governments also credited their relationships with regional proponents. The Federal Chancellery of Austria, for example, led discussions on using sport as a development tool at a number of high-level regional forums – including the informal European Union (EU) Sport Ministers and Sport Directors Meetings. As a result, the concept of Sport for Development and Peace generated great interest from other regional delegates.

Leveraging participation in international networks and forums

The 2005 UN International Year for Sport and Physical Education (IYSPE 2005) was a key international forum that mobilized a large number of governments to move sport onto the global development agenda. The Governments of Austria, Germany and Mozambique all report greater interest in Sport for Development and Peace at the national level as a result of the momentum generated through this international forum. Germany, in particular, noted that budget allocations for Sport for Development and Peace were made in 2004 in preparation for the IYSPE 2005 – and during 2005, the Ministry of the Interior initiated 24 Sport for Development projects internationally.

Governments also cited the influence of the SDP IWG. Ghana, Zambia and Sri Lanka all cite participation in the SDP IWG as a major impetus leading to their government's interest in Sport for Development and Peace. Ghana and Zambia, in

particular, reported policy change in support of Sport for Development and Peace as a direct result of their involvement.

The Governments of Canada and the Netherlands also reported similar effects through participation in international forums. In Canada, involvement in the Commonwealth Committee on Development through Sport was credited with increasing government interest in Sport for Development and Peace. In the Netherlands, government participation in forums organized by the International Olympic Committee (IOC) had similar results.

Governments also reported galvanizing interest amongst peer governments by utilizing international networks. In Switzerland, in 2003, the Swiss Agency for Development and Cooperation (SDC) and the Federal Office on Sport (FOSPO), along with the UN Office on Sport for Development and Peace, organized the first International Conference on Sport and Development in Magglingen, Switzerland. The conference helped to legitimize the Sport for Development and Peace movement in the eyes of many participating governments. The Swiss government also helped to initiate the New York-based Group of Friends of the IYSPE (now known as the Group of Friends of Sport for Development), which includes UN Ambassadors and national Permanent Representatives to the UN from different countries.

Building on public support

Austria, Lebanon, Norway, Sri Lanka, Switzerland, Thailand, and the United Kingdom all indicated that strong public support for, or cultural affinity to, sport has led to a natural interest in Sport for Development and Peace. The Government of Norway, in particular, credited public interest in Sport for Development and Peace as an important driving force behind the government's decision to develop sport-related programs and policies.

HOW GOVERNMENTS DEVELOP SPORT FOR DEVELOPMENT AND PEACE POLICIES AND PROGRAMS

Ensuring a supportive legal framework

A number of governments have reported moving their Sport for Development and Peace policies and programs forward by creating, or relying on, a supportive legal framework. In many countries, the Constitution is the highest form of law superseding all state and provincial statues. Subsequently, some governments – namely Angola, Brazil, Cape Verde, Mozambique and Spain – have embedded sport as a right directly in their constitutions.

A number of governments have also passed special legislations to ensure that their national statutes consistently recognize and fulfil the right to sport. The Governments of Angola, Azerbaijan, Peru and Spain are among those that have passed special laws on sport.

Some countries have leveraged their existing policies to initiate legal change and/or provide legal frameworks to support Sport for Development and Peace. In Uganda, for example, the Physical Education and Sports Policy seeks to strengthen and provide a legal basis for developing physical education and sports under the Strategic Framework for Development, part of the government's National Development Agenda included in Uganda Vision 2025.

Determining the need for a national sport policy or a distinct policy on Sport for Development and Peace

Many governments have established a national sport policy that incorporates the use of sport to achieve development and peace objectives. Azerbaijan, Brazil, Canada, Ghana, Papua New Guinea, Samoa, Sri Lanka, Tanzania, Vanuatu, and Zambia have all adopted national sport policies (often aptly named "National Sport Policy") that acknowledge and support the use of sport to attain development objectives in one form or another. These policies contribute to the achievement of goals in the areas of health, education, child and youth

development, gender equality, inclusion of persons with disabilities, and/or peace-building.

Other government strategies and documents that fulfill similar policy functions include Argentina's National Plan for Social Sport, Mexico's National Program on Physical Culture and Sport, Norway's Strategy for Culture and Sports Cooperation, South Africa's White Paper on Sport and Recreation, and Uganda's Physical Education and Sports Policy. In all of these cases, policies and strategies emerged out of a need to position sport, and Sport for Development, as a national priority. In many of these cases, these programs and policies also act as umbrella strategies that have enabled the development of sophisticated policy systems in support of Sport for Development and Peace.

Finally, some of the governments interviewed reported the need to develop a distinct policy on Sport for Development and Peace. Austria, Mozambique and the Netherlands are examples of governments that have adopted, or are working towards adoption of, policies that are specific to Sport for Development and Peace.

Incorporating Sport for Development and Peace into existing policies and programs

Not all governments have identified a need for a national sport policy, or a distinct policy on Sport for Development and Peace. Instead, many governments have recognized the value of incorporating Sport for Development and Peace into already-existing policies and programs. For instance, Burundi, Cape Verde, Palau, and the occupied Palestinian territory have all positioned sport as a development tool in existing youth policies and their related institutions.

Some countries with national sport policies have gone a step further to integrate Sport for Development and Peace approaches into additional policy streams. In these cases, the national sport policy acts as an umbrella strategy under which corresponding legislation and programs are influenced. For instance, although there is a national sport policy in place in Azerbaijan, Sport for Development and Peace has also been incorporated into the national legislation On Physical

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Culture and Sports in Azerbaijan, the National Program for the Development of Physical Education and Sport in Azerbaijan, and the State Program for the Development of Football. Papua New Guinea has taken a similar approach. In addition to their national policy on sport, Sport for Development and Peace is referenced in the Integrated Community Development Policy and the Sports Foundation Strategic Plan.

Integrating Sport for Development and Peace into international development and international sport policies and programs

Many donor governments reported integrating Sport for Development and Peace into their international development and/or international sport policies. Three main methods to achieve this were observed: formal adoption of international Sport for Development and Peace policies and programs; informal integration of Sport for Development and Peace into existing international policies and programs; and a mix of both formal and informal approaches.

The Governments of Australia, the Netherlands and Norway have all adopted formal international development policies based on the concept of Sport for Development and Peace. Conversely, Canada, Germany, and the United Kingdom have integrated Sport for Development and Peace into their international development and/or international sport endeavours in a less-structured fashion. Switzerland has taken a mainstreaming approach by embedding sport as a development theme within the Swiss Agency for Development and Cooperation (SDC) on par with other development themes (such as education, health, water, sanitation, etc.). Finally, the United Kingdom has supported sport development, and human development through sport, under the International Development Assistance Program – although no formal self-standing policy on Sport for Development and Peace exists.

Integrating Sport for Development and Peace into Poverty Reduction Strategy Papers and National Development Frameworks

In order to formalize their commitment to Sport for Development and Peace, and secure appropriate budget allocations, some developing countries have integrated sport directly into their Poverty Reduction Strategy Papers (PRSPs) or their National Development Frameworks.

Currently, sport is included in Ghana's Growth and Poverty Reduction Strategy, Lebanon's formal strategy for national development, Thailand's Tenth National Economic and Social Development Plan, and the PRSPs of Mozambique, Sierra Leone and Uganda.

Some countries-in-transition reported a similar approach. For instance, Azerbaijan's 2003-2005 State Program on Poverty Reduction and Economic Development contained references to sport.

Emphasizing the use of sport to achieve the Millennium Development Goals

The majority of countries interviewed draw connections between their Sport for Development and Peace policies and programs and the attainment of the Millennium Development Goals (MDGs).

Most frequently, developing country governments cited the contribution of sport to attain the following MDGs: MDG 2 – achieve universal primary education; MDG 3 – promote gender equality and empowerment of women; and MDG 6 – combat HIV/AIDS and other diseases – with 18 governments citing each of these three MDGs respectively.

Numerous developed and/or donor countries also explicitly acknowledge the links between sport and the attainment of the MDGs at a policy level. These countries include the Netherlands, Norway, Switzerland and the United Kingdom.

Acknowledging relevant international obligations and commitments

Two of the governments surveyed have explicitly acknowledged relevant international conventions and declarations in the formation of their Sport for Development and Peace policies.

Argentina's National Plan for Social Sport is based on two United Nations Educational, Scientific and Cultural Organization (UNESCO) declarations: the 1999 Punta del Este Declaration of the Third International Conference of Ministers and Senior Officials Responsible for Physical Education and Sport; and the 2004 Athens Declaration of the Fourth International Conference of Ministers and Senior Officials Responsible for Physical Education and Sport.

Norway's Strategy for Culture and Sports Cooperation was also similarly influenced. The strategy was built upon the 2004 White Paper, Fighting Poverty Together, which specifically references the Convention on the Rights of the Child.

Consulting key stakeholders

Numerous governments (Argentina, Brazil, Canada, Mozambique, Tanzania, South Africa, and Sierra Leone) facilitated consultations with stakeholders to assist in the development of their Sport for Development and Peace policies and/or to exchange ideas and approaches. Stakeholders cited were government representatives, NGOs, sport federations and organizations, UN agencies, and private sector representatives.

The Government of Brazil, for example, developed their National Sport Policy through a national engagement process involving 80,000 Brazilians at a five-day sport conference attended by delegates from each of Brazil's 26 states.

The Government of Canada has also consulted stakeholders on policy development. In 2005, Canadian Heritage organized a Roundtable Consultation to provide insight into a prospective strategy on development through sport with key partners (including NGOs, the World Bank, and UK Sport).

Leveraging bilateral relationships

Many governments interviewed cited the important benefits of working with other governments when designing their policies and programs.

In 2003, the Governments of Angola and Brazil signed a bilateral agreement on Sport for Development to promote the exchange of knowledge and expertise. Angola also benefited from technical assistance provided by experts from the Governments of Portugal and South Africa. Similarly, Peru entered into cooperation agreements with Spain, Venezuela,

Cuba, China and Korea to exchange expertise and to develop and improve management skills around sports development.

An agreement between the Governments of Australia and South Africa allowed Sport and Recreation South Africa (SRSA) to develop sports leadership programs with assistance from governmental staff in Australia. SRSA also worked with the United Kingdom to develop sports education programs, and in April 2007, SRSA signed a bilateral sports and recreation Protocol of Action for 2008 at the British High Commission in Pretoria.

Papua New Guinea's Sports Foundation reported coordinating its activities closely with the Government of Australia. Specifically, Papua New Guinea and the Australian Sports Commission developed a pilot project in Papua New Guinea based on a similar project delivered in South Africa supported by the Australian Agency for International Development (AusAID) and the Australian Sports Commission (ASC).

Building on the priorities of multiple departments and coordinating inter-departmentally

Many governments reported building on the priorities of multiple departments when developing their Sport for Development and Peace policies and/or programs. In Cape Verde, for example, the State Secretariat of Youth and Sports, the Ministry of Health, the Ministry of Education and Higher Education, and the Ministry of Economy, Growth and Competitiveness all position sport as a tool to achieve departmental priorities.

Similarly, a number of governments also reported inter-departmental collaboration. Three types in particular were noted: formal (established by an official concept or memorandum, such as in Australia, Papua New Guinea and Switzerland), informal (where an official formalizing mechanism is absent, such as in the United Kingdom), and the mix of the two (where there is an official mechanism established, and informal collaboration is ongoing as well, such as in Norway).

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In Canada, for example, although there is no over-arching policy guiding development through sport, several government departments have invested in development through sport. They include Canadian Heritage, the Canadian International Development Agency (CIDA), the Department of National Defence (DND) and Foreign Affairs and International Trade Canada (DFAIT).

Building on the best values of sport

All of the governments interviewed acknowledged the inherent potential benefits of sport and have developed policies and programs that capitalize on those benefits accordingly. Numerous governments (Angola, Australia, Austria, Cape Verde, Germany, Ghana, the Netherlands, Palau, occupied Palestinian territory, Samoa, Spain, Thailand, Uganda, the United Kingdom, and Vanuatu) referenced the best values of sport explicitly when describing the priorities and objectives of their sport-related policies and activities. These values include fair play, teamwork, respect for opponents, cooperation, inclusion and/or excellence.

Committing to full inclusion

The majority of governments interviewed have committed to the principles of full inclusion when designing their Sport for Development and Peace policies and programs. Some governments (Angola, Argentina, Azerbaijan, Brazil, Canada, South Africa, Spain, and Switzerland) promote social inclusion in a broad sense. Others promote the inclusion of specific groups such as persons with disabilities, girls and women, immigrants, elderly people, and indigenous people. Countries target specific groups in one of two ways: by ensuring that policies and/or programs are designed to include them; or by designing targeted policies and/or programs that aim to empower them as a group.

Countries that promote inclusion and empowerment of persons with disabilities through sport include Angola, Argentina, Benin, Brazil, Burundi, Ethiopia and Mexico. Countries that promote inclusion and empowerment of girls and women through sport include Austria, Canada, Cape Verde, Peru, Sierra Leone, Uganda, the United Kingdom, and Vanuatu. Countries that target both groups include Australia, Azerbaijan, Ghana,

Lebanon, Mozambique, the Netherlands, Norway, occupied Palestinian territory, Papua New Guinea, Samoa, South Africa, Spain, Sri Lanka, Switzerland, Tanzania, and Zambia.

Some governments (Germany, Spain and the United Kingdom) also demonstrate a commitment to the inclusion of immigrants. Others (Argentina, Azerbaijan, Brazil, Burundi, Cape Verde, Mozambique, South Africa, and Tanzania) promote the inclusion of elderly people through sport. Finally, a number of governments (Argentina, Australia, Brazil, Canada, Ghana, Mexico, Norway, South Africa, Vanuatu, and Zambia) use sport as a vehicle to reach out to, and promote the inclusion of, indigenous people.

Drawing on a wide range of physical activities, sports and games (both popular and traditional)

Governments reported drawing on a wide range of sports – both popular and traditional – as a means to encourage participation. Popular sports (such as football) are promoted by nearly all of the countries interviewed. Numerous countries interviewed (Angola, Brazil, Burundi, Ethiopia, Ghana, Mozambique, Palau, Samoa, Sri Lanka, Tanzania, Thailand, and Vanuatu) also reported a commitment to traditional sport.

In many cases, commitment to traditional sport was cited not only as a means to encourage participation of hard-to-reach populations who would not be drawn by popular sports, but also to promote unity and cultural heritage. In Samoa, for example, the Ministry of Education, Sports and Culture affirmed traditional sport as an important element of national culture. Similarly, traditional sport is also being used to unite people internationally. In Thailand, for example, the Ministry of Tourism and Sports promotes traditional games as a tool to build friendship and mutual understanding between Thais and the populations of neighbouring countries.

Like traditional sport, indigenous sport is also being used by some governments to promote inclusion of hard-to-reach groups. By including indigenous sport in its programming, Ghana's Ministry of Education and Sport has been able to reach diverse citizens who were previously inaccessible. The Government of Ghana reports that elderly Muslim women

(who did not previously leave their homes) have attended indigenous sport matches and events as spectators.

Facilitating capacity-building

Many governments interviewed reported including a focus on capacity-building as they develop their Sport for Development and Peace policies and programs. They include Azerbaijan, Ethiopia, Papua New Guinea, Samoa, the United Kingdom and Uganda. The Government of Papua New Guinea, in particular, indicates that capacity-building is a priority under the Sport for Development Initiative (SFDI). Without this commitment to capacity-building, Papua New Guinea indicates that sustainable outcomes will not be possible.

Adapting lessons learned

Several governments reported incorporating lessons learned from other parties into their policies and programs. Some governments credited learning from peer governments, while others reported benefiting from lessons learned within their own countries. For example, the Government of Azerbaijan studied and incorporated the experience of Russia, Turkey, Ukraine, and Belarus when designing their policies and programs. Similarly, Lebanon adapted lessons learned from the Governments of France, Egypt, and Cuba. The Government of Australia, however, reported incorporating lessons learned from past experiences within their own government, with the experiences of early ASC projects informing the development of the recent Australian Sport Outreach Program.

HOW GOVERNMENTS IMPLEMENT SPORT FOR DEVELOPMENT AND PEACE POLICIES AND PROGRAMS

Working in partnership with other governments

Many governments cited working with other governments to implement their policies and programs. This was particularly the case when describing programs administered jointly between donor countries and developing countries. Under the Australian Sports Outreach Program, for example, the

Government of Australia is working in partnerships with key government ministries throughout the Pacific, Southern Africa, and the Caribbean. Similarly, UK Sport (the United Kingdom's main sport body working internationally) is actively working with the Ministry of Education in Palau through the International Development Assistance Program to provide sport-related training opportunities in colleges and schools.

Developing mechanisms to facilitate coordination at the national level

Numerous governments (Argentina, Brazil, Germany, Papua New Guinea, Spain, Samoa, South Africa, Switzerland, Tanzania and the United Kingdom) reported developing mechanisms to bring various departments and/or stakeholders together at the national level in an effort to facilitate coordination of their Sport for Development and Peace policies and programs.

The Government of Argentina has mandated the Undersecretariat for Social Sport to oversee a policy-oriented body (the National Social Sports Congress) to bring together diverse stakeholders at the national level. In Papua New Guinea, a Steering Committee comprised of various stakeholders guides the implementation of the Sport for Development and Peace Initiative (SFDI). In Spain, the High Council for Sport (an independent organization attached to the national Ministry of Education and Science) works to coordinate policy and programs among all levels of government. In Switzerland, the Swiss Working Group on Sport for Development (although not currently active) was created to serve as a coordinating body between stakeholders nationally. And, in the United Kingdom, UK Sport manages the UK Sport for Development Alliance to link government departments, UKbased NGOs, and sport federations — about 30 partners in all.

The Governments of Brazil and Samoa are also working to develop similar mechanisms. In Brazil, a National Sport and Leisure System is being created by the Ministry of Sport to improve coordination and clarify roles across local, municipal, regional, state, and federal areas. And, in Samoa, a National Sport and Recreation Committee is being established to coordinate activities amongst governmental and non-governmental bodies.

SUMMARY

Involving educational partners and systems to deliver Sport for Development and Peace programs

The majority of governments interviewed reported linkages between their sport and education sectors. Many of the governments interviewed indicated that Sport for Development programming was being promoted and/or delivered in schools. These countries include Argentina, Brazil, Burundi, Cape Verde, Ethiopia, Lebanon, Mexico, Mozambique, Palau, Papua New Guinea, Peru, Switzerland, Tanzania, Thailand, Uganda, Vanuatu, and Zambia.

Involving local and municipal authorities

Many governments cited working with local and municipal authorities to implement policies and programming. They include Argentina, Australia, Azerbaijan, Brazil, Cape Verde, Lebanon, the Netherlands, Norway, Papua New Guinea, Peru, Spain, South Africa, Tanzania, Thailand, and Zambia.

In Brazil, involvement of local bodies was reported to be particularly significant. The Government of Brazil has written a City Leisure and Sport plan directly into most city statutes. The plans call on cities to work with local citizen-led management groups to develop sport-based programming on a continuous basis in response to local needs.

Involving external partners

The majority of governments reported working with external partners to implement their Sport for Development and Peace programs and projects. These partners include, but are not limited to, international and local NGOs, UN agencies, National Olympic Committees, sport federations, and labour unions.

Governments that reported working with NGOs to implement programs include Angola, Azerbaijan, Cape Verde, Ethiopia, Germany, Lebanon, Mozambique, Netherlands, Norway, Palau, occupied Palestinian territory, Sierra Leone, Spain, Tanzania, Thailand, Uganda, the United Kingdom and Zambia. In addition to fulfilling an implementation role, some governments noted that NGOs, both international and local, act as a liaison between the government and local community groups. In Thailand, for example, the Ministry of the Interior is currently working with Right To Play to deliver a sport-based outreach program to

refugees. Notably, a total of ten governments reported working in partnership with this international humanitarian organization.

The Governments of Burundi, Mozambique, occupied Palestinian territory, Sierra Leone, Switzerland, Uganda, the United Kingdom, and Zambia reported working with UN agencies to implement programs. These agencies include the United Nations Development Programme (UNDP), the United Nations Population Fund (UNFPA), United Nations Educational, Scientific and Cultural Organization (UNESCO) and United Nations Children's Fund (UNICEF), to name a few. The national authority of Palestine, in particular, reported a significant amount of UN involvement. There, UNICEF operates the Sports for Development Programme in more than 250 schools in the West Bank and the Gaza Strip. Additionally, the UNDP supports the Palestine Olympic Committee and the Palestine Rowing Federation. Similarly, the Government of Brazil reported close collaboration with UNESCO around the evaluation of its national program, Second Half.

Many countries (Germany, the Netherlands, Norway, Palau, occupied Palestinian territory, Sri Lanka, and Uganda) highlighted National Olympic Committees as key implementation partners. In Palau, the Ministry of Community and Cultural Affairs reports working jointly with the Palau National Olympic Committee (PNOC) to deliver most programs. The Government of Palau notes that the PNOC has strong community links, making it well-positioned to take the lead on coordination.

A large number of governments (Ethiopia, Germany, Mexico, the Netherlands, Norway, Sierra Leone, Spain, Sri Lanka, Tanzania, Thailand, Uganda and Zambia) also reported working with national sport agencies/and or sport federations to deliver programs. Sri Lanka reported working with 54 sport associations in total. Spain noted that sport federations are key partners in terms of program implementation as they are well-positioned to provide coaches, facilities and equipment.

Finally, the Governments of Angola and Ethiopia also reported working with labour unions to increase sport and physical activity in the workplace.

Sharing lessons learned with other Sport for Development and Peace practitioners and policy-makers

Some governments have committed to working with other government policy-makers and/or practitioners in an effort to impart their knowledge. Austria's current policy, for example, is to share and promote positive sport ideas and experiences on a bilateral level, particularly with nearby Eastern European countries. In September 2006, recognizing the importance of raising awareness about Sport for Development and Peace among development NGOs, the Federal Chancellery, together with the Vienna Institute for Development Cooperation, co-hosted the first Dialogue Forum on Sport for Development and Peace.

Canada has also committed to sharing lessons learned with practitioners and policy-makers. Internationally, the Canadian government participates in the SDP IWG, the forum of Commonwealth Sport Ministers Conference, the Commonwealth Advisory Body on Sport, the Conference of the Youth and Sports Ministers of French-speaking Countries (CONFEJES), and the United Nations Group of Friends for Sport for Development and Peace. Canadian Heritage also participates in informal consultations through conferences such as Magglingen and Next Step. Bilateral meetings at international sport events are also used strategically to share information.

HOW GOVERNMENTS MOBILIZE RESOURCES TO SUPPORT SPORT FOR DEVELOPMENT AND PEACE ACTIVITIES

Capitalizing on sporting events

Most of the governments interviewed reported using mass sporting events as platforms to educate and inform the public on key development issues and to promote the best values of sport. Although sporting events were found to vary significantly between countries according to scale and reach, Argentina, Azerbaijan, Brazil, Canada, Mexico, Palau, Samoa, Spain and Zambia all provided interesting examples.

Azerbaijan, Samoa, Palau and Zambia all reported capitalizing on sporting events held within their countries to conduct health outreach. Azerbaijan and Samoa use high-profile sporting events to deliver HIV and AIDS prevention messages to young people, while Palau and Zambia use sporting events to deliver information around healthy lifestyles and to encourage people to be tested for viruses and other health ailments.

In Brazil, popular mobilization around sporting events has helped to celebrate Brazilian culture and further national social development. In Mexico, competitive sport events are used as opportunities to bring together athletes from diverse backgrounds, including persons with disabilities and indigenous Mexicans. Likewise, in Argentina, the Evita National Games are used to promote inclusion of youth with disabilities. Similarly, in Spain, the annual Integration Race, which reaches more than 1,000 people, is used to promote family participation, integration of immigrants and persons with disabilities.

Deploying elite athletes as ambassadors and role models

Many governments indicated that elite and popular athletes were utilized to promote Sport for Development and Peace. For example, the Governments of Burundi and Mozambique both use renowned athletes to deliver messages around HIV and AIDS prevention. Zambia also uses athletes to spread health messages in conjunction with government programs.

In Sri Lanka, the success of high-profile female athletes, in particular, is providing a positive example to girls and young women. The government reports that women are increasingly viewing sport as a healthy lifestyle choice as a result. Similarly, the Government of Uganda credits the influence of talented local sportsmen and sportswomen with helping to unite Ugandans of different religions and ethnic groups, while also encouraging people of all socio-economic backgrounds, particularly women, to explore their full potential.

Facilitating access to low-cost equipment

The majority of governments interviewed (Brazil, Burundi, Cape Verde, Germany, Ghana, Lebanon, Mexico, Mozambique, Peru, Samoa, South Africa, Spain, Tanzania, Thailand, Uganda,

SUMMARY

the United Kingdom and Zambia) reported a focus on facilitating access to sporting equipment.

Brazil, in particular, developed special programs to produce the low-cost sporting equipment needed to run national youth sport activities. These programs, *Painting Freedom* and *Painting Citizenship*, train prison inmates and individuals from disadvantaged communities respectively to produce sporting equipment in a supervised setting. The government reports that these programs have now supplied several million children with sporting equipment. Interestingly, a similar initiative was inspired in Angola as a result.

Utilizing available fiscal mechanisms to allocate funding towards Sport for Development and Peace initiatives

Many governments indicated that their resources for Sport for Development and Peace activities originated from general government revenues (Angola, Argentina, Brazil, South Africa, Tanzania, Zambia). A number of governments – notably those of developing countries – noted that that their programs and projects were funded by donor agencies situated in developed countries. Additionally, some governments indicated that other mechanisms were in place to fund Sport for Development activities.

In Ghana, the Ghana Education Trust Fund, which receives 1.5 percent of all taxes accruing to the Government of Ghana, funds the development of sport infrastructure in schools. Similarly, in Papua New Guinea, the National Sport Trust Limited is used to support a variety of Sport for Development activities.

Taxation programs are used by several governments to fund Sport for Development activities. In Brazil, individuals may direct up to six percent of their income tax toward investments in sporting activities and projects. Legal entities such as companies and social clubs may direct up to one percent of their revenue-based taxes in a similar manner and some states have incentive laws that allow for the financing of sporting infrastructure, events, clubs and athlete sponsorship through consumption tax remittances. In Ghana, a new Sports Act (soon to be made law) is expected to provide tax exemptions to corporations that sponsor sport activities. In Mozambique,

tax laws provide incentives to the private sector for supporting sport activities arranged through the Sport Development Fund. Similarly, the Government of Papua New Guinea is working to develop a tax incentive on all contributions made to the National Sport Trust Limited. In Sierra Leone, taxes and levies are expected to finance Sport for Development and Peace efforts once the National Sports Policy is implemented. In Sri Lanka, imported sporting goods receive a tax benefit and sponsors that fund sport activities through the Ministry of Sport receive tax concessions.

Finally, some governments indicate that lotteries have been developed, and/or harnessed, to support sporting activities. In Brazil, the government created Timemania, a lottery which allocates profits to supporting soccer clubs, sport management agencies, social security, and the Olympic and Paralympic Committees. In Ghana, the Ministry of Education and Sports is negotiating with the Department of National Lotteries to organize a National Sports Lottery with an annual target of USD 1 billion. In the United Kingdom, sport is considered to be one of five "good causes" eligible for funding through the UK National Lottery. As such, International Development Through Sport UK (the International Development Assistance Program's charitable trust) has made several bids to the National Lottery for funding.

Partnering with the private sector

Many governments (Brazil, Burundi, Ghana, Peru, Mozambique and Spain) reported seeking sponsorships with the private sector to finance their Sport for Development and Peace activities.

In Burundi, sporting activities are supported by a variety of private sector companies and local businesses including banks, Engen Burundi Ltd. (an oil and gas refinery), and Brarudi, a large local brewery. The Government of Ghana receives approximately USD 5 million annually from the private sector for sport-related activities – citing the example of Nestle, which sponsors the monthly Walk for Life. To encourage corporate sponsorships there, the Government of Ghana has developed the National Sports Awards to recognize corporations for their contributions. In Peru, the Peruvian Sport Institute works closely with several corporations,

including Telefonica del Peru (the national telephone company which supports sport-specific training institutes), Banco de Credito del Peru (the national bank which sponsors volley-ball seminars) and Coca Cola Ltd. which sponsors sport clinics aimed at health promotion. Coca Cola Ltd. also sponsors activities in Mozambique, as does Cadbury, Beers of Mozambique, and Mozambique Cellular (mCel) – the latter of which distributes balls annually across the country. Spain also reports funding from the private sector. For example, the Leche Pascual group has donated EUR 600,000 (USD 878,000) to the *Play in School* program.

Notably, the Government of Brazil indicates that private sector involvement is so important that the Ministry of Sport is now working to create a framework to guide collaboration with the private sector.

Finally, while private sector involvement is welcomed by most governments, some indicate that not all private companies make ideal partners. For example, the Government of Spain does not accept funding from companies whose products are considered to be counter-productive to their goals.

LOOKING AHEAD

The summary of findings on government activities reveals an abundance of information that can help to inform policy design and program implementation moving forward. It is important to note, however, that the diverse experiences of governments cannot be captured through simple trend analyses. While some key trends are clear, others are contextual, representing the unique experiences and approaches of diverse governments. For example, while some governments reported that partnerships with other stakeholders were a successful part of their Sport for Development and Peace activity (Spain, Canada and Tanzania) other governments found partnerships to be challenging (Papua New Guinea, Uganda, and the United Kingdom).

Similarly, when asked to consider lessons learned, some donor governments (Norway and the Netherlands) reported a need for greater for local ownership – particularly within developing countries. Developing country governments, however, alluded to the challenges of local ownership by citing a lack of available resources (Sierra Leone, South Africa, Tanzania and Uganda) and sporting infrastructure (Tanzania).

Although enormous diversity exists, one thing that governments tend to agree on, regardless of their position along the development spectrum, is the need to share expertise internationally on Sport for Development and Peace. In fact, nearly all governments emphasized the value of multilateral efforts in promoting knowledge-exchange and sustaining momentum. Governments reported that their involvement in international forums (including the SDP IWG and the UN) provided them with an opportunity to learn from other governments, while also helping them to mobilize action in support of Sport for Development and Peace in their own countries.

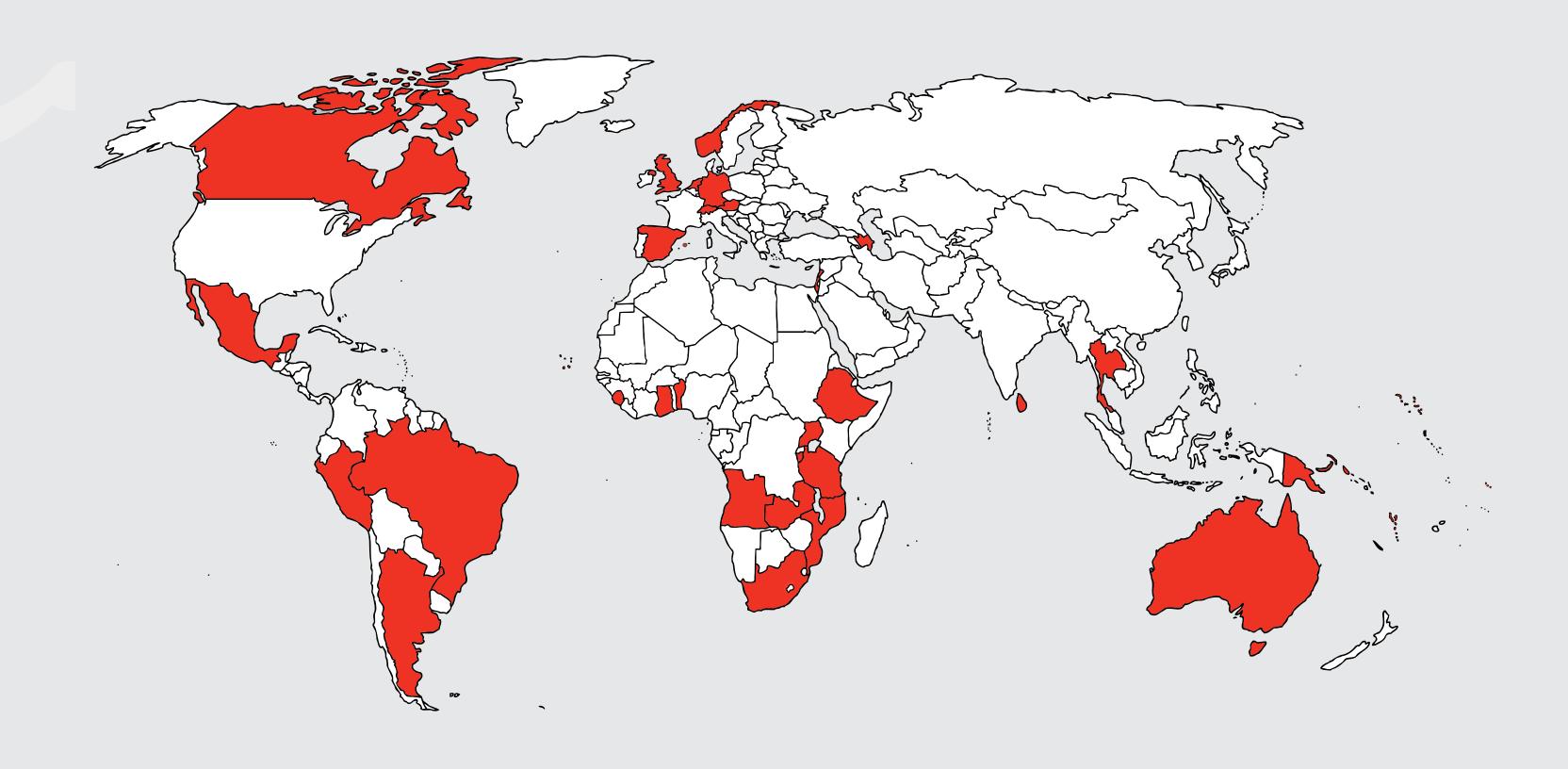
Going forward, governments proposed innovative approaches to sustaining momentum. Some governments (Switzerland and Germany) recognized the need for a coordinated network to continue to synergize efforts. Others (Papua New Guinea) indicated that a body such as the SDP IWG was vital to coordinate academic research, showcase field-based studies, and bring together international stakeholders in support of collective learning and leadership. Still others (Ghana) proposed the development of a Global Sport for Development and Peace Games that would bring together all countries committed to Sport for Development and Peace in the spirit of fair play and inclusion.

To conclude, there is tremendous enthusiasm among Sport for Development and Peace proponents to fully harness the development power of sport. Subsequently, momentum in support of policy change is on the rise. To sustain the enthusiasm and momentum that has been built thus far, increased understanding and support for Sport for Development and Peace amongst policy-makers and key stakeholders is needed.

SUMMARY

It is therefore hoped that the information provided here, and in the national overviews that follow, will provide policy-makers and key stakeholders with the information needed to inspire and guide them in developing their own Sport for Development and Peace policies and programs. By learning from each other's experiences, governments will be well-positioned to integrate sport into their own national and international strategies and in doing so, will contribute to the attainment of diverse development objectives – namely the Millennium Development Goals.

NATIONAL OVERVIEW



FEATURED COUNTRIES

- 22 Angola
- 27 Argentina
- 32 Australia
- 41 Austria
- 46 Azerbaijan
- 50 Benin
- 53 Brazil
- 59 Burundi
- 63 Canada
- 68 Cape Verde
- 73 Ethiopia
- 78 Germany
- 82 Ghana
- 87 Lebanon
- 90 Mexico
- 94 Mozambique
- 99 The Netherlands
- 105 Norway
- 110 Palau
- 115 occupied Palestinian territory
- 119 Papua New Guinea
- 126 Peru
- 130 Samoa
- 134 Sierra Leone
- 137 South Africa
- 142 Spain
- 147 Sri Lanka
- 151 Switzerland
- 157 Tanzania
- 162 Thailand
- 167 Uganda
- 172 United Kingdom
- 179 Vanuatu
- 184 Zambia

GENESIS OF THE GOVERNMENT'S INVOLVEMENT IN SPORT FOR DEVELOPMENT AND PEACE

Since gaining independence in 1975, the Government of Angola has regarded sport as a powerful tool for achieving social objectives. Sport is also viewed as a unifying force that has brought together a population devastated by years of conflict. During the civil war, from 1975 until 2002, moments of truce were forged at national football games, during which time supporters and combatants from opposing forces came together peacefully. Today, many of the country's community and social development policies are supported by sport components.

POLICY

The Government of Angola asserts that sport, education and health are strongly interconnected and cannot be separated on a policy level. The Ministry of Youth and Sports, the main body responsible for sport programming, uses sport as a tool for achieving social development and peace goals through a range of programs and initiatives. The Ministry cooperates with other governmental and non-governmental organizations (NGOs), creating Joint Work Commissions to govern projects undertaken with the Ministry of Education, the Ministry of Health, and other appropriate agencies.

In 2005, the Government of Angola passed Resolution 29/05, the Government Executive Plan for Youth Support (Resolução n° 29/05 Plano Executivo do Governo de Apoio a Juventude, or PEGAJ), targeting young people, girls, and youth at risk (street youth, sex workers, rural youth, out-of-school populations and young persons with disabilities). The Executive Plan calls for the government and private sector to support youth in a range of socio-economic spheres, including education and learning, health, sport, employment, and professional training. The government recognizes the positive social networks that sport can provide, and the executive plan identifies sport as a key area of focus for young people.

In 2003, the Governments of Angola and Brazil signed a bilateral agreement on Sport for Development (Ajuste Complementar entre o Governo da República Federativa do Brasil e o Governo da República de Angola no domínio do desporto) to promote the exchange of knowledge and expertise in sport administration, sport for persons with disabilities, women and sport, games and traditional sport, social inclusion through sport, and documentation and dissemination of information on sport. Courses, seminars, scholarships and technical visits are included in the agreement in order to promote knowledge-exchange. Concrete outcomes of this knowledge-exchange include Angola's Community Sport program (Desporto Comunitário), designed to reduce school absenteeism, and Social Integration Through Sport (Inserção social pela prática esportiva), a sport livelihood program in which a football factory is operated within a prison facility.

Angola's Constitution of 1992 identifies sport as one of the basic rights of all citizens, referenced in Articles 31 and 49. Sport is defined by the 1998 Sports System Basic Law (Lei de Bases do Sistema Desportivo).

"Sport is a social phenomenon of unquestionable importance and has exerted its influence in the global way of life, having generated diverse motivations that mobilize citizens for its practice, whether in recreational or high competition levels."

Recently, the Ministry of Youth and Sports established a commission to review this law on sports. The review will consider the Sport for Development sector's shift from exclusively government-run programs to private sector and NGO participation in sport initiatives.

The Government of Angola recognizes that its Sport for Development policies and programs are linked to the achievement of the Millennium Development Goals (MDGs). The MDGs are being integrated into the government's medium- and long-term planning exercises, including its Poverty Reduction Strategy Paper (PRSP) and Reconstruction and Rehabilitation Program. Specifically, sport is recognized as an important tool linked to the following MDGs:

MDG 1: Poverty and hunger eradication is a priority of the Angolan government. One program that may be contributing to poverty reduction through increased economic development is *Social Integration Through Sport*. Under this program, factories that produce soccer balls and other sports equipment provide employment opportunities for inmates in prison facilities.

MDG 8: Global partnerships for development have allowed Angola to benefit from the knowledge and expertise of governments, NGOs, and international bodies. Brazil and Portugal, for example, have forged strong knowledge-sharing partnerships with Angola.

PROGRAMS AND INITIATIVES

Emergence Program

The Emergence Program — Sport, Leisure and Recreation as Formative Occupation for Youth (Programa Despontar — Ocupação Formativa dos Tempos Livres da Juventude através do Desporto, Lazer e Recreação), is the largest and most recent program developed by the Ministry of Youth and Sports. Targeting 1 to 2 million young people, the program uses sport and physical activity to reduce delinquency, promote good citizenship, and identify new sports talents in the country.

Sport for All

The Angolan government's Sport for All program began with the country's independence in 1975 and was officially reinstated after the civil war ended in 2002. Angola's Sport for All is modelled on São Paulo in Motion (Agita São Paulo), a program originated in Brazil by the Centre for Physical Fitness Research Laboratory Sao Caetano do Sul (CELAFISCS). São Paulo in Motion encourages every person to engage in at least 30 minutes of cumulative physical activity per day. This physical activity may include ordinary tasks such as climbing stairs instead of using elevators and walking or cycling rather than driving.

ANGOLA

The Angolan government, through the Ministry of Youth and Sports, initiated the *Sport for All* program by training 60 volunteer monitors who work in urban and semi-urban areas. Monitors raise awareness of the physical and social benefits of regular, moderate exercise. Ultimately, the government hopes that increased participation in sport will reduce the funding necessary to treat chronic diseases such as diabetes, high blood pressure, obesity, and osteoporosis.

Initiatives to promote social integration

With expertise gained through its bilateral agreement with the Government of Brazil, Angola has been able to institute the Social Integration Through Sport program (Inserção Social pela Prática do desporto), based on Brazil's Second Half program. Inmates of the prison facility in Viana, just outside the Angolan capital of Luanda, manufacture volleyballs, handballs, soccer balls, and basketballs. Bank accounts are opened on inmates' behalf and wages are paid directly into their accounts. A portion of the savings is made available to inmates' families, and the remainder of the savings is available to inmates upon their release. The benefits of the program are far-reaching: inmates are equipped with the skills needed for re-integration into their communities upon completion of their sentence; and the sporting equipment they produce is used in low-income communities where children in orphanages are taught sport and teamwork skills. Currently, approximately 5,000 children participate in this program.

Another initiative promoting social integration is the Rotating Neighbourhood/President Cup (*Gira Bairro ou Taça do Presidente*), a sport championship that highlights the participation of soccer teams for women and persons with disabilities. The government hopes to reach 16 million youth with this initiative.

Initiatives targeting specific populations

Under the *Sport for All* umbrella, the government developed a framework of initiatives that share the social and health goals of sport-for-all, targeting specific segments of the population.

Specialized Sport Initiation Schools (Escola de Iniciação Desportivas Especializadas) are sport training schools for

primary- and secondary-aged children and youth that are being created across the country. The creation of these schools reflects the Government of Angola's belief that sport is more likely to become a lifelong habit if people are involved in physical activity from a young age. Along with specific sport skills, students of the schools learn to support teammates and to follow rules of fair play. Participants are enrolled in sport and recreation groups focusing on soccer, basketball, and handball. More than 6,000 young people currently participate, and this number is expected to grow as the network of training schools expands.

The University Sport (Desporto Universitário) initiative is a program which promotes sporting activities at the university level. University Sport reflects the government's recognition of the importance of sport for students of all ages and is designed to stimulate participation at all levels of achievement, from beginner to elite, to create a healthier, more cohesive university community.

Sport for Persons with Disabilities (Desporto para Portadores de Deficiência) is an initiative developed by the government which recognizes that decades of conflict have left a significant portion of the Angolan population with physical and mental disabilities. Under this initiative, the Angolan government is collaborating with NGOs to increase the number of rehabilitation centres and associated sport groups for persons with disabilities. The focus is on improving participants' health and self-esteem, and improving staff members' knowledge and skill. In 2007, 1,000 people were expected to participate in the program. The NGO-driven Sports for Life project in eastern Angola illustrates how amputees, many of whom are ex-combatants, can be successfully reintegrated into their communities through Sport for Development initiatives.² These efforts are supported by the Angolan government and the Sports Federation for Persons with Disabilities, now known as the Angolan Paralympic Committee.

Community Sport (Desporto Comunitário) is an initiative that is being developed to address the high rate of school absenteeism and violence among youth. The government is developing programs to focus young people's energy on

positive social activities, including sport. The government is investing in indoor sport facilities, distributing equipment and training coaches and other sport personnel.

PARTNERSHIP AND COORDINATION

The Ministry of Youth and Sports coordinates all Sport for Development programs. When activities involve other Ministries or Departments, a Joint Work Commission is created. For example, a Commission formed with the Ministry of Education leads the school sport initiative. Other governmental and non-governmental bodies which cooperate with the Ministry of Youth and Sports include the National Institute of the Child (Instituto Nacional da Criança), the Ministry of Social Reintegration (Ministério da Reinserção Social), and the National Institute for the Fight Against AIDS (Instituto Nacional de Luta Contra a SIDA, or INLS).

The Government of Angola has worked closely with the Government of Brazil in designing and implementing Sport for Development projects. Angola also benefits from the technical assistance of experts from Portugal and South Africa.

In addition to working with a variety of NGOs to deliver sport-based programming at the community level, the Ministry of Youth and Sport is working with the National Union of Angolan Workers (*União Nacional dos Trabalhadores de Angola*) to introduce physical activity into the workplace. Courses and lectures on workplace sports activities are being organized to support this initiative.

ANNUAL INVESTMENT

Sport for Development initiatives are funded with general government revenues, allocated through the Ministry of Youth and Sports budget. In 2006, the Ministry of Youth and Sport had a budget of USD 38.2 million. In 2007, the budget was USD 94.9 million. These funds support various Sport for Development programs and projects, including those described above, and represent a significant commitment to

sport infrastructure development. Sport facilities have been built and upgraded for events such as the Afrobasket Competition in 2007 and the African Handball Championship in 2008. Because these facilities will be open to the public, the Government of Angola regards these budgetary allocations as Sport for Development activities.

Budgetary allocations are also designated to support training programs for physical education professionals. Over the next five years, the government expects to train the following:

- 18,000 facilitators who will work on the streets, in sport clubs, and in community groups to bring sport to the population at large;
- 22,000 sports coaches for schools and sport clubs; and
- 2,000 sports trainers to train future trainers.

MEASURING IMPACT

The Ministry of Youth and Sports monitors the impact of its policies and programs through the Cabinet of Studies, Planning and Statistics (*Gabinete de Estudos, Planeamento e Estatística*, GEP). Created in 1997, the Cabinet acts as a technical support service for the Ministry of Youth and Sports, collecting data about policies and programs and evaluating their performance in relation to their objectives. Initial indicators included the numbers of sports facilities that were successfully constructed or repaired and the range of uses to which these facilities could be put (i.e., cultural activities as well as sporting events).

Evaluations are completed annually, with the exception of elite sport activities, which are evaluated quarterly.

SUCCESS STORIES

The Ministry of Youth and Sports, in cooperation with a range of government bodies, NGOs, and civil society groups, has developed a diverse framework of Sport for Development programming activities. The government is optimistic that these innovations will continue to support education, health, and community development throughout the country.

ANGOLA

For the first time, Angola's elite athletes are gaining recognition in world sporting events. The success of visually impaired former soldier Jose Armando Sayovo at the Athens Paralympic Games in 2004, Angola's first team to enter the FIFA World Cup in 2006, and the women's handball team's gold medal at the Algerian All-African Games in 2007, brought civic pride and national unity to a country emerging from 27 years of civil war.

The government has also organized successful national, continental, and intercontinental sports events, such as the first World Roller Hockey Championship (2006), Afrobasket (2007), and the African Handball Championship (2008). After the Afrobasket championship, three participating governments (Nigeria, Mozambique and South Africa) requested that Angolan coaches aid their countries' national basketball development.

To maximize sport's full potential, governments, NGOs, civil society actors and citizens must work together in large and small networks.

Also important is publishing and disseminating documentation on the value of Sport for Development and Peace. Teachers, coaches and other sport professionals must have access to materials and information to support their daily activities.

Finally, the Government of Angola sees a role for international organizations such as the United Nations and sport federations in funding sport-for-all projects around the world. Mass sport programs are important outreach tools, especially for hard-to-reach segments of the population; however, such programs depend on the existence of appropriate facilities and trained staff.

CHALLENGES AND LESSONS LEARNED

With the end of civil war in 2002, the government faced a significant challenge in re-uniting a population accustomed to conflict. Approximately half the population was under the age of 15 at the end of the war — having lived only in a state of war. By promoting sporting activities, the government learned that sport provides a constructive outlet for citizens of all ages to relate to one another in a positive way.

Angola's population remains largely rural, which presents challenges in reaching remote and isolated communities.

Funding remains an ongoing challenge in Angola. Many useful programs have been developed but they require ongoing support to remain active.

FUTURE VISION FOR SPORT FOR DEVELOPMENT AND PEACE INTERNATIONALLY

The Government of Angola stresses the importance of partnerships in achieving its Sport for Development goals.

¹ Lei de Bases do Sistema Desportivo (Sports System Basic Law), 9 October 1998, at 498.

² Sports for Life, which grew out of existing rehabilitation centres, trains persons with disabilities in a range of sports, including wheelchair basketball, soccer, and traditional dance. Selected participants receive training in health issues such as HIV and AIDS and act as peer counsellors to their teammates. Initiated by Vietnam Veterans for America (now called Veterans for America), the project is currently run by the Angolan government. For more information on Sports for Life, and other Sport for Development and Peace projects from around the world, see: From the Field: Sport for Development and Peace in Action (SDP IWG Secretariat, Toronto: 2007).

GENESIS OF THE GOVERNMENT'S INVOLVEMENT IN SPORT FOR DEVELOPMENT AND PEACE

The Government of Argentina became interested in Sport for Development and Peace early in the twenty-first century. At that time, economic crises in the country created the political and social will to build social cohesion. Interest in Sport for Development and Peace grew when the introduction of sport in schools inspired new thinking about the benefits of sport. In 2000, a nation-wide census identified a significantly low level of sport participation in the general population and, in particular, in the female and youth population. This realization reinforced the country's interest in sport and physical activity as a positive force for social development.

POLICY

Argentina's National Plan for Social Sport is part of Argentina's national development strategy. The plan is based on two United Nations Educational, Scientific and Cultural Organization (UNESCO) declarations:

- The 1999 Punta del Este Declaration of the Third International Conference of Ministers and Senior Officials Responsible for Physical Education and Sport; and
- The 2004 Athens Declaration of the Fourth International Conference of Ministers and Senior Officials Responsible for Physical Education and Sport.

The first National Plan for Social Sport was developed in 2005 by the former Undersecretariat of Development and Sport Promotion, now the Undersecretariat for Social Sport. The Undersecretariat for Social Sport, housed within the Secretariat for Sport, adopted a new National Plan for Social Sport 2006–2007. The general purpose of this Plan is to consolidate policies for social sport in Argentina to improve the quality of life for the entire population. More specifically, the goal is to:

- Increase community access to sport, making mass participation possible;
- Promote the incorporation of sport into the population's lifestyles;

ARGENTINA

- Contribute to the provincial states to help them design and implement sport programs that are effective, efficient, high-quality, and sustainable;
- Stimulate the practice of sport at all levels of education;
- Promote competition within the framework of sport development;
- Release quantitative and qualitative data that improve the processes of planning, organization, direction, and control of sport at a national level; and
- Develop human resource capacity for the direction and implementation of sport-related services and activities directed at target populations.

As part of its mandate, the Undersecretariat for Social Sport oversees a policy-oriented body, the National Social Sports Congress. The Congress brings together numerous stakeholders in the area of Sport for Development and Peace, including NGOs, municipal governments, provincial sporting organizations, educational institutions, sport federations, associations and clubs, and organizations from the health sector. The purpose of the Congress is to generate discussion about sport as a social tool, to inform and empower sporting professionals, and to set direction for future Sport for Development and Peace policy. Similarly, the National Congress of Scholastic Sport brings together physical education professionals from around the country to discuss sport in the educational context and develop educational policy relating to sport and physical education.

In 2007, the National Sport Secretariat organized the first National Congress on Social Sport. This conference, which took place in Buenos Aires between June 25–27, 2007, was designed to advance sport policies in the realms of social work, physical activity, and health. The conference also sought to share experiences at the national and international levels. The Buenos Aires Declaration (*Declaración de Buenos Aires*) was tabled as an outcome of the conference. Three of the five pillars of this declaration reflect a commitment to Sport for Development and Peace:

• Social Sport is a fundamental tool for inclusion and the development of society as a whole;

- Sport and physical activity are agents of health and can be used to improve quality of life; and
- Government and state-level planning must recognize the need to:
 - Implement public policies that will contribute to the plans, programs and projects of Social Sport;
 - Ensure that sports practices will not cause discrimination, or privilege individuals or groups based on class or gender; and
 - Promote efficiency and effectiveness in the use of public resources.

The National Sport Secretariat believes that the Buenos Aires Declaration will help key stakeholders promote sport programming to provincial and municipal administrations, education and training institutions, foundations, clubs and other participating organizations.

PROGRAMS AND INITIATIVES

Argentina's primary population targets for its Sport for Development and Peace programming are young people, including youth at risk, native Argentineans, prison inmates, and persons with disabilities.

The National Plan for Social Sport calls for the development and consolidation of programs related to Sport for Development and Peace. The programs align roughly along five themes: sport events, sport and social inclusion, sport and education, sport and health, and sport and disability.

Sport events

The Evita National Games bring together youth athletes, including athletes with disabilities, ages 12–16 in national sport competitions that take place in all provinces. The Regional Games (which include participants from Argentina, Chile, Bolivia, and Peru) bring together athletes ages 12–19. The South American School Games comply with the objectives and proposals of the South American Council for Sport by bringing together school athletes from around South America, ages 12–14, to compete in sport. As well, the University

Games will see the Government of Argentina work directly with the nation's universities to create a forum for sport competition among Argentinean university students.

Sport and social inclusion

The Training of Sport Promoters program (Formación de Promotores Deportivos) promotes social inclusion of at-risk young people, ages 18-22. The program, which trains at-risk youth to deliver sport activities in their local communities, offers free sport programming to children of primary school age in the districts where it is active. In 2006, the program extended to 26 provinces, ten municipalities, 80 NGOs, 475 sites, 100 coordinators, 956 Sport Promoters and 18,000 children.

Native Sport (Deporte Aborigen) works to promote and initiate sport participation among indigenous Argentineans to improve their quality of life and preserve cultural traditions. In 2007, the program provided training to local indigenous counsellors, including physical education teachers and elderly indigenous people, to facilitate inclusive sporting events such as bicycle races, field races, fishing competitions, and triathlons within the community.

Sport as a Vehicle for Change (Deporte como vehiculo para el cambio) offers sport training and qualification opportunities to marginalized groups such as prison inmates, juvenile detainees and patients in addiction rehabilitation centres. The Sport Camp program offers free sport and recreational days to children ages 8–14 in Buenos Aires.

Sport and education

Sport Schools and Centres for School Sport Development is a program that implements sport activities in schools across the country for children and youth ages 10–18. Facilities may not be available at every school, but young people are able to attend activities outside their home school. For younger children who show potential for high levels of athletic achievement, the School of Secondary Education program will provide an educational environment that incorporates advanced sport training.

Sport and health

The government is developing separate program streams pertaining to sport and asthma, diabetes, the elderly, the sedentary and those who have received transplants. The government is also targeting physical education professionals and teachers, physical therapists and doctors to increase knowledge in the area of sport and health and promote adapted physical activity.

Sport and disability

The government is developing sport programming for persons with intellectual disabilities, persons with physical disabilities, persons with visual impairments and persons with cerebral palsy. The aim of this programming is to increase general knowledge and understanding in the area of sport and disability.

PARTNERSHIP AND COORDINATION

Sport for Development and Peace activities are led primarily by the Undersecretariat for Social Sport, part of the National Sports Secretariat. The Undersecretariat works in partnership with other ministries such as the Ministry for Social Development, the Ministry of Health, the Ministry of Education, Science and Technology, the Ministry of Public Works, the National Cultural Secretariat, the National Tourism Secretariat and the Secretariat of the Ministry of Justice and Human Rights of the Nation.

The Government of Argentina has not worked with any external partners to design Sport for Development and Peace policies and programs but it has worked with provincial and municipal partners and various NGOs to implement them.

Argentina has taken a leadership role in regional sport networks and is part of several regional competitive sport initiatives which facilitate partnerships: the South American School games, the Trans Andean Games (Argentina, Chile, Peru and Bolivia), and the Araucanian and Bi-national Regional Sports and Games (Argentina and Chile).

ARGENTINA

ANNUAL INVESTMENT

Sport for Development and Peace initiatives are funded from general government revenues. The 2007 budget of the Secretariat for Sport was USD 25 million and the Undersecretariat for Social Sport's budget was USD 8 million.

MEASURING IMPACT

The Undersecretariat for Social Sport monitors the impact of its programs through periodic evaluation against targeted goals.

Periodic reports are collected from provincial coordinators to ensure that management controls are in place for all programs. Additionally, national-level program coordinators make periodic visits to the provinces where programming and/or training is taking place.

At times, qualitative monitoring methods are used to evaluate the needs of a community prior to the development of a new program. In some cases, these qualitative field studies are conducted with the help of NGOs. For instance, during the developmental stages of the *Training of Sport Promoters* program, a qualitative questionnaire was designed to evaluate the position of potential youth participants within communities. The questionnaire was administered by the coordinators on site at each project site and the findings proved useful in helping the coordinators to finalize the program design.

SUCCESS STORIES

Three success stories stand out. The *Training of Sport Promoters* program provided a vehicle for Argentina to support the training and employment of at-risk young people. The program's objective is to generate mechanisms of inclusion and development (personal and social-communitarian) of youth and children, using training in the area of physical activity, games, and community sport.

The Evita National Games, with the participation of more than 600,000 young people from all over the country in 2006, culminated with 8,650 participants coming together to compete in national finals. Founded in 1947, the Evita Games could be considered the first historical antecedent of extensive social sport in Latin America. It encouraged widespread participation in sports, and promoted sport as a tool for social inclusion. In an effort to reduce stigma and promote cooperation, children and youth from the social welfare system played alongside more affluent young people in a range of individual and team sports. Since 2003, the Evita Games has been a fundamental part of Argentina's National Plan for Social Sport.

The First National Congress of Social Sport held June 25–27, 2007, is seen as a key success of the government's Sport for Development and Peace endeavours, with more than 2,000 people in attendance.

CHALLENGES AND LESSONS LEARNED

In developing its Sport for Development and Peace policies and programs, Argentina's vastly varied climate and topography present challenges. In the north it is too hot in the middle of the day for outdoor sport, but in the south sport facilities require heating. To fully understand the challenges of each region of the country and the needs of the people, a team of technicians from the Secretariat for Sport travelled throughout the country during the policy and program development stage. This initiative also served a valuable political function, because the visits instigated meetings with governors and secretaries of sport across the country.

A related, ongoing challenge is the lack of available statistical data on the needs of the population. Also challenging is collecting and managing data on the impact of Sport for Development and Peace programs.

FUTURE VISION FOR SPORT FOR DEVELOPMENT AND PEACE INTERNATIONALLY

Achieving the full potential impact of Sport for Development and Peace will require increased awareness on the part of politicians. Many do not yet understand the importance of sport and do not allocate the necessary financial support to Sport for Development and Peace programming. This is an issue particularly where sport is competing with other priorities like health and nutrition.

¹ National Plan for Social Sport 2006–2007. Undersecretariat for Social Sport (2006), at 9 [unofficial translation.]

GENESIS OF THE GOVERNMENT'S INVOLVEMENT IN SPORT FOR DEVELOPMENT AND PEACE

For many years the Government of Australia, through the Australian Sports Commission (ASC), has delivered a wide mix of sport-related solutions internationally to address highly visible and specific needs, support public diplomacy activities, or support countries in the lead-up to major events. A broad spectrum of activities has focused on areas like community infrastructure, elite athlete development or sports administration. While these activities have had immediate impact, the focus has not always been on measurable, sustained legacies.

From the ASC's perspective, this scenario is true of almost all early sport development interventions, regardless of the implementing agency. In recent years the ASC's focus has changed to include community development outcomes. This is sometimes challenging, not because community benefits are unachievable, but because many promises that have been made by the industry have not been grounded by a strong evidence base.

The ASC's involvement in Sport for Development began as sport became increasingly important to Australia's international affairs during the early 1990s. In June 1992, the ASC visited South Africa to investigate the possibility of establishing a sport development program. A reciprocal visit to Australia by members of the South African National Sports Council followed in 1993. During that visit, the Australian Government promised aid for sport development.

In 1994, the African National Congress government was elected in South Africa. Steve Tshwete (a member of the National Sports Council party that visited Australia in 1993) was named Minister of Sport. As minister, Mr. Tshwete led the introduction of the Protea Sport program (modelled on an ASC initiative) with more than USD 345,000 provided by AusAID in 1994–1995.

In August 1994, the Australian government announced the Australia-South Pacific Sports program with a focus on elite scholarships, junior sport development, and assistance with

strategic planning and sports management. Funding of USD 388,000 was provided through the Australian Agency for International Development (AusAID) in 1994–1995. Announcements of Australian government commitment to sport development have often been made at the Commonwealth Heads of Government Meeting.

As well, 1994–1995 saw the commencement of the Australia-Indonesia Sports program, an initiative funded by the Department of Foreign Affairs and Trade.

In June 1995, the ASC's programming was internationally recognized with the UNESCO award for "distinguished services to physical education and sport." At the time, 12 countries had adopted the ASC's model as their approach to junior sport development.

In 1997–1998, programs commenced in the Caribbean region under the Australia- Caribbean Community Sport Development program. Over the years other programs and projects with a sport development focus have been undertaken. These included: Australia-Asia Sport program (1998–2001); Papua New Guinea Silver Jubilee Sports program (2001–2004); Solomon Islands Provincial Games program (2005–2006); Oceania Sport Education program (2005–2007); Melbourne 2006 Commonwealth Games Sport Development Volunteers program (2005–2006); and Papua New Guinea Strongim Komuniti Klabs program (2006–2007).

Research conducted by the ASC has also provided compelling evidence of the role that sport can play in community development. Although sport itself cannot solve a region's development issues, its ability to transcend societal barriers makes it an important component of comprehensive development programming.

POLICY

The government's early approach to sport can be characterized as sport development, rather than Sport for Development, with a particular focus on physical activity at junior levels. In recent years, however, there has been a shift towards Sport for Development. Today, Sport for Development and Peace is a component of the Australian government's approach to international development assistance.

In November 2005, the Australian Government announced the Australian Sports Outreach Program (ASOP), a joint Sport for Development strategy developed collaboratively by the ASC and AusAlD.¹ ASOP, which will run until 2011, unites various activities operating in the Caribbean, southern Africa and the Pacific under one funding arrangement. The strategy unites the ASC and AusAlD under the proviso that quality Sport for Development must be based on quality sport development and that, to maximize the chances of sustainable Sport for Development outcomes, the long-term sustainable development of sport must be a key objective. When announcing the strategy, former Prime Minister John Howard's stated:

"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."²

An important platform of the ASOP is the recognition that quality sport development has inherent value. The process of developing the capacity of individuals and groups to organize and partake in sport can help to meet many development objectives. If it can be shown that quality sports programs increase an individual's, or an organization's, ability to organize, lead, network, communicate, cooperate, administer, evaluate, self- determine, become more active, inform each other, and develop a sense of responsibility and fair play, then there is a strong argument for supporting sport from a development perspective.

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From the ASC's perspective, in order for Sport for Development programs to be significant, there must be a quality sports system in place. This perspective recognizes the need to base programs on quality sport development, rather than on other sector interventions that incidentally incorporate a sporting component. This is important because it has significant implications for program design. In other words, the appropriate local structures that provide pathways to participation in sport must be a focal point before meaningful and sustained Sport for Development programming can occur. The ASOP strategy is also rightfully focused on building the evidence base to support the validity of Sport for Development.

For the purposes of its approach to Sport for Development, the ASC defines sport as all forms of physical activity that improve physical health and social well-being. This includes play, recreation, casual activity and indigenous sport and games. Although there is an emphasis on sport development, there is no specific emphasis on competition.

PROGRAMS AND INITIATIVES

ASC initiatives aim to improve participation levels in sport and physical activity, thereby improving quality of life in developing countries. Focused on community development, projects are school and community based. Initiatives incorporate physical education (including curriculum development) and community sport development, with particular attention to the inclusion of women and girls, persons with disabilities, and sport at the junior level. Due to the geographical isolation of many regions within the Pacific, the ASC also has a particular focus on remote communities. Programs typically emphasize equal access, skills transfer, and sustainability, and they seek to improve leadership, health promotion and social cohesion in targeted communities.

Many of the ASC's international programs under the ASOP are based on lessons learned from Australia's domestic programs, such as *Active After-School Communities* which is designed to engage traditionally inactive children in

structured physical activity. In the same way, international lessons are applied domestically where relevant, such as in the ASC's indigenous community activities.

Australia-South Pacific Sports Program

Announced in late 2005 and with the first country designs nearing completion, the ASOP is a strategy which brings together previously distinct, regionally-based programs: the Australia-South Pacific 2006 Sports Program, the Australia-Caribbean Community Sports Development Program, and the Australia-Africa 2006 Community Sports Development Program.

The ASC and AusAID work closely to design programs under the ASOP. With the ASC and AusAID partnering, a much broader base of expertise is now available. In terms of process, the ASC works from the top down and the bottom up. To do this, the ASC seeks partnerships with government, while implementing programs that are community-driven and delivered.

The ASC is the main body implementing programs under the ASOP. Programs are implemented in accordance with the guiding principles outlined in the joint strategy to help countries develop their sport systems, while seeking a positive impact on community development at all levels. The ASOP has three components:

- Pacific Region bilateral programs in Vanuatu, Samoa, Nauru and Kiribati:
- Southern Africa initiatives based on the Active Community Clubs program model; and
- Sport Development Grants focused primarily within Commonwealth countries.

Pacific Region

In the Pacific, the focus is on country-based bilateral activities. Using participatory design approaches and specifically the Appreciative Inquiry model³, programs under the ASOP are being developed in partnership with Vanuatu, Samoa, Nauru, and Kiribati. Specific programs such as *Pacific Junior* Sport and *Pacific Sport Ability* will be used where they fit into country designs. The *Pacific Junior Sport* program is a games-based, inclusive sport program that provides opportunities for

participation, skill progression, and self-guided discovery for children ages 6–12. The *Pacific Sport Ability* program is an inclusive sports program that provides sports practitioners in the Pacific region with ideas and strategies on how to include more persons with disabilities in their activities. Both of these programs are undergoing a review under the ASOP.

operates predominantly in developing Commonwealth countries not involved in the larger bilateral programs, including some Pacific countries not mentioned above. Essentially the targeted component recognizes the value of small scale "point solutions," especially in supporting existing, successful activities.

Southern Africa

In southern Africa, the focus is on the very successful *Active Community Clubs* program first established in South Africa. The vision of the *Active Community Clubs* model is to build an environment where:

"All people are actively involved in sport, recreation and cultural activities — designed, developed and delivered at community level by community members and supported by all stakeholders."

Through this program, community members are invited and supported to initiate club-based, locally appropriate sporting activities within their own communities. Local volunteers are recruited, trained and have significant ownership over the management of club activities. A review of the program model has commenced under the ASOP, with a focus on building on the strengths of Active Community Clubs while aligning the activity with the guiding principles of the ASOP strategy. A project is also underway to contextualize Pacific Junior Sport and Australia's domestic Active After-School Communities program as part of Active Community Clubs.

Sport Development Grants

In the Caribbean, activities have been coordinated and delivered regionally by the Trinidad and Tobago Alliance for Sport and Physical Education, an ongoing and successful partnership. The Caribbean program is essentially a collection of smaller programs such as *Jump Rope for Heart*, which aligns well with the targeted small-grant approach that forms the third component of the ASOP. As a result, the Caribbean program has been merged with the ASOP small-grants component.

The small-grants component is based on a structured submission process and is derived from locally identified projects. It

PARTNERSHIP AND COORDINATION

The ASC has traditionally been the agency responsible for Sport for Development. Recently AusAID, within the Department of Foreign Affairs and Trade portfolio, has been more directly involved and there has been increasing collaboration between the two bodies. The growing profile of sport as a development tool has also prompted AusAID to take the lead on some activities, such as the *Papua New Guinea Sport For Development Initiative* which will see more than USD 32 million invested over ten years as part of AusAID's governance strategy. There is also a formal coordination process between the two agencies with contact points, joint planning exercises, and delivery agreements and officials often forge relationships through in-country missions.

Internationally, throughout the policy and program design process, the ASC works with external partners such as consultants, multilateral organizations, sport federations, regional Olympic Committees, relevant Ministries in host countries and sport alliances in other countries. For example, the Oceania Sport Education program is a collaboration between the ASC, the Oceania National Olympic Committees, and the Olympic Sports Federations of Oceania. Other collaborative activities have started to occur with agencies such as the World Health Organization.

ANNUAL INVESTMENT

Spending internationally on Sport for Development comes from two primary areas: the ASOP budget and AusAID's investment in the *Papua New Guinea Sport For Development Initiative*. Together, these represent approximately USD 5.3 million annually. With the Papua New Guinea program currently

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undergoing a design review, that figure may change in the coming years.

There is additional sporadic spending in the area of sport, for example, by the Regional Assistance Mission to the Solomon Islands, or direct spending by Australian missions.

MEASURING IMPACT

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

Practically, mechanisms for evaluating impact are built into the design of each program. ASC policy tries to allocate a minimum of 10 percent of every project's budget to impact assessment. Through its involvement in ASC programming, the University of Johannesburg has also developed an impact assessment tool that is increasingly being built into activity designs, or used as a reference point.

As part of an overall drive to build the case for support, a research unit within the ASC is increasingly involved in international program activities.

SUCCESS STORIES

ASOP-Trinidad and Tobago Alliance for Sport and Physical Education

The Australian Government and the ASC have a long history of sport development in the Caribbean region. Since 2003, the Trinidad and Tobago Alliance for Sport and Physical Education (TTASPE) has been responsible for the successful development and implementation of activities in the region. Funding is now provided under the small-grants component of the ASOP, with the Government of Trinidad contributing

through the secondment of two staff — in February 2007 that staff commitment was extended for two more years.

This collaboration with TTASPE is continuing under the ASOP, with increased focus on achieving sustainability of projects in areas including: sport for persons with disabilities, curriculum development for physical education and sport, sports administration exchanges, scholarship development and regional communication. Specific initiatives and programs include Youth Empowerment Through Sport, *Jump Rope for Heart*, and an Undergraduate Physical Education project.

TTASPE is also exploring alternative funding avenues. The goal is to reduce the risk of reliance on a single source of funding. The organization has already made significant gains in this area, and is now receiving funding from UNESCO for a community club project (which will be based on the *Active Community Club* model) and is in discussions with the University of Trinidad and Tobago about a potential co-location.

The ASC's work in the Caribbean, through TTASPE, is testimony to the guiding principles of the new ASOP strategy, helping to realize long-term development goals. TTASPE has become a regional role model for other Caribbean countries that want to create similar relationships and programs. For the ASC, the TTASPE relationship has achieved much of what the ASOP sets out to do. That is:

- Build the capacity of a local organization to implement and manage its own sport development programs;
- Forge links with regional organizations and government organizations to share resources and achieve collaborative outcomes; and
- Find alternative avenues of funding and support.

ASOP-Active Community Clubs

Under the ASOP, activities in southern Africa are based on the *Active Community Clubs* (ACC) concept, which is a grassroots program that embodies the concept of sport as a valuable community development tool.

ACC provides a range of sporting, recreational, cultural and other community-building activities, with a focus on:

- Getting children and youth more involved in sport and physical activity;
- Recruiting and training volunteers;
- Empowering the community to make the right choices for its people; and
- Forging links with existing support systems to ensure activities are sustainable.

The ASC has a long history of sport development in African countries. When the Australian Government announced funding for the ASOP in 2005, Australia had been running sport programs in South Africa for some ten years.

ACC began in East London (South Africa) and has since spread to Botswana, Malawi, Mozambique, and Swaziland. More than 5,000 people living in Africa have benefited from ACC activities. The program, which is now being implemented in Pacific countries like Papua New Guinea, will be considered as part of Pacific country designs where communities identify similar priorities, and is being piloted in the Caribbean. In many communities, club activities have been integrated into existing municipal and provincial structures.

Thoko Mlonyeni is the South Africa Regional Manager for the ACC. Since the early 2000s, Ms Mlonyeni has been assisting the ASC in delivering community sport development activities to communities in Eastern Cape, Kwa Zulu Natal, and also to communities outside South Africa. In July 2006, Ms Mlonyeni was a finalist in the South Africa Checker's Business Woman of the Year awards. Later that year at the award ceremony in Pretoria, Ms Mlonyeni was recognized by the South Africa Department of Sport and Recreation as a "legend" for women in sport. Ms Mlonyeni is also the Director of Imvomvo — a not-for-profit management and training services company whose objective is to assist the social development of communities. Establishing Imvomvo as a local Section 21 company is a major step toward the sustainability of ACC.

The ACC program is a flagship for successful and positive involvement in southern Africa, because it addresses the ASOP strategy's guiding principles. It is also a successful example of collaboration at all levels — between government agencies in Australia (ASC and AusAID) and between local organizations and groups in each community.

"ACC has been hugely successful in Africa and the program continues to gather momentum. It's not just about the sport but also about the structure and community that is created around the sport. People feel involved and included; they can see how much benefit their children get from being active; and they receive quality training that translates into other areas of their lives. All this has a ripple effect. Communities are in control and self determination is the key to prioritizing activities — lives are changed as a result."

Sophie Beauvais, Africa Program Coordinator, Australian Sports Commission.

ASOP-Vanuatu Country Program

The Vanuatu government, in its most recent development strategy, the Prioritized Action Agenda, calls for an "educated, healthy and wealthy Vanuatu." In a country where sport was already a popular pastime, Sport for Development could be an important cornerstone of the country's transformation.

A team from the ASC and AusAID began to develop an extensive program in collaboration with a number of key committed local partners through a four-phase process that will employ an Appreciative Inquiry model in all planning activities.

"History tells us that the planning phase is the most important and yet it's the part that is often most neglected. The Vanuatu project offered us an opportunity to develop a program from the ground up, to start at the planning stage and really do it right." Geoff Howes, Manager, International Relations, Australian Sports Commission.

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Key to the success of the planning process was the collaboration between ni-Vanuatu (people of Melanesian background originating from Vanuatu) and Australian stakeholders (Ministry of Youth Development, Sport and Training, Vanuatu Association of Sport and National Olympic Committee, Internal Affairs, ASC and AusAID) and the consultation with community leaders.

The union of the three ni-Vanuatu organizations is a unique and outstanding feature of the design. Although each group had previously delivered sport-related assistance to rural areas, none had been at full effectiveness. By combining their respective strengths, resources, skills, and influence, a positive outcome was much more likely.

Over a period of three months, the design team rolled out the ASC's plan in four phases, which involved:

- Identifying committed stakeholders;
- Agreeing on a vision for the project with local and regional leaders;
- · Writing a draft design for the project; and
- Appraising the design.

"The design process was an enormous success. The workshops we conducted with various groups and leaders were invaluable in developing a realistic, achievable program. The ni-Vanuatu people own the project which will mean they will drive its success."

Kylie Bates, Pacific Regional Coordinator, International Relations, Australian Sports Commission.

Vanuatu is a nation of 83 islands, most of which are mountainous, remote or isolated, many of which are vulnerable to natural disasters. The country's population of less than 200,000 speaks 110 indigenous languages and has a median age of 18.1 years. Vanuatu has a high birth rate and a rapidly growing population.

Seventy-nine percent of ni-Vanuatu lives in rural areas where villages are largely governed by a system of chiefdom. Vanuatu is essentially a collective society where the people are members of strong, cohesive extended families which

continue to protect them in return for unquestioning loyalty. It is also a hierarchical society where chiefs, elders and men are dominant over youth, women, and children.

Most children (90 percent) go through primary school only, with school attendance dropping significantly from the age of 12 onward (and at a faster rate in rural areas).

In recent years, Vanuatu has experienced strong economic growth, estimated at nearly 7 percent in 2005. However, that growth does not impact the lives of most ni-Vanuatu. With formal employment at less than 15 percent and the income differential between urban and rural populations growing sharply, the imbalanced growth is contributing to rapid urbanization. The pursuit of cash income, flight from disputes and social restrictions in the villages, land shortages, marriage between communities and the growing appeal of a modern lifestyle are all driving people out of the villages.

A number of social problems are emerging among the new urban generation. High rates of unemployment contribute to drug abuse, property-related crime, prostitution, and teenage pregnancy. These are new challenges to which public institutions have little experience responding.

Stakeholders agreed at the outset that the program should contribute, through sport, to the long-term social development of rural ni-Vanuatu. Throughout the planning phase, workshop participants agreed to the following key program objectives:

- Decrease the risk of cardiovascular disease and other non-communicable illnesses by encouraging a healthy lifestyle and increasing physical fitness;
- Increase the number of new peer leaders in communities (male and female) by increasing the quality of leadership via skills development and by offering different leadership opportunities through sport (e.g., leader on the field, coach, referee, administrator/organizer);
- Improve the capacity of individuals to contribute to society (whether via employment or by taking a more active role in village life) through education and skill development;
- Reduce the incidence of antisocial behaviour (particularly drug and alcohol abuse) through education and awareness

about healthy lifestyles, reinforcing positive behaviour messages through sport, training more peer leaders, and offering regular opportunities to play sport; and

 Break down discriminatory and other social barriers and encourage unity and community pride by conducting inclusive activities that focus on each individual's abilities and forge stronger links between different groups within each community.

Implementation of the program began in August 2007 and will continue until June 2011. While the program may address all five objectives listed above, it has been specifically designed to address the first three objectives.

Efforts will focus on the following primary activities:

- The delivery of a Sport Leader Apprenticeship program, a competency-based curriculum delivering sport-specific information, as well as broader leadership, management, and problem-solving training;
- Support for local councils to enable them to effectively monitor and manage programs. This community council would generally include the Chief and church leaders.
 Engaging them will give youth leaders the authority and support to conduct their programs, and ensure the development of a provincial structure through which wider programs can be managed and supported; and
- Support for national and provincial authorities to effectively monitor and manage programs. These higher-level organizations and networks are crucial to the long-term sustainability and growth of sport in Vanuatu.

At the heart of the program is the mass participation of provincial children and youth in regular organized physical activity. The goal is to not only build the capacity of communities to manage their own sport program but also to help provincial and national organizations support community-based activity.

Ongoing monitoring and evaluation, designed into the program from the beginning, will ensure there are opportunities to adjust strategies and change activities to reflect program goals and gather robust evidence on the impact of sport. The Vanuatu program represents the major shift under the ASOP strategy towards holistic, strategic activities implemented from the top down *and* from the bottom up.

CHALLENGES AND LESSONS LEARNED

The biggest challenge facing Australia with its developing-country neighbours is moving from a notional acceptance of the Sport for Development and Peace concept to a profound belief in sport's power to achieve social, education and health goals. In other words, to see sport as an effective tool for nation-building and to invest in it accordingly. Consistent messages regarding the value of sport, based on sound evidence, must be continuously delivered.

Another key challenge is ensuring that governments in assisted countries achieve local ownership over programs. With AusAID increasingly becoming a key partner, and with increasing activity through the UN, the ASC is finding it easier and easier to partner with Ministries in other countries.

Funding is an ongoing challenge for both donor countries and for developing countries themselves. In the context of immediate needs, it is difficult for developing countries to commit to spend available funds on Sport for Development when the impact of that investment can only be seen over the long term.

To justify funding for Sport for Development and Peace activities, it is important to be able to measure results. Although the concept of Sport for Development and Peace is still in many ways in the early stages of development, the ASC has worked to build a credible case for the results that sport can achieve.

The ASOP strategy takes the many lessons learned by the ASC and its colleagues and reflects them in a set of guiding principles. Briefly, these lessons are:

- Bottom up and top down implementation is preferred;
- "Point solutions" have value, but they have more value if they can be positioned as part of multi-faceted strategies;

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- Partnerships need to be with motivated parties that can contribute on a partner level, have a vested interest, and who define what they want, not what they think donors or potential partners want to hear;
- Monitoring and evaluation begins at the program design stage;
- Quality Sport for Development must be based on quality sport development;
- Achieving sustained Sport for Development impact depends on the existence of sustained quality sport programs;
- Imposing western or developed-country structures does not work — local mechanisms and structures must be used. For example, consider whether the concept of a 'club' is relevant to some cultures, and consider how some cultures describe and operate something similar to a club;
- Build on what works, or what is working. For example, if there are successful activities or structures already in place, work with these and develop them;
- Develop and deliver consistent, evidence-based messages regarding the value of sport;
- Maximize donor harmonization and collaboration to avoid ownership tension. For example, within governments — AusAID and ASC; across governments — Australia, United Kingdom, New Zealand; across sectors and agencies — World Health Organization (WHO), United Nations Children's Fund (UNICEF), other NGOs;
- Choose the right partner and don't be afraid to say no when something will not work; and
- Communicate. Keep others apprised of what is happening even if they are initially not supportive (because of perceived turf or ownership issues etc.).

its administration;

- Based on the evidence, guidelines should be developed to help determine which types of program designs are effective in certain situations. This should be matched with a participatory approach so that effective designs build on the strengths within a community to meet the priorities identified by the community; and
- Sport will benefit from being positioned within the frame of reference used by aid agencies in a broad sense so that sport becomes an accepted and legitimate tool for development. Sport could then be explicitly referenced within aid agency policy documents. This type of formal recognition is a key step if sport programs are to gain allocated funding from the aid budgets of national governments. In this way, countries receiving aid assistance may chose to use aid funding for sport programming, and may include greater allocations to sport in their internal budgets.

FUTURE VISION FOR SPORT FOR DEVELOPMENT AND PEACE INTERNATIONALLY

From Australia's perspective, for Sport for Development and Peace to develop to its full potential, these critical steps are required:

 The evidence base on the impact of Sport for Development must be solidified, so that consistent messages can be delivered regarding the intrinsic value of sport and

¹ "Sport For Development: A Strategy for the Australian Sports Outreach Program," ASC and AusAID, May 2007.

² Government of Australia, Media Release (26 November 2005).

³ For information on Appreciative Inquiry, refer to Joe Hall and Susan Hammond "What is Appreciative Inquiry," online: Thin Book <www.thinbook.com/docs/doc-whatisai.pdf>.

⁴ M. Cox, H. Alatoa, L. Kenni, A. Naupa, Dr. G. Rawlings, N. Soni, C. Vatu, The Unfinished State, Drivers of Change in Vanuatu (Canberra: AusAID, 2007).

GENESIS OF THE 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 sport 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 improve physical development and promote social values such as team spirit, fair competition, cooperation, tolerance, and solidarity. Sport projects can also build capacity in education, health, HIV prevention and sexual health education, and they can combat violence, racism, and social exclusion.

In the past few years, sport has become a strong mobilizing factor for governments worldwide. The 2005 UN International Year for Sport and Physical Education highlighted sport's valuable contribution to advancing education, health, development, and peace. As well, it mobilized a large number of governments, reinforcing their 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 momentum, in 2006 the Government of 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 then Austrian State Secretary for Sport Karl Schweitzer, at a media conference with Djibril Diallo, the then Director of the UN New York Office of Sport for Development and Peace, and Johann Koss, President and CEO of Right To Play, and Head of the SDP IWG Secretariat.

Although Sport for Development and Peace is a relatively new concept for the Government of Austria, the country is pleased to contribute its national experience and expertise to the broader international dialogue, and learn from other key players in Sport for Development.

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POLICY

The Government of Austria is currently working toward a national Sport for Development and Peace strategy. The policies and programs that emerge from this strategy are expected to be consistent with Austria's international and national agreements and commitments.

Although no national or international Sport for Development and Peace strategy currently exists, Austria has a long history of using sport as a tool to break down political and social barriers. Due to its geopolitical position in the centre of an evolving Europe, Austria's current policy is to share and promote positive sport ideas and experiences on a bilateral level, particularly with its new Eastern European neighbours. The goal is to establish successful knowledge-exchange on best practices.

Austria began supporting the Sport for Development and Peace International Working Group in January 2006. Its support, both as a member and as a funding government, marked the first major political commitment on behalf of the Austrian government toward a formal Sport for Development and Peace policy.

From January 1 to June 30, 2006, Austria chaired the European Union (EU). In this role, Austria oversaw the inclusion of Sport for Development and Peace in the agenda of the EU Sport Directors' Meeting that took place March 29–30, 2006 in Vienna. As a result, 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;
- Initiated 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; and
- Welcomed the request by the Austrian Presidency to support the UN initiative to promote and make use of sport as a means of development cooperation.

During the Austrian EU-Presidency, the former Austrian State Secretary for Sport, Karl Schweitzer, officially addressed the EU sport ministers, encouraging their governments and political stakeholders to strengthen the role of sport in their national development policies. Currently, Austria'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/post-conflict normalization
- Other:
 - Trauma management through sports healing
 - Integration of migrant populations
 - Alternative network building
 - Education through sport
 - Awareness-raising campaigns

Although the Government of Austria recognizes the potential of sport as a tool for employment and economic growth, it has not yet addressed this potential in a broader political discussion. Therefore, the economic importance of the sport sector is still largely underestimated. Currently, the government acknowledges that the sport sector generates direct and indirect benefits for economies in terms of employment, value added, and enhanced purchasing power. In the future, efforts to achieve sustainable economic development through sport will be supported.

In the area of advocacy, Austria's efforts are focused on engaging sport ministers as well as high-level sport officials and stakeholders in the dialogue on Sport for Development and Peace. The goal is to create and enhance political awareness of sport's significant potential to strengthen education, health, HIV prevention, and peace-keeping.

PROGRAMS AND INITIATIVES

International Projects Focused on Empowering Girls and Women

Sport for Development and Peace programming currently falls under the auspices of the Sport Division of the Federal Chancellery. At the grassroots level, the Sport Division initiated its commitment to Sport for Development and Peace by supporting two international projects focused on empowering girls and women.

Women Swimming into the Future offered swimming training for women and training for future swim coaches in the Tsunami-affected region of South India. This project was realized in cooperation with the Austrian Swimming Association and the Austrian Lifesavers.

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.

Recently, the Federal Chancellery began to broaden its cooperation with development NGOs to increase support for Sport for Development and Peace programs. In 2007, the government supported various projects led by Austrian NGOs with a special international focus on South America. For example, the Sport Division of the Federal Chancellery supported sport-related projects in Guatemala and Ecuador.

PARTNERSHIP AND COORDINATION

The Federal Chancellery — Sport Division of the Austrian government works with sports agencies and non-governmental sport organizations, including sport federations. Internal and external coordination is currently managed informally, with daily consultations conducted through office communication networks and personal meetings.

In January 2006, Austria became the first EU funding member state of the Sport for Development and Peace International

Working Group. Austria is represented in the Executive Committee, the Steering Group, and the Bureau of the SDP IWG. The Federal Chancellery is also engaged in ongoing communication with the UN New York and Geneva Offices of the Special Advisor to the UN Secretary-General on Sport for Development and Peace.

In June 2006, during Austria's EU Presidency, the Sport Division of the Federal Chancellery hosted the EU Youth Leadership Summit. The summit brought together young leaders from EU member states to discuss the development potential of sport. The Preliminary Report of the Sport for Development and Peace International Working Group "Sport for Development and Peace: From Practice to Policy" was launched at this event by the then State Secretary Karl Schweitzer.

In September 2006, recognizing the importance of raising awareness about Sport for Development and Peace among development NGOs, the Federal Chancellery, together with the Vienna Institute for Development Cooperation, co-hosted the first Dialogue Forum on Sport for Development and Peace. This forum brought together representatives from the Austrian government, sports federations, and development NGOs to discuss the use of sport as a development tool in resource-limited settings. Perhaps the most important outcome of this forum was the increased understanding by development NGOs that "sport" in its widest definition can be effectively applied for development purposes and sport federations can be important allies in the development process. This forum helped to build new partnerships to effectively promote Sport for Development and Peace.

In April 2007, Austria hosted the Bureau Meeting of the SDP IWG in Vienna.

ANNUAL INVESTMENT

The government tracks all of its expenditures; however, separate investment figures for Sport for Development and Peace activities are not available at this time. The Government of Austria is now in the process of establishing program

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management infrastructure and processes specific to its Sport for Development and Peace initiatives. This investment suggests that Austria will continue to support Sport for Development and Peace initiatives in a notable capacity in the coming years.

Current Sport for Development and Peace projects are 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.

MEASURING IMPACT

Austria is in the process of developing its Sport for Development and Peace structures, partnerships, and personnel, as well as establishing reporting structures, budget lines, and practical protocols. Once the infrastructure for Sport for Development and Peace programming is in place, Austria will be in a better position to measure the impact of its policy and programming efforts.

SUCCESS STORIES

Internal advocacy within the Government of Austria has allowed the Federal Chancellery to take the lead in initiating external discussions about the use of sport as a development tool. These discussions have occurred at a number of high-level regional forums, including the informal EU Sport Ministers Meetings and the EU Sport Directors Meetings. As a result, the concept of Sport for Development and Peace generated great interest from the delegates of 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.

Results from individual sport projects supported by the Sport Division of the Federal Chancellery have been promising. At present, projects are supported by different ministries within the government and there is not yet a single repository for reports and feedback.

CHALLENGES AND LESSONS LEARNED

Collaboration with NGOs and sport federations is important if the government is to successfully move Sport for Development and Peace initiatives forward. Experience shows that governments can create networking opportunities for development NGOs and sport federations.

A strong commitment of individual government representatives to Sport for Development and Peace is crucial for the successful promotion of this movement nationally and internationally. In Austria, the commitment of the State Secretary for Sport and the Sport Division of the Federal Chancellery contributed to growing recognition of sport's development potential at the national and EU levels.

Although the Federal Chancellery is advocating for issues of Sport for Development and Peace, a lack of understanding about Sport for Development issues exists among key development actors in Austria, including development NGOs. In Europe, sport is sometimes highlighted for its limitations and/or for the negative aspects that it can entail (e.g., aggressive spectators, trafficking of young athletes from developing countries, racism, etc.). The positive development benefits of sport must be more widely recognized and understood.

Prejudices around using sport as a development tool occur when development NGOs mistakenly define sport as elite sport only and resist its use for the fear that it will be used to lure talented young athletes away from their home countries to Europe. The best way to address these issues is to bring together development and sport NGOs, and allow open discussion of the benefits and limitations of sport.

The European Commission is an important strategic body that could be used to galvanize governments in support of

Sport for Development and Peace. For the past two years, the Sport Division of the Federal Chancellery has been actively involved in placing Sport for Development and Peace on the agenda for discussion at various regional forums.

FUTURE VISION FOR SPORT FOR DEVELOPMENT AND PEACE INTERNATIONALLY

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

Within Europe, mechanisms should be established to exchange knowledge on best practices and Sport for Development and Peace projects.

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

National elected representatives should foster and maintain connections between their government and its projects, encouraging national business and social organizations to 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 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

enhance Sport for Development and Peace and contribute to its success.

Within governments, as seen in Austria, active promotion of Sport for Development and Peace benefits from (and depends on) the keen interest, passion and commitment of selected government representatives who are willing to invest their time and effort in promoting Sport for Development and Peace.

Recognition of the development potential of sport, and establishing sport as a legal or constitutional right must be considered as a part of a nation's Sport for Development and Peace strategy.

Expanding the scope of Sport for Development and Peace and ensuring the sustainability of sport-based development projects will depend on national governments' acceptance of and action on SDP IWG policy recommendations. Governments should be encouraged to share their expertise in Sport for Development and Peace and actively engage in peer outreach.

Governments should be encouraged to use regional and international forums to address the issues of Sport for Development and Peace and sustain the momentum around this movement.

GENESIS OF THE GOVERNMENT'S INVOLVEMENT IN SPORT FOR DEVELOPMENT AND PEACE

After gaining independence in 1991, the Government of Azerbaijan declared sport to be one of its top priorities because of its value as a tool for improving national health and unity, especially among young people. Since 1997, the government has significantly increased funding for sporting facilities in the interest of encouraging healthier lifestyles for citizens of all ages. President Ilham Aliyev, who also heads the National Olympic Committee, is a strong advocate of Sport for Development in Azerbaijan.

POLICY

Azerbaijan's National Sport Policy was put forward in 1995. Since then, support for sport-based initiatives has led to interest in Sport for Development and Peace.

Today, sport is governed by the 1997 national legislation, On Physical Culture and Sports in Azerbaijan, which states that physical culture and sport are essential to the culture of Azerbaijan. Other legislation guiding sport policy includes the Law on Physical Education and Sport, the National Program for the Development of Physical Education and Sport in Azerbaijan 2004–2008, and the State Program for the Development of Football 2005–2015. The State Program on Poverty Reduction and Economic Development (2003–2005) also contained references to sport and physical education.

Sport programs and policies in Azerbaijan have the following objectives:

- Health promotion and disease prevention;
- Healthy holistic development for all people, particularly youth, children (using sport in early childhood development) and persons with disabilities;
- Gender equality;
- Social cohesion and inclusion of refugees and internally displaced people (IDPs);

- · Conflict resolution and peace-building; and
- Bringing up young people as patriots of their country.

The Constitution, adopted in 1995 and amended in 2002, guarantees the rights and freedoms of all citizens and noncitizens living in Azerbaijan. This is particularly important in Azerbaijan because conflict in the Nagorno-Karabakh region has made the country home to one of the largest populations of displaced people in the world. Sport is viewed as a tool for conflict prevention and peace-building amongst different population groups and the government has invested heavily in the development of sport infrastructure as part of its National Program for the Development of Physical Education and Sport. Sport centres, stadiums, swimming pools, and winter sport facilities have been constructed or commissioned in many regions of the country.

The Ministry of Youth, Sport and Tourism is the lead agency for all sport and Sport for Development initiatives. Other government bodies involved in Sport for Development include the Azerbaijan State Academy of Physical Education and Sport, an institute that conducts research on the influence of sport and publishes a scientific journal.

Azerbaijan's programs and policies were specifically designed with the Millennium Development Goals in mind. The Government of Azerbaijan recognizes the role sport can play in achieving the following MDGs:

MDG 2: Universal primary education is a priority in Azerbaijan. The government uses sporting events for children to promote the importance of education and the value of attending and staying in school.²

MDG 3: Gender equality in Azerbaijan is addressed in a National Policy on Gender, which includes sport as a tool for improving the status of women.³ The government estimates that women currently occupy 25 percent of the positions on the boards of national sports federations and hopes to increase their participation in future.

PROGRAMS AND INITIATIVES

Program on the Development of Physical Education for 2004–2008

In 2006, the Ministry of Youth, Sport and Tourism was reorganized into the Ministry of Youth and Sport. This Ministry implements the *Program on the Development of Physical Education for 2004–2008*. The program, which was adopted by Cabinet in 2004 and targets all age groups, promotes the importance of regular physical education for overall national development. Local government bodies and sport federations develop implementation plans annually and report of progress to the Ministry of Youth and Sport.

SportWorks

Right To Play and the United Nations High Commission for Refugees (UNHCR) have operated *SportWorks*, a child- and community-development program, in Baku and Sumgayit, Azerbaijan, since 2004. The program uses sport to integrate refugees and internally displaced children and adults into their communities. Partnerships developed with schools and local community groups mobilize existing resources and personnel. Program staff held capacity-building workshops to train local teachers and volunteers as coaches who deliver inclusive games and sporting activities. Right To Play and UNHCR have also supported the upgrade and repair of sport facilities so that communities can host activities in a safe environment.

Shelter and Rehabilitation of Community Infrastructure

The Norwegian Refugee Council (NRC) and the Norwegian Red Cross cooperate with the Azerbaijan Red Crescent Society on humanitarian assistance to refugees and internally displaced persons (IDPs) with the Shelter and Rehabilitation of Community Infrastructure project. Thirteen villages in the rural Beylagan region have received infrastructure and community development assistance, including structured social activities for children, youth, women and the elderly. The activities are designed to improve self-confidence and social cohesion, as well as providing skill-building opportunities. Courses include karate, dance, vocational training and computer skills. Participants of all skill levels are welcomed,

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from beginner to advanced. In September 2003, a 13-year-old girl from the NRC karate club became the World Champion at the Istanbul Games.

PARTNERSHIP AND COORDINATION

The Ministry of Youth and Sport is the lead organization in sport and Sport for Development policies and programs. The Ministry has regional offices throughout the country, which coordinate project work on the ground and liaise with other ministries and appropriate bodies. Implementation and delivery partners include the National Olympic Committee, sport organizations and federations, NGOs, and regional governments.

The Ministry of Youth and Sport implements the National Program for the Development of Physical Education and Sport and coordinates related efforts in other ministries and departments. Regional youth and sport departments, municipal authorities, public institutions and sport federations are involved in implementation at the local level. Each group develops a plan to implement the National Program within its own sphere and submits an annual report to the Ministry.

The Government of Azerbaijan collaborates with the members of the Organization for Democracy and Economic Development — GUAM, the Commonwealth of Independent States, the European Union and members of the Organization of the Islamic Conference. In addition, the government has studied and incorporated the experience of Russia, Turkey, Ukraine, and Belarus into its policy and programs.

ANNUAL INVESTMENT

Azerbaijan's Sport for Development activities are funded by the state budget. In 2006, the National Program for the Development of Physical Education and Sport received USD 2.4 million, with 25 percent of this budget allocated to Sport for Development and Peace initiatives. In 2007, USD 7.58 million was allocated to the National Program for the Development of Physical Education and Sport.

MEASURING IMPACT

There is no current mechanism to evaluate the results of Sport for Development activities. Staff from the Ministry of Youth and Sport gathers data on program implementation and the extent to which activities are achieving their goals. The Ministry monitors its National Program on the Development of Physical Education and Sport and reports annually to Cabinet.

SUCCESS STORIES

Over the past two years, a number of high-level sport events took place in Azerbaijan and many young athletes participated in these events. Some events targeted young people with HIV and AIDS prevention messages. These events also attracted many volunteers, further developing the volunteer sector in the country.

During the preparations for these events, the Ministry of Youth and Sport was able to establish close partner relationships with the Ministry of Health and local sports associations.

In 2006, the government started developing winter sports. Under the guidance of the Ministry of Youth and Sport, winter sports will be made accessible for all, and will support the national economy by attracting tourists from other countries.

CHALLENGES AND LESSONS LEARNED

Limited financial resources present an ongoing challenge to Sport for Development programming and to the long-term sustainability of initiatives.

After independence in 1991, many talented coaches, athletes and technical experts moved from Azerbaijan to the west. Although a new base of sport and Sport for Development expertise is being developed, the lack of trained and experienced personnel in Azerbaijan remains a challenge.

To resolve the issues of financing and expertise, the Ministry of Youth and Sport is drafting a proposal on experience exchange with other countries. The goal is to ensure training of qualified coaches and sports specialists, and allow their participation in international conferences, workshops and training.

FUTURE VISION FOR SPORT FOR DEVELOPMENT AND PEACE INTERNATIONALLY

Sport has a vital role to play in creating and strengthening partnerships between government and sport organizations, private sector groups, and other organizations.

Sport is a powerful tool that can and should be utilized in resolving regional conflicts and reducing world poverty.

¹ The Constitution of the Republic of Azerbaijan, Article 69, 24 August 2002, online: United Nations Office in Azerbaijan <www.un-az.org/undp/doc/constitution.htm>.

² United Nations General Assembly Report A/61/373, "Sport for Development and Peace: the Way Forward," 22 September 2006, online: United Nations <<www.un.org/sport2005/resources/statements/N0653114.pdf>. October 2007.

³ Ibid.

GENESIS OF THE GOVERNMENT'S INVOLVEMENT IN SPORT FOR DEVELOPMENT AND PEACE

The Government of Benin's interest in Sport for Development and Peace was triggered by a few factors: the advocacy of specific individuals and organizations; research evidence on the benefits of Sport for Development and Peace; and knowledge of successful projects taking place around the world.

Benin is currently seeking models to serve as the basis for the development of a five-year program for the new government.

POLICY

Presently, the Government of Benin is in the process of developing a new national policy on sport. An existing Sport Policy adopted in 1990 deals primarily with the financing of competitive sport as well as sport in schools, universities, and the armed forces. However, the existing policy has never been implemented. The challenges that prevented implementation include instability at the relevant Ministries, the stifling of private initiative and corporate sponsorship (which are vital to financing sport activities), the state's inability to meet its financial commitments to the national sport movement, and the exacerbation of regionalization and tribalism (which does not promote national unity).

Sport in Benin is defined as an organized and structured approach to play. The Government of Benin believes that Sport for Development and Peace can provide the basis for a strategy that will allow all citizens to participate in the types of play that they enjoy, whether they live in an urban or rural area.

In 2003, the Government of Benin adopted a ten-year Education Plan. The key elements of this plan include:

- Early childhood education and child protection, especially among the most vulnerable groups;
- Compulsory and free access to primary education;
- Ensuring a 100 percent retention rate at the primary school level;

- Delivering adult literacy programs with an emphasis on women;
- Providing equal access for girls to the education system; and
- Improving the quality of education that is delivered.

Sport in Benin is an important element that supports and strengthens the education system. Sport is mentioned in the Education Plan but the plan does not address the accommodations required to support the participation of persons with disabilities. Physical education and sport are mandatory for all but currently there are no provisions for persons with disabilities.

Also in 2003, the government adopted a new Information and Communications Technology Policy. The policy calls for the use of technology to promote and provide access to information about sport and leisure activities within the country and to build online access to youth sport centres and sporting complexes.¹

While sport is not yet included in Benin's official Poverty Reduction Strategy Paper, the government does consider sport to be an effective tool for reducing poverty. Sport is defined as a right for all citizens and is believed to be a factor in preserving life and improving physical and mental health. Sport-for-all is seen as useful for its convening and socializing potential. It is also viewed as a powerful tool to support education, health, and employment. Elite sport is believed to have the potential to contribute to other aspects of the economy as well.

The Government of Benin's development goals are closely aligned with the Millennium Development Goals. More specifically, Benin's approach to Sport for Development is contributing to the attainment of the following MDGs:

MDG 2: The ten-year Education Plan outlines the need for free and compulsory primary education, while using sport as an important supporting element to promote attendance.

MDG 3: The ten-year Education Plan emphasizes the importance of education for girls, as well as the need for

adult education programs for women. Sport is considered to be a useful tool towards achieving these aims.

PROGRAMS AND INITIATIVES

The Government of Benin's primary target group for Sport for Development and Peace programming is youth, specifically youth at risk. This group is targeted primarily through the actions of individual volunteers who wish to reach out to the more marginalized members of society.

Looking ahead, this high-needs group will not remain the primary target because emphasis will be placed on mass sport participation. The focus will be to reach the largest number of people, by providing sport infrastructure and appropriate coaching and training activities under the direction of activity leaders and staff.

Activity sponsored by the government is delivered through schools, through local sport federations, and through sport organizations such as the National Olympic Committee and the International Olympic Committee. The programs implemented by these institutions originated with international sport federations.

PARTNERSHIP AND COORDINATION

The Ministry of Youth, Sport and Recreation is the lead agency in the development and implementation of Sport for Development and Peace, with assistance from the Ministry of Primary and Secondary Education.

During the development of the 1990 Sport Policy, and while a new Sport Policy is being developed, the Ministry has been consulting with sport institutions and federations, NGOs, the National Institute for Youth and Physical and Sport Education (INJEPS), as well as the Conference of the Youth and Sports Ministers of French-speaking Countries (CONFEJES), Right To Play, the Benin Football Federation, Fédération Internationale de Football Association (FIFA),

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United Nations Educational Scientific and Cultural Organization (UNESCO), the African Football Federation (CAF), and the West African Club Championship.

ANNUAL INVESTMENT

Currently the Government of Benin does not track its spending on Sport for Development and Peace. Where possible, it funds projects when proposals are submitted, taking into consideration the anticipated impact on targeted groups.

CHALLENGES AND LESSONS LEARNED

In the international arena, Benin faces resource-related challenges in supporting its athletes to compete and succeed in international competitions. Benin also has difficulty enticing expatriate players to play for the country in international competitions.

Domestically, Benin must build a culture of sport sponsorship, improve the number and condition of sport facilities, and rejuvenate sport culture for youth by providing adequate infrastructure, coaching, and the personal resources and equipment to participate.

FUTURE VISION FOR SPORT FOR DEVELOPMENT AND PEACE INTERNATIONALLY

To maximize the potential of Sport for Development and Peace, the Government of Benin suggests two key strategies: eliminating racism in international sports like football and enabling the growth of sport by helping countries like Benin to build modern sport facilities.

It will be important to make sport and play areas more accessible to children and give children the right to participate in sport and play activities. The government must advocate participation in sport by everyone and for everyone, anywhere and anytime, with the appropriate regulations.

¹ Information and Communication Technology Policy. Actions 114–116. Government of Benin (2003) [unofficial translation].

GENESIS OF THE GOVERNMENT'S INVOLVEMENT IN SPORT FOR DEVELOPMENT AND PEACE

Article 217 of Brazil's most recent constitution, adopted in 1988, specifies that the state has a duty to foster formal and informal sports. The Ministry of Sport was first established, and the National Sport Policy initiated, when President Luiz Inacio 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.

The National Sport Policy was developed through a national engagement process that involved 80,000 Brazilians and included a five-day national sport conference attended by delegates from each of Brazil's 26 states and federal district. The resolutions from this conference became the basis of the policy. It was approved in June 2005 by the National Council for Sport, thereby establishing guidelines for the use of sport as a tool for development and social cohesion.

POLICY

The Government of Brazil views sport as a powerful means for bridging social gaps and advancing social and economic development. The National Sport Policy is comprised of eight directives that guide strategic action. The eight areas of focus are:

- Universal access to sport and social inclusion
- Human development
- Science and sport technology
- Health promotion
- Peace and national development
- Economic development
- Democratic administration
- Decentralization of sport and leisure policy

Under the National Sport Policy, access to sport is recognized as a tool for the development of individuals and as a potentially value-forming activity that promotes collective decision-making, cooperation, solidarity, tolerance, team spirit, and determination. The main target groups are children and adolescents, particularly

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those at risk such as orphans or street youth, persons with disabilities, prisoners, and disadvantaged communities in general.

The National Sport Policy has the following main objectives:1

- 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; and
- To develop sport talent and improve the results of the nation's top high-performance athletes (Olympians and Paralympians).

The policy is founded on two key principles:

- The reversal of injustice and exclusion and the reduction of social vulnerability in Brazil; and
- The government's obligation to ensure the access of every citizen to sport and recreation as enshrined in Brazil's national constitution.²

To make sporting facilities available to the largest possible cross-section of Brazilians, the majority of states in Brazil have a City Leisure and Sport plan written into their city statutes. The objective is to consolidate sport and leisure as social rights and guarantee access to sporting facilities to all segments of the population including children, adolescents, adults, the elderly, those with special educational needs, and persons with disabilities. The policy calls on cities to work with local citizen-led management groups to develop programming on a continuous basis in response to local needs.

Along the same lines, the Ministry of Sport is leading the creation of a National Sport and Leisure System (*Sistema Nacional de Esporte e Lazer*) which will work across local, municipal, regional, state, and federal areas to clarify roles and improve coordination of activities. Equally, the Ministry

seeks to create a framework for collaboration with the private sector.

The educational system in Brazil mandates the provision of sporting facilities and sporting activity at the primary and secondary levels. The 2001 National Education Plan called for all schools in the country to have adequate space and facilities within a five-year time frame, fulfilling a national minimum infrastructure standard.³

Within South America and the Portuguese-speaking world, Brazil has actively participated in several international initiatives, mostly education-related, that employ sport as a tool for development and peace. For example, in 2005 Brazil sent a delegation of 89 people to the fifth edition of the Games of the Community of Portuguese Language Countries.

The Government of Brazil has also provided funding to delegations of athletes and trainers attending international athletic events such as the International Forum of University Sport in the United Arab Emirates and the World Taekwondo Championships in Spain. The purpose of these events is the integration and reconciliation of participants. Although athletic competition is an element, the main objective is participation and sporting spirit.

PROGRAMS AND INITIATIVES

Sport for Development and Peace programming falls under the auspices of the Ministry of Sport. In addition, several other government agencies working in the area of social advancement use sport as a tool for development. While the full scope of specific Sport for Development and Peace programs is still being developed, several are already launched and showing results.

Second Half (Segundo Tempo)

Second Half (Segundo Tempo) is the main program within the Ministry of Sport for children and adolescents. It targets youth, 7–17 years old, from disadvantaged communities who would not otherwise have access to sport or extracurricular activities. After attending morning classes, children stay at school for the afternoon where they participate in supervised sport and games, have a meal, and attend extracurricular classes to help with their academic work. *Second Half* was established in major cities in 2003 and there are now more than one million children enrolled in more than 800 centres.

Painting Freedom (Pintando a Liberdade)

A companion program to Second Half is Painting Freedom (Pintando a Liberdade) and its offshoot, Painting Citizenship (Pintando a Cidadania). Painting Freedom was first established in 1997 by Brazilian soccer star and Minister for Sport, Edson Arantes do Nascimento, best known as "Pelé." Designed as a partnership between the federal and state governments, the program was created to provide low-cost sporting equipment for Second Half while furthering economic development and the rehabilitation of state prisoners by providing them with technical training and supervision and a way to build savings in anticipation of their release. Inmates are provided with materials and a manufacturing area to produce sporting equipment. In return they receive payment (BRL 2.70, or USD 1.55, per completed ball) and one day of sentence reduction for every three days worked. A significant success, the program was subsequently expanded to communities outside prison walls under the name Painting Citizenship, where it is delivered through local cooperatives in disadvantaged communities to increase family incomes and contribute to economic development.

While initially a modest program, *Painting Freedom* was significantly expanded in 1999 and 2000, in response to the growing demand from the *Second Half* program for low-cost sport equipment. From the original 15 centres in 2 states, the program has expanded to 90 centres in 26 states and the Federal District, 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.

Indigenous People Games

The Ministry of Sport supports the Indigenous People Games, with the objective of providing a venue for, and celebrating, traditional sports and cultural activities. The goal is to support cultural identity, promote indigenous citizenship and integration, and build pride among native Brazilians in their traditions. In 2006, Indigenous People Games took place in several states and, at the national level, a Soccer Cup of Indigenous Nations was held.

International Competitions

International competitions such the Olympic Games, the Paralympics, the FIFA World Cup and the Pan American Games can be powerful instruments for reaching out to the marginalized and building cohesion and solidarity. According to the government, popular mobilization around sporting events has, can, and must be directed toward national social development. For example, in 2007, Brazil hosted the Pan American and Para-Pan American Games in Rio de Janeiro. The highlight of the opening ceremonies was a showcase of Brazilian culture while the highlight of the closing ceremonies was a showcase of the cultures of all the participating nations. In this way, the event showcased the capacity of sport to integrate different communities.

Sport and Children in Poverty

Sport also has an important role to play in reducing conflict and the factors that contribute to it. Children living in Brazil's favelas (shanty towns generally found on the edges of cities) face drug dealing and criminal violence every day. Sport programs in these settings offer children temporary freedom from stress and a window to an alternate future — a chance to remove themselves from a life of drugs and crime and to become better citizens.

PARTNERSHIP AND COORDINATION

The Ministry of Sport is subdivided into three National Secretariats which work together closely: one for educational sport, another for sport and leisure development, and another for high-performance sport. Across government ministries, at the present time, Sport for Development

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and Peace programs are presented in a coordinated way between government departments but the programs are not linked at the policy level. The Ministry of Sport is the lead ministry and tries to encourage coordination by holding periodic National Sport Conferences and by working directly with other departments. In particular, there is coordination with major initiatives of other ministries, such as the Ten-Year Educational Plan and the National Health Policy.

At the implementation level, the government works with regional and local governments, with organizations in planned communities, quasi-governmental organizations, sport federations, etc.

ANNUAL INVESTMENT

Sport for Development and Peace is funded by general revenues of the Brazilian government, through the Ministry of Sport. In 2007, total funding, including funding for the Pan American and Para-Pan American Games hosted by Brazil in 2007, was approximately BRL 1,576,050,262 (USD 904,113,275). The budget contained the following allocations:

- Second Half BRL 129,622,500 (USD 74,357,400);
- City Sport and Leisure BRL 532,405,000 (USD 305,418,196);
- Policy Management for Sport and Leisure BRL 8,920,000 (USD 5,117,026);
- Social Inclusion Through Sport Equipment Production (Painting Freedom and Painting Citizenship) – BRL 20,550,000 (USD 11,788,420);
- High-Performance Sports BRL 72,340,319 (USD 41,498,576);
- Indigenous People Games BRL 1,080,000 (USD 619,550); and
- Pan American and Para-Pan American Games BRL 775,280,000 (USD 444,745,296).

Outside general government revenues, several partnerships and programs provide funding to Sport for Development and Peace:

 The Ministry of Sport partners with the National Council for the Rights of Children and Adolescents (CONANDA) for projects that use sport as a tool for the social inclusion of children and adolescents;

- The federal government created a lottery, Timemania, which allocates profits to supporting soccer clubs, sport management agencies, social security, and the Olympic and Paralympic Committees;
- Under a new Sport Incentive Law, Brazilians may direct up to six percent of their income tax toward investments in sporting activities and projects. Legal entities such as companies and social clubs may direct up to one percent of their revenue-based taxes in a similar manner. This program is expected to generate up to BRL 300,000,000 (USD 172,093,735) in 2007; and
- Some states have incentive laws that allow for the financing of sporting infrastructure, events, clubs and athlete sponsorship through consumption tax remittances.

MEASURING IMPACT

UNESCO is performing an evaluation of *Second Half*; however, some results are difficult to quantify. For example, the government would like to determine the broader community impact of the program (i.e., how it affects the relationship of participating children with their families), but that can be difficult to assess.

Monitoring Painting Freedom is more straightforward because the Ministry of Sport is able to track the number of cities that are implementing the program, how much material is produced on a monthly or annual basis, and how many people 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. Inmates receive one-third of their earnings from Painting Freedom while in prison, one-third is placed into savings accounts accessed upon their release and, one-third is available to the inmate's family. This enables inmates to assist their families while in prison and access modest savings upon their release. The combination of employment and sentence reduction enables inmates to shorten their terms while acquiring critical employment skills that facilitate their re-entry into the community. A number of former inmates have become Ministry of Sport employees,

helping to monitor the program's progress, train inmates, and establish the program's expansion in Angola.

In 2002, the Brazilian Court of Audit (*Tribunal de Contas da União*, or *TCU*) evaluated the impact of *Painting Freedom* on prisoner behaviour, prospects, and recidivism. Participants in the program expressed satisfaction with the reduction in their sentences, as well as the opportunity to learn manufacturing skills to build their employment prospects. Importantly, participating states reported that the rate of recidivism among prisoners in the prisons where the program has been implemented is approximately 30 percent, while in other institutions recidivism ranges from 60 to 90 percent.

SUCCESS STORIES

2007 Pan American Games

The Rio 2007 Pan American Games was a noteworthy event, because it benefited from the cooperation of the President's Office, 16 ministries, and various state-owned companies. As part of this coordinated effort, a special Secretariat was created by presidential decree. The Secretariat had the responsibility of managing communication and coordination between the federal executive, the games-organizing committee and other government bodies involved in hosting the games, such as the government of Rio de Janeiro. To present the games, Brazil built some impressive sport facilities that will serve as a legacy for the city of Rio de Janeiro. Additionally, the games provided a forum for facilitating international exchanges among trainers and athletes, and promoting the importance of sport and of these games to the population of Rio de Janeiro and the rest of the country.

Peace-keeping

Currently, the Brazilian Army has 970 soldiers in Haiti working as peace keepers. In August 2004, the Brazilian National soccer team visited Port-au-Prince to play a game against the Haitian National soccer team. The objective of the game was to promote peace in Haiti. Upon arrival, the Brazilian team's first act was to distribute 1,000 soccer balls to Haitian children. Tickets to the match were handed out in exchange

for firearms as part of an effort to disarm rival factions in the country. UNESCO named this one of the most important initiatives of the Brazilian Government in the International Decade for a Culture of Peace and Non-Violence for the Children of the World, 2001–2010.

CHALLENGES AND LESSONS LEARNED

The main challenge of the government is meeting the demand to do more. Even if the government reaches two million children each year through the *Second Half* program, it is not enough. Brazil is a big country with a large population of over 188 million people. The Ministry of Sport is a small ministry, and it will require significant growth if programming is to expand.

Governments have to believe in the value of sport as an effective tool for social inclusion. Governments should understand that sport is not only about high-performance competition or leisure and recreation. The Ministry of Sport is trying to demonstrate that through the values and practice of sport, children achieve better grades, improved participation rates in school, and greater family and social integration.

To present convincing arguments, proponents of Sport for Development and Peace must work with all levels of the government and society to communicate the benefits that result from investments in sport. Effective advocacy must present compelling arguments in favour of Sport for Development and Peace, and these arguments must be supported by evidence. Currently, UNESCO is evaluating Second Half, and the Ministry of Sport expects the resulting data to substantiate the claim that sport can be a powerful tool to achieve development and peace goals.

Sharing information and learning from each other is important. Brazil works with 40 countries on Sport for Development and Peace initiatives. By working with other governments, the Government of Brazil can help other countries see the potential of sport and encourage those governments to invest in it.

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Partnerships at all political levels are critical. By involving state governments and their governors, as well as sport federations, the Ministry of Sport was able to mobilize support during the national budget process and secure congressional approval to expand funding. By engaging social clubs, sport facilities, and private schools, the Ministry can provide access to their facilities for children in Second Half.

The 2007 Pan American and Para-Pan American Games were a key challenge precisely because they represented such an enormous opportunity. The Government of Brazil is aware that despite being primarily about high-performance sports, the Games stimulate integration between countries and involve society as a whole, focusing attention on the health, educational, and inclusive benefits of sport. The government is concerned with the legacy of these games with respect to building local infrastructure, engaging the population, and making society aware of the power of sport.

FUTURE VISION FOR SPORT FOR DEVELOPMENT AND PEACE INTERNATIONALLY

There must be an international campaign to make governments aware of the importance and potential benefits of sport. This campaign should involve the creation of specific and permanent structures at all levels of administration, with budgets to develop policies.

As well, international organizations, NGOs and others should stimulate and support the introduction of Sport for Development and Peace projects in areas of conflict and social risk.

¹ Política Nacional do Esporte (National Sport Policy), Ministry of Sports, Government of Brazil (2005), at 34 [unofficial translation].

² Política Nacional do Esporte (National Sport Policy), Ministry of Sports, Government of Brazil (2005), at 35 [unofficial translation].

³ Lei n° 10.172, Plano Nacional de Educação (National Education Plan, Law 10.172), Ministry of Education, Government of Brazil (2001), at 19, 25 [unofficial translation].

GENESIS OF THE GOVERNMENT'S INVOLVEMENT IN SPORT FOR DEVELOPMENT AND PEACE

The Government of Burundi became interested in sport as a tool for promoting social development and peace in 2005, after Burundi's twelve-year civil war formally ended. In addition to rebuilding the country's economy and infrastructure, deep divisions and suspicions within the country called for large-scale peace-building efforts. During this period of renewal, sport became a powerful tool for social cohesion because its widespread appeal transcended linguistic, ethnic, and cultural differences.

POLICY

The Ministry of Youth and Sport (MJS) coordinates all sporting activities in Burundi. Although there is no formal Sport for Development policy in Burundi, Sport for Development programs fall under the purview of the Department of Mass Participation in Sports and Physical Education. The Department is responsible for what the government describes as "non-structured" sports: mass participation in sports, sport for seniors, sport therapy, and sport for persons with disabilities.

The Government of Burundi views sport as an important tool for reducing tensions between peoples and for building peace. The government works with the International Olympic Committee (IOC), the United Nations Development Programme (UNDP), and NGOs including streetfootballworld on a range of programs that use sport to facilitate reconciliation and increase social cohesion.

Sport offers opportunities for governmental and non-governmental agencies in Burundi to create international partnerships. Burundi is involved in many cross-border Sport for Development programs, such as *One-Two with Life* being implemented in Rwanda, Burundi, Uganda, and the Democratic Republic of Congo. *One-Two with Life* combines football with peace-building activities and health awareness initiatives, specifically focused on HIV and AIDS treatment and prevention.

BURUNDI

The government actively promotes the health benefits of sport through public service messages on radio and television. The government defines sport as physical activity leading to improved health and asserts that sport strengthens the body, improves coordination, and reduces illness. In addition, the social element of sport is vital in Burundi, creating a stronger sense of community among participants and contributing to overall social cohesion.

Sport for Development programs in Burundi target the healthy development of children and youth, through the formal education system and in contexts for children at risk, such as orphanages and shelters for street children. The Government of Burundi also focuses on people living with HIV and AIDS.

Burundi's Sport for Development policies and programs are linked to the achievement of the following Millennium Development Goals:

MDG 2: Universal primary education is a priority of the Government of Burundi. In his inaugural speech in 2005, President Pierre Nkurunziza pledged to provide free primary education to all children, a significant step in a country where the United Nations Children's Fund (UNICEF) estimated primary enrolment in 2005 at approximately 59 percent for boys and 48 percent for girls. The government believes that offering sports programs in school is one way to help attract and retain children within the formal school system.

MDG 6: Combating HIV and AIDS, malaria, and other diseases is prioritized in projects such as *One-Two with Life*, which raises awareness of HIV and AIDS prevention and treatment options. Football draws participants to the program and health messages are integrated into football games and events.

MDG 8: Global partnerships for development have been formed through Sport for Development programs such as *One-Two with Life*, a football, health, and peace-building initiative active in Burundi, Uganda, Rwanda, and the Democratic Republic of Congo, four countries in Africa's

Great Lakes region working to rebuild after conflict. In addition, Burundi benefits from international partnerships formed through the United Nations Development Programme (UNDP), Fédération Internationale de Football Association (FIFA), and the International Olympic Committee (IOC), all of which operate projects in Burundi.

Burundi's Poverty Reduction Strategy Paper aims to strengthen political stability, consolidate peace and reduce poverty through accelerated and sustainable growth. Although sport is being used as a tool to achieve the MDGs and to strengthen peace, sport is not specifically mentioned in the Poverty Reduction Strategy Paper.

PROGRAMS AND INITIATIVES

Sport for Peace and Reconciliation

Football is an important tool in the Government of Burundi's Sport for Development and Peace efforts. Each year, the government organizes a large-scale football tournament including teams from all 129 communes (provincial districts). Tournaments are organized around themes such as peace, reconciliation, and national unity.

The Burundian Association for Sport and Culture, in cooperation with the international NGO streetfootballworld, operates Reconciliation Through Street Football, an ongoing project targeting young people ages 6–25. Twelve years of civil war have undermined many social structures and destroyed communities. Reconciliation Through Street Football encourages intercultural dialogue and peaceful conflict resolution through structured sporting activities.

The IOC, in cooperation with UNDP Burundi and local authorities, is supporting a Sport for Development project promoting inter-ethnic tolerance and understanding through sport activities and competitions. Approximately 13,500 children from different ethnic groups and backgrounds take part in traditional and popular sports in the capital and six provinces. In addition, the IOC is supplying sports equipment and constructing three sports fields for a refugee camp in

Mwaro, Burundi. The IOC is also providing sports equipment for refugees and returnees in Muyinga, Makamba, and Ruyigi.

Sport for Youth Development

The government has created a network of football schools to train young players in soccer skills and coaching techniques. The long-term goal of these schools is to develop a group of young people who will be able to earn a living as coaches in schools, community centres, or sport federations.

Streetfootballworld, a sport-based NGO, operates Sport for Development initiatives in Burundi, including regular mini-championships organized in cooperation with the Burundian Association for Sport and Culture. The tournaments, held at Christmas and on other holidays, bring together young people for football and structured discussions about peace, reconciliation, and the fight against HIV and AIDS.

Sport for HIV and AIDS Awareness

One-Two with Life is a football program supported by the Swiss Agency for Development and Cooperation (SDC) and coordinated by streetfootballworld. In Burundi, Rwanda, Uganda, and the Democratic Republic of Congo, football is used to raise awareness of HIV and AIDS prevention and treatment. Through media campaigns and interactive workshops featuring prominent athletes, participants learn about HIV and AIDS and then become workshop facilitators in their own communities.

PARTNERSHIP AND COORDINATION

The Ministry of Youth and Sports coordinates all sporting activities; however, the Department of Mass Participation in Sports and Physical Education is responsible for policies that use sport as a tool for development and promoting peace. The Department of Mass Participation coordinates sport therapy, recreational sport, sport for seniors, and sport for persons with disabilities. Sport federations partner with the Government of Burundi to implement specific programs.

The Government of Burundi benefits from cooperation with international bodies such as UNDP, the IOC, and FIFA.

Sporting activities are supported by local business such as banks, the oil and gas refinery Engen Burundi Ltd., and Brarudi, a large local brewery.

Burundi recently became a member of the Sport for Development and Peace International Working Group, and welcomes the opportunity to collaborate with the other governments represented in the SDP IWG.

ANNUAL INVESTMENT

The Ministry of Youth and Sports has an annual budget of approximately USD 500,000 to support Burundi's 18 sport federations. This allocation is insufficient for running sporting events through the federations, so sponsors must be secured for each activity and event.

MEASURING IMPACT

The government monitors investment in Sport for Development through financial reports produced by the Ministry of Youth and Sports for every event.

SUCCESS STORIES

Sport is being used successfully as a tool for reconciliation in Burundi. The government cooperates with international bodies and NGOs to operate projects that develop conflict-resolution skills among young people.

CHALLENGES AND LESSONS LEARNED

Lack of funding presents an ongoing challenge to Burundi's Sport for Development efforts. Limited resources mean that inadequate facilities are available outside major urban centres.

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There is a shortage of trained coaches and other sport personnel at all levels of performance, from recreational to elite. Although physical education has been made a compulsory part of primary school, more teachers with basic sports training are required.

Scaling up successful Sport for Development projects remains a challenge. Limited resources and poor infrastructure make expansion extremely difficult.

FUTURE VISION FOR SPORT FOR DEVELOPMENT AND PEACE INTERNATIONALLY

Sport for Development initiatives offer opportunities to develop partnerships across ethnic groups, communities, and countries. The Government of Burundi supports cooperation on large-scale projects using sport as a tool for community and social development.

Overall, the Government of Burundi believes it is important to develop clear sports policies to ensure that resources are directed efficiently and effectively.

GENESIS OF GOVERNMENT'S INVOLVEMENT IN SPORT FOR DEVELOPMENT AND PEACE

The Government of Canada's formal involvement in development through sport flowed from the 1991 Commonwealth Heads of Government (CHOGM) meeting. Canada responded to the request from the Working Party on Strengthening Commonwealth Sport for the wealthier nations of the Commonwealth to assist those with fewer economic resources to develop youth through sport. The Working Party was later renamed the Commonwealth Committee on Development through Sport¹ and was chaired by Canadian Roy McMurtry.² The committee was an important catalyst and the notion of development through sport began to emerge in the Canadian context. Shortly thereafter, Canadian Heritage (PCH) and the Canadian International Development Agency (CIDA) began co-funding international development through sport activity via contributions to the Commonwealth Games Association of Canada

POLICY

The Government of Canada does not have an overarching policy guiding its engagement in development through sport internationally. However, Canadian Heritage, CIDA, the Department of National Defence (DND), and Foreign Affairs and International Trade Canada (DFAIT) all make or have made varying investments in development through sport. At various times, development through sport has been linked to Canada's foreign policy, international development, and international sport policy objectives.

Canadian Heritage has a legislative and policy reference to sport as a tool for international development. PCH's engagement is pursuant to the *Physical Activity and Sport Act*. The Act establishes that the Minister of Canadian Heritage may:

"Encourage the promotion of sport as a tool of individual and social development in Canada and, in cooperation with other countries, abroad."³

The Canadian Sport Policy⁴ recognizes and encourages Canada's responsibility for development through sport. The

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policy is endorsed by the federal, provincial, and territorial sport ministers and identifies the ministers responsible for the sport community in Canada. The policy states the following with regards to Canadian engagement in sport, by 2012, "Canadians will be recognized internationally for their... leadership in sport and social development through sport in Canada and abroad."

CIDA's approach to development is based on the principles of local ownership, strong partnerships, improved donor coordination, a results-based approach, and greater coherence with non-aid policies. Its mandate is to reduce poverty, promote human rights, and support sustainable development. CIDA aims to strengthen aid effectiveness by working with partner countries to respond to their priorities and needs. CIDA invests in projects and programs where sport is used as a tool to achieve development objectives in areas such as health, education, and child protection. CIDA recognizes that there is some evidence that sport programming can be a useful tool to achieve development outcomes, when done in cooperation with local actors.

PROGRAMS AND INITIATIVES

Through its participation in international forums, Canadian Heritage has taken the lead in international information sharing and advocacy for development through sport. There is no program dedicated to federal development through sport. However, funding is provided by CIDA and Canadian Heritage to organizations delivering projects and programs using development through sport (e.g., supporting access and equity in sport participation and using sport to address health, education, and child protection goals).

The Government of Canada is engaged in international efforts to use sport as a tool for development in a number of ways. CIDA and Canadian Heritage have been funding Commonwealth Games Canada's (CGC) International Development through Sport and Canadian Sport Leadership Corps programs since 1993. CIDA is providing CAD 3 million (USD 3.08 million) over five years through 2010-2011 to these two programs (roughly CAD 600,000 per year or USD 616,000 per year). Canadian

Heritage has provided annual funding for the domestic administration of these two programs, most recently contributing CAD 380,000 (USD 390,000) in 2007–2008.

In addition, Canadian Heritage's development through sport activities include:⁵

- Funding to support the Sport for Development and Peace International Working Group (SDP IWG) (CAD 454,000 or USD 466,000 over three years since 2004–2005);
- Advocating for development through sport within and external to the government (e.g., within the World Urban Forum in 2006 and the International AIDS Conference in 2006);
- Policy development in 2005, Canadian Heritage organized an Experts Roundtable Consultation with the Government of Canada, NGO partners, and international experts to advise on a prospective Canadian development through sport strategy;
- Funding to the Peres Center for Peace Twinned Peace Sports School for Girls (CAD \$100,000 or US \$102,000 in each of 2006–2007 and 2007–2008);
- Conducting a review of its own International Bilateral Agreements Framework. Canadian Heritage may consider introducing development through sport as an area of activity for bilateral exchange;⁶
- Contributing to the review of the Sport Canada Policy on Women in Sport (1986). This may include a review of the nature and strategic direction of its international activities in development through sport for girls and women. (PCH has been engaged in various multilateral fora that address issues related to girls and women and sport for development. These include through its support to the Conference of the Youth Sports Ministers of French-speaking countries (CONFEJES) and participation in the International Working Group on Women and Sport, which Canada co-chaired from 1998 to 2006).

CIDA invests in projects and programs where sport and play are used as tools to achieve development objectives in priority areas such as health, education, and child protection. In addition to funding CGC, CIDA's other primary activities include a CAD 2.9 million (USD 2.98 million) contribution over three years to NGO Right To Play, an international development organization using sport and play to improve the lives of disadvantaged children and their communities. CIDA funding

to Right To Play supports the Basic Education Through Sport and Play for Children in West and Francophone Africa: Play to Learn Program.

The Department of National Defence (DND) has organized a number of youth sport activities and distributed equipment during deployments to regions of conflict. However, these were individual initiatives, the most recent being a youth soccer tournament involving 950 children in Kandahar, Afghanistan. DND is considering formally piloting Sport for Development and Peace as an institutionalized mission element for operations abroad, beginning in Afghanistan. DND wants to see integration between all government and non-government entities and has begun consultations. Integration will ensure maximum effectiveness and that the program is long term. DND has also expressed interest in forming an interdepartmental working group to plan and implement Sport for Development and Peace initiatives for its peace-keeping missions abroad.

Foreign Affairs and International Trade Canada (DFAIT) has overarching responsibility for Canada's activities abroad. As such, DFAIT leads some of Canada's engagements with various multilateral organizations implicated in Sport for Development, such as the United Nations and the Commonwealth Secretariat. In that role, DFAIT has supported various Sport for Development initiatives. In addition, DFAIT has occasionally provided some funding to development through sport activities mostly via Canada's missions supporting projects abroad.

PARTNERSHIP AND COORDINATION

The Government of Canada recognizes the importance of coordinating its departmental and agency engagements in this field. Until recently, interdepartmental communication has been mostly *ad hoc* and driven by specific initiatives. More recently, Canadian Heritage has been working toward an integrated "whole of government" approach to development through sport and play.

CIDA and Canadian Heritage currently share reporting and results from projects in which they are both involved. DND

has expressed interest in forming an interdepartmental working group to use sport in initiatives linked to its peacekeeping missions abroad. In 2005, Canadian Heritage organized a Roundtable Consultation with Government of Canada partners, NGOs, the World Bank, UK Sport, and others, to advise on a prospective strategy for development through sport. This is the most formal external consultation to date. This Roundtable helped establish regular contact between Canadian Heritage and CIDA's Policy Branch with a view to further collaboration. In addition, the Roundtable established contacts that have led to further discussion and consultation with other government departments, UN agencies, and NGOs.

Internationally, in addition to its project support, the Canadian government works with a number of multilateral partners to coordinate international engagement in development through sport, among other objectives. These partners include: the SDP IWG; the forum of Commonwealth Sport Ministers Conference; the Commonwealth Advisory Body on Sport; the Conference of the Youth and Sports Ministers of French-speaking Countries (CONFEJES); and the United Nations Group of Friends for Sport for Development and Peace. Canadian Heritage also participates in informal consultation and knowledge exchange through conferences such as Magglingen and Next Steps. Bilateral meetings at international sport events are also used strategically to share information.

Canada has engaged in and initiated discussions on the role of sport within other related forums. In 2006, Canada's Minister of State for Sport participated in the sport session at the International AIDS Conference in Toronto. As well, Canadian Heritage initiated and coordinated a sport session at the Third Session of the World Urban Forum in Vancouver, Canada in June 2006. At the session, it was acknowledged that sport can be an important factor in addressing the broader social problems of urbanization.

ANNUAL INVESTMENT

Annually, the Government of Canada provides approximately CAD 2.2 million (USD 2.05 million) directly to programs

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using sport to achieve international development objectives. In addition, CIDA supports multilateral organizations and bilateral projects which may use sport as a component of their programming. However, measuring the impact of these contributions can be challenging.

sport, and learn mutual understanding and respect. Canadian Heritage's focus has been on supporting such activities for girls.

Canadian Heritage was instrumental in having the Olympic Truce extended to cover the Paralympic Games in Torino, Italy, thereby broadening the truce's positive impact.⁷

MEASURING IMPACTS

Initial evaluations of the effectiveness of using sport as a tool to achieve CIDA's development objectives (i.e., education, health, gender equality) have been positive. There continues to be a need for greater analysis internationally of the impact and benefits of programming using sport.

SUCCESS STORIES

The ongoing delivery of Commonwealth Games Canada's *International Development through Sport* program has been a significant success. This program was established in 1991 and assisted by CIDA and Canadian Heritage, the program's primary funders. This program promotes the prevention of HIV and AIDS, using sport to educate and build awareness among youth, youth-at-risk, and communities at large. The program promotes healthy lifestyles through sport and physical activities, encourages gender equality in sport and physical activities, contributes to basic education, and promotes the human rights of women and persons with disabilities.

Since 2001, with government support, more than 88 young Canadians have participated in eight-month overseas placements with CGC's Canadian Sport Leadership Corps. This program trains young Canadians to work with local partners to help establish or expand local sport-based community development projects. These young Canadians typically return to Canada with experiences and perspectives from their host communities that benefit their Canadian communities.

Canadian Heritage's support for the Peres Center for Peace Twinned Peace Sport Schools is providing safe spaces for Israeli and Palestinian youth to engage each other, through

CHALLENGES AND LESSONS LEARNED

Canada's involvement in development through sport since 1993 has demonstrated that quality programming using sport can support a number of foreign policy and social development objectives. There continues to be a debate within the development and sport community about the use of sport in development. This issue needs to be further understood and addressed.

Canada recognizes the real and potential benefits of sport in the development context. It also recognizes that further study is required, particularly related to certain areas, such as the link between sport and peace-building objectives. Efforts should be made to identify examples where sport has had a direct impact on development objectives, including capacities and capabilities to assess a country's peace and conflict dynamic. This research should use experts in the field and consult with civil society organizations working in the field to determine the effectiveness of these programs.

The international development community is committed to implementing programming that responds to country-identified needs. Where possible, programming should be scaled up in a sustainable way at a regional or national level. A discussion with other countries to identify what works would be helpful to increasing development through sport's effectiveness.

At the policy coordination level, it is understood that multi-departmental engagement in this field is challenging. The 2005 Roundtable of international experts and domestic partners (government and NGO) hosted by Canadian Heritage, identified areas of improvement for Canada. Most recently Canadian Heritage hosted a meeting on international

examples of intra-governmental collaboration to consider the approaches other governments are taking. This meeting revealed that there are numerous models for national government engagement in international development through sport. Countries such as Australia, Switzerland, and Norway have established formal collaboration mechanisms or joint policy statements between their development and sport agencies. These examples will be useful for the Government of Canada as it considers the issues of intra-governmental collaboration.

FUTURE VISION FOR SPORT FOR DEVELOPMENT AND PEACE INTERNATIONALLY

Canada envisions sport continuing to be better recognized for its valuable role in the areas of social inclusion and community development.

Canada sees continued value in bilateral and multilateral efforts to share approaches and evidence and explore the potential of sport as a tool of individual and social development, including the SDP IWG and at the level of the United Nations.

Internally, the Government of Canada is looking to further coordinate its engagements in the field of development through sport with discussions ongoing between Canadian Heritage and CIDA in this area.

Furthermore, within Canada, multi-level government and civil society efforts are being made to analyze and articulate how sport is being and can be used as a tool for community development and social inclusion. There are existing initiatives focused on inner-city, remote and Aboriginal communities, and PCH is involved in various ways including through support to events such as the North American Indigenous Games and the Arctic Winter Games. However, until recently there has not been a multi-sectoral and multi-jurisdictional process to examine, compare and consider coordinating activities. Such a process is being undertaken and the outcomes of these efforts could provide examples and tools that inform Canada's international engagements – as means for Canada to share

its values with the world. Similarly, Canada's international development through sport engagements may provide lessons that can be applied domestically.

Canada recognizes that quality sport and play programs have intrinsic benefits. It also recognizes that quality sport done in cooperation with local actors can be a useful tool to advance international development, including the areas of health, education, and child protection. Beyond these specific areas, Canada is of the view that efforts to gather evidence and analyze the benefits of sport for social development should continue (such as the recent review of literature supported by the SDP IWG). As development through sport is further analyzed for its potential benefits for achieving the objectives of international development agencies, formal collaborative agreements and joint development through sport policies will be better informed.

Ultimately, Canada expects to continue to build on its long-standing role supporting the use of sport as a tool for international development. Canada will continue to actively engage in key international forums in support of research and information sharing on this issue.

 $^{^{\}rm 1}$ This committee has since evolved into the Commonwealth Advisory Body on Sport (CABOS).

² Former provincial Cabinet Minister and now Chief Justice of Ontario.

³ Physical Activity and Sport Act (2003). Section 5 (k).

⁴ The Canadian Sport Policy (2002).

⁵ For Canadian Heritage "development through sport" or "sport for development" means the use of sport for individual and social development. "Sport" is generally used in its broadest terms, including everything from play and physical activity to high-performance competition. Typically, development through sport would support grassroots sport development and not high-performance sport. However, in some instances high-performance athletes or sport federations are partners in the promotion of development through sport projects or programs.

⁶ The Physical Activity and Sport Act (2001) set out that the Minister, "with the approval of the Governor in Council, may enter into an agreement or arrangement with the government of any foreign state in order to encourage, promote and develop physical activity and sport." These agreements have typically focused on sport development activities in relation to high-performance sport.

⁷ The Olympic Truce is a period of observance of the Olympic values of peace and cultural understanding. The concept originated in ancient times to facilitate the safe passage of athletes to participate in Olympic Games. The Truce was revived in 1992 when The International Olympic Committee (IOC) collaborated with the United Nations to increase the impact of linking sport with peace. Since 1993, the UN General Assembly has repeatedly expressed its support for the IOC by unanimously adopting a Resolution entitled "Building a peaceful and better world through sport and the Olympic ideal." Subsequently, different Olympic/Paralympic host nations have taken the initiative to popularize the Truce in the lead-up to and during the Games.

GENESIS OF THE GOVERNMENT'S INVOLVEMENT IN SPORT FOR DEVELOPMENT AND PEACE

The Government of Cape Verde views sport as a vehicle for development and peace and believes that health, education, and the fight against poverty should be supported by sport initiatives. Access to "physical culture and sport" is defined as a right under Cape Verde's 1999 Constitution. To guarantee this right, the government, in collaboration with sporting associations, schools, and community groups, is working to stimulate interest in sport and develop sport infrastructure.

Although Sport for Development is a relatively new concept in Cape Verde and its role is not defined in a separate policy, many ministries, including the State Secretariat of Youth and Sports, the Ministry of Health, the Ministry of Education and Higher Education, and the Ministry of Economy, Growth and Competitiveness (sport associated with tourism) have incorporated Sport for Development into their programs and policies.

POLICY

Cape Verde's National Institute of Statistics conducted a census in 2000 and found that 63.3 percent of the country's population was less than 25 years old. The Institute predicts that the youth population will continue to grow steadily, estimating that by 2010 the under-25 population will comprise approximately 65.9 percent of the country.

The Government of Cape Verde directly links sport and human development, viewing physical activity as a necessary government investment in social development. Given the importance of youth in the nation's future, issues related to youth and sport are governed collectively by the State Secretariat of Youth and Sports (Secretaria de Estado da Juventude e Desportos, or SEJD).

The connection between youth and sport is asserted in the Government Program for the VII Legislature 2006–2011, which states:

"Sport constitutes a powerful factor for human development because it contributes decisively to the physical and intellectual growth of the citizens by inculcating values, especially in children and young people, such as solidarity, respect for others, tolerance, community spirit, and cooperation, among others."

This document sets out the government's commitment to sport in the following spheres:

- Social: aimed at disenfranchised and disadvantaged individuals, including inmates and the elderly;
- Recreation and leisure: improving quality of life, mental and physical health, and general well-being for the population of Cape Verde;
- Educational: complementing school activities and school sporting programs;
- Sport as a profession: fostering new generations of athletes, coaches, trainers, and support personnel;
- Infrastructure: planning sports facilities across the nation to increase access and provide regional balance;
- Organizational: harmonizing the national organization of sport to maximize social development potential; and
- Legislative: harmonizing sport legislation for maximum productivity.

In its 2002 strategy document, Government Agenda for Youth, the Cabinet recognizes the importance of sport as a social, educational, and recreational activity. The government supports:

- The reinforcement of the educational, recreational, and cultural value of sport in youth, health, and education policy;
- The active participation of government bodies in establishing sport activity and formulating policy;
- The introduction and reinforcement of equity criteria in State intervention, with the goal of reducing local and regional inequalities in access to sport;
- Increased synergy between sport practiced in schools, associations, and federations;
- Greater support for clubs, associations, and cities in training personnel involved in sports at all levels of achievement; and
- A special focus on initiatives related to sport training as a form of treatment for youth in difficult social and familial situations.

Sport is named as one of six "strategic axes" in the Plan for Youth, highlighting the importance of physical activity in preventative health measures, as a form of socially constructive recreation, and an important source of employment and potential income. Sport is used as a catalyst in many government health promotion campaigns, including awareness-raising on sexual and reproductive health issues, fitness promotion, and mental health issues. Social marketing programs are organized around sporting activities at youth associations and youth centres.

Cape Verde's Sport for Development and Peace policies and programs are linked to the following Millennium Development Goals:

MDG 1: Eradication of poverty and hunger is addressed through employment stimulation programs such as the *Young Athlete Scholarship*, which places young people from low-income families into sports training programs while supporting their continued enrolment in the formal school system. The scholarship pays the participants' school fees and provides school uniforms, sports equipment, and clothing. The government is currently exploring the potential for sport to create jobs in other contexts, creating employment opportunities in rural and urban areas and helping to reduce unemployment, which was estimated at more than 20 percent in 2000.

MDG 2: Universal primary education has been achieved in Cape Verde, but the government continues to improve the quality of education. Sport provides an important complement to the academic activities in school because of the physical benefits to students and the values sport can instil. Physical education and sport are included in school curriculum at the primary and secondary levels.

MDG 3: Gender equality is addressed in the *Sport for All program*, which aims to increase women's participation in sports.

MDG 6: Combating HIV and AIDS, malaria and other diseases is specifically targeted through a variety of programs initiated by the Ministry of Health. The Ministry uses sport to

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promote awareness raising campaigns on HIV and AIDS, tuberculosis and malaria. The *Health of my Heart* program promotes physical activity as a way to combat heart disease, obesity, diabetes, and arthritis.

MDG 7: Environmental sustainability is a component of infrastructure development efforts underway by the State Secretariat for Youth and Sports. Efforts are made to ensure that all infrastructure development is completed with minimum environmental impact.

In September 2004, the Ministry of Finance and Planning released the Paper on Growth and Poverty Reduction Strategy (Documento de Estratégia de Crescimento e Redução da Pobreza), a tool to achieve the MDGs across a range of sectors. The paper lists sport as a tool with important social and economic potential. Sport can integrate youth into community life and benefit health and education programs. Sport provides economic opportunities for individuals such as coaches and athletes, and for whole communities through the construction of sport infrastructure across the country (especially important in rural areas where unemployment is prevalent). To increase access to sport for people of all ages and levels of ability, the government has committed to a large-scale infrastructure development program, with the long-term goal of new or rehabilitated stadiums and sports facilities in every municipality.

PROGRAMS AND INITIATIVES

Youth Centres and Services

The State Secretariat of Youth and Sports has initiated a number of programs to increase mass participation in sport. The Secretariat hopes to install Youth Centres in all municipalities by 2011. The National Youth Centre, locally supported by regional Youth Centres, provides young people with a range of services, including:

- Health clinics and referral services on drug use, sexually transmitted diseases and teenage pregnancy;
- Mental heath services and counselling;
- Access to the Internet and other information technology;

- Courses in leisure activities such as theatre, music, and language instruction; and
- Access to sport facilities and teams.

Young Athlete Scholarship

Youth are also targeted in the Young Athlete Scholarship program (Bolsa Jovem Atleta), run by the SEJD. The program targets low-income boys and girls ages 8–16 in high-risk families and high-risk social situations, using sport as a tool for social integration. Participants are placed on teams and given training to develop sport skills and emphasize the positive social values of teamwork and cooperation as learned through sport. Participants and their families are also supported financially: school fees and uniforms are covered by the scholarship and participants receive sports equipment and clothing appropriate to their training.

Schools of Sport Initiation and Training

The Secretariat also targets young people in its Schools of Sport Initiation and Training Project (*Projeto Escolas de Iniciação Desportiva*), which teaches sport skills and principles to boys and girls up to 18 years old. The goal is to discover talented sportsmen and sportswomen of the future, to increase access to sport-for-all young people, and to use sport to create good citizens who support others in their peer groups and communities.

Health of my Heart

In the Health of my Heart program (A Saúde do meu Coração), the Secretariat uses physical activity to promote healthy lifestyle choices among participants of all ages. The program presents moderate exercise as an effective measure in preventing a range of conditions associated with sedentary lifestyles, including obesity, pulmonary illnesses, osteoporosis, diabetes, and arthritis. Using activities prescribed by the World Health Organization, the program provides the health and social benefits of group exercise in two cities (Praia and Mindelo), three times per week.

To support its Sport for Development programs, the Government of Cape Verde has begun significant investment in infrastructure throughout the country, constructing and restoring sporting facilities, playing fields, and stadiums. Communities with active youth programs and community festivals are targeted for infrastructure investment.

Development programs and infrastructure.

PARTNERSHIP AND COORDINATION

The Director General of Sport (*Direcção-Geral dos Desportos*, or DGD) is responsible for Cape Verde's Sport for Development policies. The DGD coordinates many sport projects directly, such as Schools of Sports Initiation and Training, and coordinates sport-related programs administered by other government departments and ministries, as well as NGOs and community organizations. This coordination involves an annual evaluation of the workplans and financial reports of the appropriate agencies and organizations.

The government's main implementation and delivery partners are the National Municipal Chambers, the National Gymnastics Commission, and the Cape Verdian Sporting Federations of Soccer, Basketball, Handball, Tennis, Volleyball, Athletics, Boxing, and Karate.

Cape Verde cooperates on a bilateral and multilateral basis with organizations such as the Community of Portuguese Speaking Countries (CPLP), the Conference of Ministers Responsible for Youth and Sport, French Speaking Countries (CONFEJES), and the Organizing Committee of the Island Games (Comité d'Organisation des Jeux des Iles, or COJI). In addition, the Government of Cape Verde works directly with the governments of Portugal and Japan, which donate sporting equipment and materials and provide training for Cape Verdian sports personnel.

ANNUAL INVESTMENT

All investment in the sport sector is supported by the State's General Budget. Although there is no exclusive program for Sport for Development and Peace programs, the total amount designated for sport is approximately 80,000,000 CVE (USD 963,855). In addition, other State bodies and private

MEASURING IMPACT

The State Secretariat of Youth and Sport monitors the expenditure on, and the social impact of all of its programs. Regular evaluations are carried out, measuring workplans and budgets against actual activities. Other ministries involved in Sport for Development activities, such as the Ministry of Health, also complete internal evaluations. External evaluations will complement this process in the future.

institutions are expected to make investments in Sport for

SUCCESS STORIES

The Government of Cape Verde maintains that sport is a positive tool for social cohesion and integration. Through the Director General of Sport, the State Secretary of Youth and Sport sponsors sporting exchanges within the Cape Verdian archipelago and in the larger Portuguese-speaking African diaspora to encourage national unity and international cooperation.

Public holidays and important historical events in Cape Verde are commemorated with sporting and cultural activities designed to bring people together. The government has had great success with such festivals, both nationally and in the diaspora.

Although relatively new, the range of Sport for Development programs under the Director General of Sport has begun to increase participation in sports among all age groups, particularly youth. It is hoped that cooperation among ministries will lead to increased success in integrating sport into health, education, and social development programs.

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CHALLENGES AND LESSONS LEARNED

Inadequate funding is an ongoing challenge in Cape Verde. This is exacerbated by the remoteness of many parts of the country. It is urgent, therefore, to improve the sport infrastructure so all islands in the Cape Verde archipelago have equal access to sport-related infrastructure.

FUTURE VISION FOR SPORT FOR DEVELOPMENT AND PEACE INTERNATIONALLY

Where constant tensions and civil war exist, it is essential to have an understanding between the politicians and governments of neighbouring countries. Sport has a role to play in encouraging cooperation between individuals and nations and increasing the degree of tolerance in the world.

GENESIS OF THE GOVERNMENT'S INVOLVEMENT IN SPORT FOR DEVELOPMENT AND PEACE

Ethiopia has acknowledged for many years that sport is an effective means of achieving social aims. This principle has been enshrined in policy for approximately ten years. Sport is recognized as a tool for social development in the vision and mission of the Ministry of Youth and Sports, which states that the government must work toward supporting well-rounded youth who can help transform the country into a more prosperous and democratic society. In this context, "well-rounded" refers to young people who receive opportunities to develop their physical, mental, and social capacities. These opportunities encourage youth to participate widely in the development, democratization, and good governance of the country.

POLICY

The Government of Ethiopia established the Ministry of Youth and Sports (MYS) in October 2001. The Minister maintains close contact with the Ethiopian Olympic Committee and the Federal Sport Council. The Ministry of Youth and Sports is divided into three sections:

- Youth Affairs Sector, containing a Capacity Building Department, an NGO Coordination Department, and an Implementation and Monitoring Department;
- Sports Affairs, headed by the Vice Minister of Sports and containing departments for Training and Competitions, Sport Facilities, Sports Medicine and Research, and a Sport-for-All and Cultural Sports Section; and
- Public Relations and Resource Mobilization, including Administration and Finance, Audits and Legal Services, Planning and Information, and a Women's Affairs Department.

Sport policy in Ethiopia has two main objectives:

- To involve all people in sport through a series of Sport for All initiatives, aimed at harnessing the power of sport to achieve social goals; and
- To prepare elite athletes for national and international competition.

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The Ministry asserts that sport empowers individuals and strengthens the community by building social bonds and creating harmony between people and groups. Improved physical health contributes to productivity and reduces the need for medical services. The MYS promotes mass participation in sport as a central feature of its Sport for Development policy.

The National Sport Policy, formulated by the Ministry, is based on the following principles:

- Sport is a fundamental right for all citizens;
- Community participation in traditional and modern sports as well as physical recreation of all kinds should be promoted;
- Overall organization and management of sport should be community based;
- Participation in sport should be facilitated at schools, in workplaces, and in community facilities;
- All segments of society, including women and people in rural areas, should have the opportunity to participate in sports;
- Government should create conditions under which sport can be made gradually autonomous, not dependent on government subsidies;
- Local production of sportswear and equipment should be facilitated; and
- Capacity building and training of personnel is key to future growth.

The Ministry aims to realize the principles of this policy by working in six main sectors of Ethiopian society:

- Residential areas (mobilizing communities)
- Educational institutions
- Governmental organizations
- Labour unions
- Defence and police forces
- Health and sports medicine institutions

In residential areas, communities have been mobilized to form clubs and teams, and to construct and preserve recreational facilities where needed. The government works with educational institutions to include sport in the curriculum. In addition, sports facilities have become a regular component of educational planning. By working with employers, governmental

organizations facilitate employee participation (within and outside the government) in sports programs. Labour unions ensure that workers participate in sports activities by raising awareness of the value of physically active employees. Sporting activities are encouraged among members of the police and defence forces with the creation of sport clubs and improved facilities. Health and medical institutions communicate the benefits of sport and encourage all people to be more active.

Ethiopia's Sport for Development policies are linked to the following Millennium Development Goals:

MDG 2: Universal primary education is addressed through the addition of sports to curriculum to increase school attendance. The government is working to improve sports facilities at all levels of education, from pre-primary to tertiary, and to ensure the availability of sports equipment.

MDG 3: Gender equality is the focus of the Women's Affairs Department, under the jurisdiction of the Minister of Youth and Sports. This department collaborates with the Women's Sport Association and encourages mass female participation in a range of sports, including football, volleyball, table tennis, badminton, basketball, and handball.

MDG 6: Combating HIV and AIDS, malaria and other diseases is a priority for the Ministry. The *Sport for All* initiative includes the broadcast of health education programs daily on radio and television networks. In addition, the government works with the Health Communication Partnership (HCP), an NGO based at the Johns Hopkins Bloomberg School of Public Health, which conducts HIV and AIDS awareness and prevention programs in schools. Currently, this program is reaching 1.5 million children across the country.

In Ethiopia, the Poverty Reduction and Strategy Paper (officially known as the Sustainable Development and Poverty Reduction Programme) is becoming the operational framework for translating the MDGs into action. The United Nations Development Programme reports that Ethiopia was one of the first countries to link its Poverty Reduction Strategy

Paper (PRSP) to the MDGs.¹ The first PRSP was prepared in 2001, laying the foundation for collaboration among the government, donors, and the United Nations.

As part of the PRSP, the MDG task force launched a public outreach campaign in 2002, with the Amharic slogan "Yichalal" ("It is possible!"). Renowned Ethiopian runner Haile Gebrselassie was spokesperson for the campaign which included radio spots, an art competition, songs, and posters. Other initiatives included a football match broadcast on Ethiopian television between Parliamentarians and UN staff with the theme "Score a Millennium Development Goal." In addition to using sport for public outreach, sport is included as a component in many policy initiatives involving youth, women, and education.

PROGRAMS AND INITIATIVES

Sport for All

The Sport for All program promotes healthy living and increased participation in sports in residential areas, schools, and workplaces with a strong focus on rural communities. The program aims to improve community health, increase physical fitness, and realize the social benefits created when sport brings people together, forming social networks and sharing problems.

The Government of Ethiopia promotes *Sport for All* in schools through a daily program of school-wide morning exercises. Schools are encouraged to organize competitions in a variety of sports. Ethiopia's 21 sport federations each specialize in different disciplines. These federations work closely with schools, allowing students to participate in different sports according to their interest. Sport is valuable in the academic context because it improves concentration, discipline, and physical fitness.

Promoting Mass Participation in Sport

In residential areas, the Ministry of Youth and Sports encourages mass participation in sport by preparing and airing radio programs for 30 minutes every morning. At 6:30 am, programs promoting physical fitness and healthy lifestyles are aired,

with segments describing specific exercises for listeners. Similarly, at 5:30 pm every evening, a 30-minute television program is broadcast. The program teaches viewers exercises to improve fitness and to mitigate specific health conditions such as high blood pressure, diabetes, and asthma. The programs demonstrate specific exercises and provide information about health issues such as HIV and AIDS prevention. Medical doctors regularly record segments for the show.

A similar program focusing on children has also been developed. Regular television programs focus on children's health and exercise, encouraging children and young people to be active and providing information for parents on healthy child development.

Sport in the Workplace

For workplaces, the government has employed experts to design exercises for four different categories of workers: those who do mental work, those who work with their hands, those who work standing up, and those who do physical labour. A series of CDs and DVDs have been recorded and distributed to coaches who receive training and who are deployed to offices and industries to mobilize people in workplaces. During breaks, employees are encouraged to participate in physical activity.

The Health Communication Partnership

The government works closely with NGOs and international organizations to promote Sport for Development goals within Ethiopia. The Health Communication Partnership, based at the Johns Hopkins Bloomberg School of Public Health, is a health communications project that helps individuals and communities adopt healthy behaviours in Ethiopia and around the world. The ultimate goal is to address some of the world's most pressing health issues, including HIV and AIDS, maternal health, child survival, and infectious diseases such as malaria and tuberculosis. The program uses the media, sporting events, and physical activity to educate and mobilize communities.

ETHIOPIA

Sport for Persons with Disabilities

In cooperation with Respo International, the Dir Foundation, and Windesheim University, based in Zwolle, The Netherlands, the Government of Ethiopia runs a program to integrate young persons with disabilities in their schools through increased participation in sports. Physical education teachers receive training in how to involve people with physical, mental, and sensory disabilities in sporting activities. Training courses are offered every three months across the country and teachers are provided with a range of support materials, including manuals, videos, and CDs. This program is carried out within the framework of the Netherlands Program for Institutional Strengthening of Post-Secondary Education and Training Capacity (NPT), funded by the Dutch Ministry for Development Cooperation. Dutch graduate students in this program are assigned to work on international projects, including this capacity-building project in Ethiopia. Windesheim University reports a high degree of success with the project in Ethiopia and is planning to expand the program to include a wider range of capacity-building services.

Ethiopian Cycling Federation Initiative

The Dir Foundation is a Netherlands-based NGO working to integrate Ethiopians living in the Netherlands and to develop socially oriented projects in Ethiopia. In addition to capacity-building work with physical education teachers, Dir works closely with the National Ethiopian Cycling Federation. The collaboration, which started in the UN International Year of Sport and Physical Education (2005), works to raise the level of professionalism among cyclists in Ethiopia and to expand the population's access to the sport by gathering and donating second-hand equipment to sporting associations. Dutch volunteers (including former top cyclist Peter Winnen) run six-week clinics, training events, and competitions in Ethiopia.

PARTNERSHIP AND COORDINATION

The Ministry of Youth and Sports is responsible for Sport for Development and Peace initiatives. The Ministry liaises actively with other governmental and non-governmental bodies to achieve policy aims. Governmental bodies include educational authorities and schools, defence and police forces, and the Ministry of Health. Non-governmental partners include labour unions, sporting associations and clubs, and medical institutions throughout the country. The Government of Ethiopia also maintains close ties with international organizations such as the Dir Foundation, a Dutch NGO supporting Ethiopians in The Netherlands and Ethiopia, and the Health Communication Partnership, an affiliation of NGOs and medical organizations based at the Johns Hopkins Bloomberg School of Public Health.

ANNUAL INVESTMENT

Currently, exact figures for the Government of Ethiopia's spending on Sport for Development and Peace initiatives are not available.

MEASURING IMPACT

The Ethiopian government performs internal monitoring of all initiatives. The two programming arms of the Ministry of Youth and Sports, the Youth Affairs Sector and the Sports Affairs Department, each have their own Implementation Monitoring Department. Meetings are held quarterly to monitor active projects' progress toward objectives and reports are filed quarterly. At the end of any project cycle, Ministry monitoring staff perform on-site visits to evaluate project performance. In addition, external monitoring and evaluation is carried out at the government's request.

SUCCESS STORIES

The government has been successful in increasing participation in sport in three contexts: schools, the workplace, and residential areas. Media campaigns and regularly broadcast programs on radio and television reach across the country and have raised awareness of health issues and the value of physical activity.

In addition, the government asserts that Ethiopia's international sporting success strengthens bonds within communities (nationally) and between countries (internationally). At the All-African Games, Ethiopian athletes brought home four gold medals, five silver medals, and 11 bronze medals, placing eleventh in a field of 53 countries. The government values international success as part of Ethiopia's Sport for Development initiative because of its positive impact on community-building and nation-building efforts.

At the recommendation of the Government of Ethiopia, the African Union declared 2007 to be the International Year of African Football, marking both the fiftieth anniversary of the Confederation of African Football and acknowledging the importance of sport in ongoing peace-building and development activities on the continent. The International Year of African Football was launched in Addis Ababa in January 2007.

CHALLENGES AND LESSONS LEARNED

Ethiopia faces a significant challenge due to its lack of sports professionals in the areas of coaching, training, and sports science. In addition, current materials on training and health are scarce, compounding the knowledge gap in the country. Building and maintaining sport infrastructure is an ongoing challenge.

Despite these difficulties, the Government of Ethiopia places a high value on sport as a development tool. The government has pledged to increase access to sport by investing in infrastructure. By 2015, the government expects to have about 50,000 playing fields and playgrounds across the country, ideally one in every community. The government is establishing community-based committees to organize the playgrounds for their areas. Mobilizing communities has been relatively easy because sport is popular and people believe that it contributes to social development and peace. The government supports maximum community involvement in infrastructure development.

FUTURE VISION FOR SPORT FOR DEVELOPMENT AND PEACE INTERNATIONALLY

Sport has the potential to be a powerful tool for achieving development and peace goals within and among nations. More education is needed to promote Sport for Development and Peace. Governments should be encouraged to showcase traditional sport during festivals and competitions, using them to promote national pride.

¹ "Linking the National Poverty Reduction Strategy to the MDGs: a Case Study of Ethiopia," at 3, online: United Nations Development Programme <www.undp.org/mdg/goodpractices/Ethiopia-casestudy.pdf>.

GENESIS OF THE GOVERNMENT'S INVOLVEMENT IN SPORT FOR DEVELOPMENT AND PEACE

The German government supports many Sport for Development projects and activities within Germany and internationally. Wide-ranging Sport for Development programming was prompted by the United Nations International Year of Sport and Physical Education in 2005. The German government was actively involved in preparation and administration of United Nations activities. Much of the focused work in Sport for Development began in 2003 with the United Nations Resolution to designate 2005 the International Year of Sport and Physical Education, and the subsequent budget passed by the German Parliament at the end of 2004.

POLICY

Three federal ministries in the German government are involved in Sport for Development programming: the Ministry of the Interior, the Foreign Office, and the Ministry of Economic Cooperation. The Ministry of the Interior oversees all sport-related projects. The Foreign Office manages international projects, particularly those operating in developing countries, and the Ministry of Economic Cooperation funds those programs.

The International Sport programs managed by the Ministry of the Interior originated in 2005 with the United Nations International Year of Sport and Physical Education. At that time, Parliament handed down a special budget to support international activities through the Ministry of the Interior.

The main goals of the International Year of Sport in Germany were:

- Promoting and strengthening sport in general;
- Promoting social interaction through sport; and
- Using sport to promote peace and integration.

These goals continue to guide Sport for Development programming inside Germany and internationally under the auspices of the three Ministries.

Although sport is not an official part of Germany's international development and cooperation policy, the Ministry of the Interior strongly supports international activities with Sport for Development components and recognizes the value of sport in promoting peace and social integration.

PROGRAMS AND INITIATIVES

The German government, through the Ministry of the Interior, the Foreign Office, and the Ministry of Economic Cooperation runs multiple Sport for Development programs in Germany and internationally.

During the International Year of Sport, the Ministry of the Interior initiated 24 international projects governed by Sport for Development principles, run by NGOs and sport groups. Within Germany, sport is used to facilitate the integration of new immigrants into German society. Sport groups and NGOs have had particular success working with immigrant girls and women in this context.

International Assistance

The Foreign Office runs most of its programs through the German Sport Federation. Emphasis is placed on transfer of knowledge and expertise. Successful initiatives include coach exchanges where Asian and African coaches are trained in German universities and sport colleges. The Foreign Office also sends experienced German coaches to developing countries to train local sport personnel in technical skills such as running team sports, and social development components such as strategies to emphasize principles of teamwork and cooperation among players.

German assistance for Sport for Development internationally also takes the form of in-kind donations. In 2007, the German Table Tennis Association sent sporting equipment packages worth USD 20,000 each to four African and four Latin American countries (Sierra Leone, Central African Republic, Kenya, Libya, Netherlands Antilles, Peru, Guyana, and Barbados). The packages promote table tennis, cooperation, and teamwork.

The Table Tennis Association sent the packages in part as an apology because many countries were barred from participating in the previous year's international tournament because of difficulties in obtaining visas to enter Germany.

NGO Partners and International Projects and Programs

Many of Germany's international Sport for Development projects and programs are implemented with the assistance of internal and external NGOs and sport groups. The National Olympic Committee (NOC), the German Football Association (DFB) and the German Sporting Youth (DSJ) cooperate with international NGOs in developing countries.

Team members and supporters of Germany's First Cologne Soccer Club (1 FC Koeln) send financial and technical assistance to the Misereor Project in Wukro, Ethiopia as part of the Kick Off with Heart (*Anstoss mit Herz*) campaign, a social development project which teaches participants teamwork and fair play through sport.

North Rhine-Westphalia's Sporting Youth are involved in the SPACE project (*Sports Against Crime*) in South Africa. SPACE stages large-scale public events in which project staff and athletes encourage young people to find social networks through sport, rather than crime and gang activities.

The German Sport Federation supports the *LEARN & play* program in Afghanistan, a grassroots initiative that encourages economically disadvantaged boys and girls ages 8–12 to participate in sport and social programming. *LEARN & play* reaches approximately 600 children, many of whom are orphans or street children. The program provides regular meals, daily soccer practice, and academic classes in computers, mathematics, and English. This program is also supported by the international NGO streetfootballworld.

The German government recognizes that Sport for Development initiatives can contribute to the achievement of the Millennium Development Goals. Specific objectives vary widely across projects and countries.

GERMANY

PARTNERSHIP AND COORDINATION

Three federal ministries cooperate on sport and sport-related programming: the Ministry of the Interior, the Foreign Office, and the Ministry of Economic Cooperation. The Ministry of the Interior takes a coordinating role, overseeing all sport and Sport for Development projects in Germany and internationally. The Foreign Office manages international projects, specifically those in developing countries, and the Ministry of Economic Cooperation funds international programs. Although none of the Ministries' programs specifically target Sport for Development activities, many projects contain strong sport components.

Other government and non-governmental bodies involved in Sport for Development activities include the Ministry of International Affairs, working with regional groups such as the Council of Europe. Germany is a member of UNESCO's International Governmental Committee on Sport and Physical Education, an 18-member group promoting international cooperation in the sphere of physical activity. The Committee raises awareness among governments of the role sport can play in strengthening peace, social cohesion, and mutual respect between peoples.

Many programs supported by the German government are run through sports organizations and federations such as the Olympic Sports Federation (DOSD). There are more than 87,000 sport clubs in Germany, operating under the auspices of the German Sport Federation (*Deutschen Sportbund*, or *DSB*), an umbrella group that coordinates local and international activities through NGOs and other agencies. The government supports DOSD and DSB but does not influence their policies or programs.

ANNUAL INVESTMENT

The combined budget for the Foreign Office and the Ministry of the Interior's international sport projects is about EUR 3.6 million (USD 5.3 million) annually. The Ministry for Economic Cooperation has no funding specifically reserved for sport programs.

MEASURING IMPACT

All projects supported by the government report annually on their activities, objectives, and the extent to which they are reaching their goals. For budgetary reasons, all project funding is annual and is renewed each year (when applicable). The federal office occasionally offers two-year project cycles.

SUCCESS STORIES

The Ministry of the Interior cites 2005, the International Year of Sport and Physical Education, as a landmark in its involvement in Sport for Development and Peace activities. Many successful projects were initiated, including the Women for Afghanistan project and *LEARN & play*, targeting economically disadvantaged children and youth in Afghanistan.

The Foreign Office undertook a successful knowledge transfer program, through exchanges with coaches and trainers in Africa and Asia. In addition, German sport experts have been sent to projects around the world to train local staff.

The International Council of Sport Sciences and Physical Education, based in Berlin, has begun a series of seminars on Sport for Development topics, including Sport in Post-Disaster Situations and Rehabilitation Through Sport. These seminars, presented in cities around the world, encourage disaster relief professionals to use sport as a tool in rebuilding communities and societies.

The Ministry of the Interior has had great success using sport programs in Germany to better integrate immigrant girls and women into their communities.

CHALLENGES AND LESSONS LEARNED

The policy-level work at the Ministry is effective, but many projects face challenges on the ground, at the implementation stage. The Ministry does not directly implement projects, but can occasionally provide guidance at the monitoring phase.

An ongoing challenge for the German government is the lack of involvement of countries in which projects are implemented. In many countries where there are competing priorities, a high value is not placed on Sport for Development activities. Communication with appropriate people in developing countries can be a challenge because many countries' permanent representatives in international bodies, such as UNESCO, are not responsible for sport in their home countries. Economic limitations mean that fewer people from developing countries are able to attend international meetings, and direct contact with decision-makers is limited.

FUTURE VISION FOR SPORT FOR DEVELOPMENT AND PEACE INTERNATIONALLY

The German government advocates for further international cooperation in the area of Sport for Development. Coordination of activities, particularly projects that span several countries, is important and must be optimized. International bodies like UNESCO have the capacity and the authority to manage such coordination.

Governments, NGOs, and international bodies must continue to be mobilized in the area of Sport for Development. This movement was championed by Adolf Ogi, the Special Advisor to the United Nations Secretary General on Sport for Development and this work should continue.

GENESIS OF THE GOVERNMENT'S INVOLVEMENT IN SPORT FOR DEVELOPMENT AND PEACE

Ghana's Sport for Development and Peace activity began after representatives of the Ministry of Education and Sports (MES) attended conferences on the topic, including the 2005 Sport for Development and Peace International Working Group meeting. After the meeting, the Ministry of Education and Sports prepared a policy paper on Sport for Development and Peace. The paper was presented to the National Development Planning Commission which reports directly to the executive wing of government and to the Ghana Poverty Reduction Commission. In response, the Government of Ghana adopted a new national sport policy in June 2005 and established a Sport for Development and Peace Secretariat.

POLICY

Since June 2005, the Ministry of Education and Sport has advocated for the inclusion of sport as a tool for development in Ghana's national development framework. Following the Ministry's submission to the National Development Planning Commission, in 2006, the government included sport in the Growth and Poverty Reduction Strategy (GPRS II) document (2006–2009). This document positions sport as a tool for development, allowing greater financial resources for mass participation in sport, construction of sport facilities, and the hosting of international games.

The Ministry of Education and Sports has adopted a national sport policy with two components, Sports for Excellence and Sport for Development and Peace:

- Sports for Excellence is aimed at supporting people with the potential to excel in national- and international-level competitive sport. Beneficiaries of this support include sport associations for persons with disabilities.
- Sport for Development and Peace addresses mass participation in sport and aims to create interest in sport and fitness on the part of children and youth. The policy specifies that Sport for Development and Peace will create avenues for all citizens to

engage in physical activity, regardless of age, sex, physical ability, or vocation.¹

Ghana has defined sport as:

"All forms of physical and mental activities that contribute to physical fitness and mental well-being and which have the potential to inculcate in people the values of fair play, discipline, honesty, teamwork, respect for the rule of law, and peaceful co-existence."²

The government views sport as a means to strengthen education, because children (girls in particular) tend to stay in school when there is sport activity available. It is also viewed as a way to promote health and improve productivity because active people are less likely to fall ill. Sport is also a vehicle for communicating health messages, especially related to HIV and AIDS and hygiene. Because the Government of Ghana recognizes sport as a means to promote gender equity, the MES works to ensure that at least 40 percent of its community fitness clubs are led by women. This initiative is designed to provide more female role models in sports programming. Since 2003, the Government of Ghana has been promoting the inclusion of persons with disabilities, and as a result their participation in organized sport is increasing.

Ghana is not typically subject to serious conflict, but where conflict has occurred, the government has organized "global peace games" (a UN initiative) to ease unrest. Because 2008 is an election year, the government anticipates a degree of tension in the country. To alleviate this tension, the government plans to use the global peace games as a forum for friendly competition between political parties, using sport celebrities as referees.

MES does not typically target particular groups because it has directed national sport organizations and associations to ensure broad inclusion. However, it is also true that youth are a particular focus through programs offered in schools.

To realize its objectives, the government is pursuing the following strategies:³

- 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 sports equipment at all levels of performance, and encouraging and facilitating local production of sports equipment;
- 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; and
- Recognizing corporate and individual contributions to sport development and Sport for Development and Peace.

MES considers the achievement of the Millennium Development Goals to be a key target. Near its office building, the Ministry erected a billboard listing the eight MDGs and featuring the slogan "Sport for Life." This is to remind visitors and government workers that these are the underlying goals for all their Sport for Development and Peace work. The Government of Ghana's Sport for Development and Peace policies and programs are contributing to the achievement of the following MDGs:

MDG 2: The Government of Ghana draws a direct link between sport-based programming in schools an increased attendance levels. Therefore, all students between the ages of five and eighteen participate in regular physical education sessions at school.

MDG 3: Women's empowerment through sport is promoted through a policy effort to ensure that at least 40 percent of Community Fitness Clubs are led by women.

MDG 6: Sport-based programs and events serve as an excellent forum to raise awareness around health issues, particularly HIV and AIDS.

GHANA

PROGRAMS AND INITIATIVES

Keep Fit Clubs

The centerpiece of Ghana's Sport for Development and Peace programs is the establishment of community fitness clubs, Keep Fit Clubs. The clubs are run by ten regional Sport for Life associations, whose membership is drawn from individual clubs. Corporations and government departments and agencies have their own fitness clubs. The Sport for Development and Peace Secretariat coordinates the clubs' activity, including intra-district and regional competitions and the promotion of traditional sport and physical activity. The Secretariat also provides capacity building through a three-day training course delivered to groups of 30 people. The government is working to provide sport facilities such as stadiums, tracks, and playing fields to support community-level sport activity.

School-Based Physical Education

The Government of Ghana is providing physical education to all students ages 5–18. Ghana's education policy requires that all students receive three 45-minute periods of physical activity per week. Talented athletes also receive two hours per day of additional sport activity, after classes. These students sometimes earn athletic scholarships to study abroad or play for Premier League football teams. The government considers their earnings to be part of its poverty reduction strategy, and many successful professional athletes have re-invested some of their earnings in Ghana. Notably, Ike Quartey, a former WBA World Boxing Champion built a hospital in the country.

Walk for Life

In December 2005, the government initiated the Walk for Life, a 10-km walk for health and fitness in which thousands of people participate on the last Saturday of every month. Because people of all income levels participate, the walk helps to build social cohesion and break down social barriers between different socio-economic groups.

Ghana Education Trust Fund

Founded in 2002, the Ghana Education Trust Fund receives 1.5 percent of all taxes accruing to the Government of Ghana.

For the last two years, this fund has provided money to schools to assist with sport infrastructure, such as creating sport fields and purchasing affordable equipment. This program has significantly benefited sport in schools and the building of new facilities has already begun.

PARTNERSHIP AND COORDINATION

The Government of Ghana did not work directly with any external partners in developing its Sport for Development and Peace policies and programs. Lessons were drawn from conferences and meetings organized by the UN and the international humanitarian organization Right To Play. In particular, awareness of the potential of Sport for Development and Peace was gained through the government's initial participation in the Sport for Development and Peace International Working Group meeting in May 2005.

The National Sports Council, which reports to MES, is the government's primary policy implementation agency with respect to sport policies and programs, and coordinates all sport-related activity. 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. A Ministerial Committee, chaired by the National Director, Sports Development of the Ministry of Education and Sports includes members from schools and colleges, Right To Play Ghana, the security services, the mass sports secretariat, and representatives of corporate Ghana. The Ghana Olympic Committee also assists with implementation.

An Inter-Ministerial Coordinating Council with representatives from every ministry in the government meets quarterly. Once a year, the Council meets with all its stakeholders to identify and discuss issues.

ANNUAL INVESTMENT

The Government of Ghana spends approximately USD 30 million annually on Sport for Development and Peace from general revenues. The Ghana Education Trust Fund provides approximately USD 3 million per year to support sport activity and infrastructure in schools.

The Government of Ghana would like to upgrade and build a considerable number of sport facilities. In early 2008, Ghana hosted the African Cup of Nations (football): two old stadiums in Accra and Kumasi were upgraded and the playing fields of 16 schools (four in each of the four venue centres) were upgraded to be used as training centres for the participating teams. It is hoped that re-building these stadiums will boost economic activity, enhance domestic tourism, build sport talent locally, facilitate more event hosting in the future, and prevent rural-urban migration. So far, the government has spent nearly USD 500 million to upgrade and build sports facilities over a two-year period (2005–2007).

Elite sports like football receive significant sponsorship from the corporate sector in Ghana. Similarly, Sport for Development and Peace initiatives have also been relatively successful in attracting corporate sponsorships. Sport for Development and Peace initiatives in Ghana currently receive approximately USD 5 million annually from the private sector. One prominent example is Nestle, which sponsors the monthly Walk for Life. To encourage corporate sponsorship, the annual National Sports Awards recognize corporations that sponsor sport activities as platinum, gold, silver or bronze award recipients. A new Sports Act soon to be made law will provide tax exemptions to corporations that sponsor sport activities.

Until 2005, a private company based in Ghana operated a sports lottery that yielded a net profit of USD 300,000 per year to develop sport in general. Now, with the growth of Sport for Development and Peace, MES is negotiating with the Department of National Lotteries to organize a National Sports Lottery with an annual target of USD 1 billion.

MEASURING IMPACT

The government is currently conducting research to determine the economic impact of sport development. Structured questionnaires are given to teachers, health care workers, and administrators at six-month intervals to determine the impact of sport activity on school and work attendance. If the results are positive, this evidence will be used to support increased government investment in Sport for Development and Peace.

A Select Committee of Parliament on Sport meets regularly to examine sport issues. This is a permanent body that operates when Parliament is in session for the four-year period that a government is in power. The Select Committee monitors all sporting activities and programs including school and college sports, community sport, and elite sport.

SUCCESS STORIES

Ghana's Sport for Development and Peace efforts have been a catalyst for change within the country. By including indigenous sports in its program, MES has been able to encourage the participation and inclusion of citizens who have been virtually invisible. For example, elderly Muslim women who do not traditionally leave their homes have attended events and matches as spectators.

Indigenous sports are traditional games with no harmonized rules or regulations. These games are passed through generations by word of mouth and each village makes its own rules.

CHALLENGES AND LESSONS LEARNED

A key challenge for the Government of Ghana is increasing the participation levels throughout the population. To achieve the goal of near full participation, a campaign is underway to reach every home with pamphlets containing information about opportunities for sport participation.

GHANA

Another key challenge is developing enough fitness instructors and sport animators at the grassroots level. The government has made great progress in this area, but more remains to be done.

In building Ghana's Sport for Development and Peace policies and programs, it has been useful for the government to be part of the SDP IWG. The Minister responsible has been part of SDP IWG and the Director, Sports Development, has participated as a member of the Bureau. Given the relatively limited government funding available, one of the government's strengths has been its capacity to successfully engage the corporate sector and secure sponsorships.

FUTURE VISION FOR SPORT FOR DEVELOPMENT AND PEACE INTERNATIONALLY

The profile of Sport for Development and Peace must be advanced internationally. One strategy might be for sporting events to be organized by the UN or an international NGO focused specifically on Sport for Development. These events could be limited to just a few sports but almost all countries with Sport for Development and Peace activities would be included. This approach would distinguish the event from the Olympics, which focuses on elite sport and nationalism and is not the most accessible forum for participation. The scale of such an event would mean that no developing country is in a position to act as a host. The UN, in collaboration with the Sport for Development and Peace International Working Group, should plan a true "global games" initiative that de-emphasizes nationalism and focuses on social inclusion and international friendship and cooperation.

¹ National Sports Policy, Ministry of Education and Sports, Government of Ghana, 2005.

² Ibid.

³ Ibid.

GENESIS OF THE GOVERNMENT'S INVOLVEMENT IN SPORT FOR DEVELOPMENT AND PEACE

Historically, Lebanon's interest in sport has been stimulated by the country's mild climate and natural landscape, which have made it a popular regional destination for sport tourism. However, the civil war of 1975–1990 adversely affected sports recreation for tourists and residents alike. By the beginning of the millennium, there was a clear need in Lebanon to integrate youth from different ethnic and religious backgrounds and to rehabilitate young people who had suffered from the negative effects of war. The Ministry of Youth and Sports was created to address this need. Today, the Government of Lebanon views sport not only as a means to attract sport tourism, but also as a means to integrate diverse groups within the country and to promote peace and well-being among youth, in particular.

POLICY

Sport is mentioned in the Government of Lebanon's formal strategy for national development, as are the issues of youth, health, and education. The government also uses sport as a tool for development and peace in its regional cooperation initiatives.

Sport for Development activity in Lebanon falls under the auspices of the Department of Sports, housed within the Ministry of Youth and Sports. The Ministry of Youth and Sports was established in 2001. Since then, the Department of Sports has been working toward the development of a National Sport Policy. Specifically, the Department of Sports is working to establish a committee of sports experts to guide the formation of the National Sports Policy. The current political situation in Lebanon has presented many challenges to this process.

At present, the Ministry of Youth and Sports describes sport as a tool for human development and views sport as an effective way for youth to overcome the effects of the civil war. The Department of Sports encourages the establishment of sport clubs in all parts of Lebanon to integrate youth in various sports activities.

LEBANON

The Department of Sports' objectives are to:

- Construct sport facilities in remote areas;
- Support sports associations financially; and
- Work in close coordination with Ministry of Education to deliver sports programs in public and private schools.

The Government of Lebanon's approach to Sport for Development is to contribute to the following MDGs:

MDG 2: The Department of Sports and the Ministry of Education are working together in order to deliver sporting programs in all public and private schools – thus working to strengthen the education system while encouraging attendance.

MDG 3: The Ministry of Youth and Sports is dedicated to promoting gender equality through sport and has established a unit to encourage the participation of girls and young women.

PROGRAMS AND INITIATIVES

Although the National Youth Policy and the National Sports Policy are still in the elaboration phases, the Ministry of Sports and Youth asserts that their development is important for the empowerment of young people in general, allowing them to acquire new skills and enhance their experiences.

The number of youth organizations and organizations with defined youth programs in Lebanon is among the highest in the region. This phenomenon can be attributed predominantly to Lebanon's comparatively long-held tradition in promoting civil society and the relative ease with which non-governmental organizations can be established.

In 2006, Lebanon's Minister of Youth and Sports, Dr. Ahmad Fatfat, helped launch youth-based programming under the auspices of Lebanon's Junior Chamber International, with the help of Lebanon's Ministry of Economy and Trade and various NGOs.

In launching the programs, Dr. Fatfat noted that Lebanon's young people need enthusiasm, self-confidence, intercultural knowledge, leadership and management abilities, entrepreneurial culture, creativity, and acknowledgement to be competitive in a fast-changing environment and to make a difference in the world. This statement reflects the Ministry of Youth and Sports' commitment to youth issues.

In addition to programs that focus on peace-building, conflict resolution, and healthy child and youth development, the Government of Lebanon is also committed to Sport for Development programming which contributes to strengthening education, health promotion and disease prevention, poverty reduction and economic development, inclusion of persons with disabilities, and the advancement of human rights. The Ministry of Youth and Sports also supports a unit dedicated to encouraging the participation of girls and young women in sporting activities.

PARTNERSHIP AND COORDINATION

In designing its Sport for Development and Peace programs, the Ministry of Youth and Sports has consulted other governments, including the governments of France, Egypt, and Cuba to obtain their advice and expertise in particular areas of programming. The government has also coordinated with counterparts in Japan and South Korea to arrange donations of sporting equipment.

In delivering its Sport for Development and Peace programs, the Department of Sports works jointly with similarly focused departments in other Ministries, including the Ministry of Education. The Department of Sports also works with NGOs and municipal governments to deliver programs in specific regions of Lebanon.

ANNUAL INVESTMENT

Investment in Sport for Development and Peace programs is supported by general revenues allocated to the Ministry of Youth and Sports. Detailed information about spending on Sport for Development and Peace programs, however, is not available at this time.

MEASURING IMPACT

Sport for Development and Peace programs are monitored by the relevant ministries and departments responsible for the programming, such as the Ministry of Youth and Sport and the Department of Administration and Finance. However, due to the relatively recent establishment of the Ministry of Youth and Sport, the impact of Sport for Development and Peace programs is not yet widely known.

SUCCESS STORIES

After 15 years of civil war, the sports movement in Lebanon had become paralyzed. The country was divided into different geographic zones and the people of Lebanon faced restricted access between most of these zones. However, since the end of the war, sport has been increasingly employed as a means of reuniting the country: Sports Federations resumed their activities around the country, sports clubs began to interact with each other and friendly games and matches were encouraged between the different zones in Lebanon. The resulting communication that developed between youth from different sectors, religious affiliations, and geographic areas has contributed to the rehabilitation of the country.

CHALLENGES AND LESSONS LEARNED

Sport for Development and Peace programs in Lebanon compete with other priorities for funding. Generally speaking, a shortage of financial resources has led to a lack of sport infrastructure, particularly in rural areas. Additionally, the economic challenges faced by the majority of people in Lebanon often mean that sport is not a priority in day-to-day life. Therefore, for Sport for Development and Peace programs to be successful, efforts must be made to ensure that they are accessible to all.

Another challenge which continues to face Lebanon is the security situation that arose almost two years ago with the assassination of Prime Minister Rafik Hariri and other public figures. Political tension caused Lebanon to cancel two high-profile sporting events: the Asian Athletic Championship and the West Asian Football Championship. During times of political tension and unrest, the sporting industry faces challenges in attracting spectators to sporting events. This in turn prevents sporting events from providing a forum for national cohesion.

Although major sporting events have had to be cancelled due to political unrest, Lebanon continues to support the use of sport as a tool for peace-building. The Government of Lebanon asserts that sports have the power, if not to prevent conflict, to contribute to its eradication by encouraging cooperation among different groups.

FUTURE VISION FOR SPORT FOR DEVELOPMENT AND PEACE INTERNATIONALLY

If the Sport for Development and Peace movement is to gain and sustain momentum, the concept of sport as a tool for development must be spread through regional and international events and forums. Likewise, UN agencies, the International Olympic Committee, international sport federations, and other donors must be encouraged to support local NGOs in using sport as a development and peace tool. An external body must focus on outreach to governments, encouraging them to adopt Sport for Development and Peace policies and programs. Finally, events should be organized jointly between different governments to create a common understanding of the importance of Sport for Development and Peace programs and policies around the world.

¹ Junior Chamber International Lebanon, News Release, "Minister Fatfat Opens JCI Lebanon's Gala Dinner," (17 February 2006), online: Junior Chamber International Lebanon

<www.jci.cc/members/jcidocs/gladys/0216_gala_dinnerjcilebanon.doc>.

GENESIS OF THE GOVERNMENT'S INVOLVEMENT IN SPORT FOR DEVELOPMENT AND PEACE

In 1856, Mexico became one of the first countries in the world to introduce the concept of physical culture into its education system. While attention to sport curriculum in schools grew in other parts of the world, sport was de-emphasized in Mexico after the New Constitution was introduced in 1917. Recently, however, Mexico's commitment to sports culture in schools has been restored.

As of 2001, an estimated 80 percent of Mexican children and youth did not get sufficient physical activity to reach minimum acceptable fitness levels. Less than 7 percent of those over the age of 15 participated in enough physical activity to maintain a healthy lifestyle.¹ Recently, the Government of Mexico embarked on a citizen-engagement process linked to national development. The national development engagement process is facilitated primarily through the National Program of Physical Culture and Sport 2001–2006 (*Programa Nacional de Cultura Fisica 2001–2006*). It is hoped that this policy and its accompanying program, the *National System for Physical Culture and Sport*, will encourage most people to engage in physical, recreational, and sport activities and improve the overall health of the people of Mexico.

POLICY

In 1988, the National Commission of Sport (CONADE, Comisión Nacional del Deporte) was established as a consultative agency of the Public Education Secretariat, and a mechanism for integrating and promoting non-professional sport, nationwide. In 2003, when it evolved into The National Commission for Physical Culture and Sport (Comisión Nacional de Cultura Física y Deporte — also known as CONADE), the commission became a public decentralized branch of the Federal Public Administration responsible for promoting physical culture and sport in Mexico.²

Mexico's Sport for Development and Peace policy is presented in the National Program of Physical Culture and Sport 2001–2006. This policy, developed by CONADE, outlines a distinct strategy within Mexico's National Development Plan 2001–2006. The goal of the strategy is to establish a national model for development of physical culture and sport that promotes widespread access to opportunities for physical, recreational, and sport activities.³ The objective is to ensure that:

- All Mexicans have access to physical activity, recreation, and sports; and
- Mexico has the basic elements of a national sport culture geared to mass participation in sport and success in international competition.

More specifically, the program is designed to:

- Make physical activity, recreation and sport part of the everyday lives of Mexicans;
- Make physical activity, recreation, and sport serve as mechanisms for health promotion and community integration; and
- Spend public money in a way that is transparent, productive, has impact, and is sustainable.⁴

PROGRAMS AND INITIATIVES

The National Commission for Physical Culture and Sport implements the National Program of Physical Culture and Sport 2001–2006 through the *National System for Physical Culture and Sport* (SINADE).

Under the National Program of Physical Culture and Sports, the principal strategy is the *Physical Culture* stream which focuses on three primary areas: Physical Activity and Recreation, School and Municipal Sport Centres, and National and Selective Events.

Physical Activity and Recreation

Physical Activity and Recreation (Activación Física y Recreación) incorporates sport programs into many different forums to maximize exposure to the population: schools, universities, public administration at all levels, parks and gardens, private institutions, apartment buildings, and social service agencies.

School and Municipal Sport Centres

School and Municipal Sport Centres (Centros Deportivos Escolares y Municipales) bring sport facilities and equipment into communities by identifying and rehabilitating sport sites and facilities. Once sites are refurbished, regular organized sport activity is promoted and Sporting Leagues are established for primary, secondary, and higher-education students as well as the general population. To complement its in-school programs, the government is also considering the creation of a forum to recognize the efforts of teachers who contribute to the development of physical culture and who ignite a sporting spirit among young people.

National Events

National and Selective Events (Eventos Nacionales y Selectivos) bring together the best athletes for organized competition. The athletes are drawn from all youth-age categories, elite and special categories representing federative entities, Federal Public Service offices and entities, student sport national councils, and national sporting associations. This program includes athletes with disabilities and indigenous Mexicans and it is hoped that their competitive success will contribute to their pride and acceptance.

Administration and Training

The national program has led to the creation of several coordinating and supporting agencies, including the National Centre for Information and Documentation in Physical Culture and Sport and State Information Centres. As well, the program engendered training and certification of coaches by the National Sports Trainers School of the National Commission for Physical Culture and Sport (CONADE).

Several other administrative departments of the government use sport to meet their objectives: the Public Education Secretariat, the External Affairs Secretariat, the Secretariat of the Interior, the Health Department, the Social Development Secretariat, the Public Safety Secretariat, the Attorney General's Office, the National Institute of Women, the Congress of the Union, and the National Council for the Prevention of Discrimination.

MEXICO

PARTNERSHIP AND COORDINATION

The National Commission for Physical Culture and Sport (CONADE) is responsible for sport-related federal policy and activity. When necessary, CONADE coordinates with other sport stakeholders. For example, violence at sporting events prompted CONADE to form a Special Commission for the Prevention of Violence at Sporting Events which will propose, promote, and implement measures to prevent racist, xenophobic, intolerant, and violent conduct at sporting events. The Special Commission benefits from the participation of diverse stakeholders. It includes representatives from CONADE, the National System for Physical Culture and Sport (SINADE), the Mexican Sports Confederation (CODEME), and well as state sport institutes, federative bodies, and professional sport commissions.

To achieve its goal of mass participation in sport, CONADE works with sport teams and clubs, sport leagues, as well as local, regional, and state associations and national sport associations.

To combat violence in sporting events, Mexico is working with other Ibero-American states (countries in the Americas which are former colonies of Spain or Portugal, including Spain and Portugal themselves) through the Council for Sport Safety for Ibero-America. Mexico currently holds the council presidency.

ANNUAL INVESTMENT

The National Commission for Physical Culture and Sport provides funding to state governments, national sport federations, and other organizations and institutions that comprise the National System for Physical Culture and Sport.

MEASURING IMPACT

All financial contributions from the National Commission for Physical Culture and Sport are subject to strict guidelines regarding transparency, selection and identification of target populations. The guidelines are intended to facilitate coordination and avoid duplication. Funded activity must be evaluated periodically to support continuous program improvement and measure economic and social impact.

SUCCESS STORIES

One key success is the creation of the Council for Sport Safety for Ibero-America. The Council's creation is the result of a seminar entitled Prevention of Violence at Sporting Events which was presented by Mexico at the April 2007 meeting of the Latin American Council of Sport (CID). In response, CID agreed to the creation of the Council for Sport Safety for Ibero-America and designated the representative from Mexico as its leader. The Council's objectives are:

- To carry out comparative studies of the sociological, political and economic factors affecting violence at sporting events;
- To create a normative framework for preventative measures to combat violence at sport events; and
- To deliver a seminar on Violence Prevention at Sporting Events aimed at Ibero-America at which international specialists will be able to share their experience.

CHALLENGES AND LESSONS LEARNED

The key sport-related challenge for Mexico is the need to reduce and eliminate violence at sporting events. To do this, Mexico has engaged in multinational strategizing through the Council for Sport Safety for Ibero-America. There are also plans to increase cooperation among Mexican institutions and agencies to address the issue of violence.

FUTURE VISION FOR SPORT FOR DEVELOPMENT AND PEACE INTERNATIONALLY

The Government of Mexico believes that sport has enormous potential to combat discriminatory and divisive behaviour and to bring about positive health outcomes. The government is seeking ways to integrate sport into the everyday lives of Mexicans and it encourages families to return as spectators to sporting events.

 $^{^1}$ Programa Nacional de Cultura Fisica 2001–2006, National Commission for Physical Culture and Sport, 2001, at 15. [unofficial translation].

² Comisión Nacional de Cultura Física y Deporte, online: CONADE <www.conade.gob.mx/paginas_07/historia.asp>.

³ Ibid. at 5.

⁴ Ibid. at 17.

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GENESIS OF THE GOVERNMENT'S INVOLVEMENT IN SPORT FOR DEVELOPMENT AND PEACE

The Government of Mozambique's creation of Sport for Development and Peace policies and programs reflects the international momentum generated by other governments supporting similar programs and by worldwide projects such as the UN's International Year of Sport and Physical Education in 2005. The policies also reflect directives in Mozambique's Constitution calling for the support of persons with disabilities and the promotion of physical culture and sport. The Government of Mozambique believes that the benefits of sport and physical activity include improvements in quality of life, integral development, individual well-being, and growing friendship between communities. At the Pedagogical University of Mozambique (Universidade Pedagógica de Moçambique), the Faculties of Physical Education and Sport Sciences have researched the benefits of bringing sport to the people, further establishing sport as a development tool in the country.

POLICY

On June 23, 2006, Mozambique's Prime Minister Luisa Diogo challenged the Community of Portuguese-Speaking Countries (CPLP) to work with sport as an element of youth development. She said:

"The CPLP should work on the youth sector from the viewpoint of sport, as it is an intrinsic element in the healthy development of youth."

She also asserted that sport, whether for recreation and physical activity or at the highest level of competition, is a valuable instrument in the fight for sustainable development, and for the preservation of peace, harmony, unity, and social stability:

"For us Mozambicans, sport is more an instrument and vehicle for national unity."²

The Government of Mozambique released a National Strategy on Sport for Development in 2006. The strategy emerged from a stakeholder consultation in June 2005 and makes specific proposals in four key areas: community development, gender equality, prevention of HIV and promotion of health, and promotion of culture, peace, and education.³ Led by the Ministry of Youth and Sports, the National Strategy calls for the use of renowned athletes as ambassadors in the fight against HIV and AIDS, the promotion of gender equality, and the creation of a common integrated Sport Promotion Fund (SPF).

The Sport Promotion Fund functions as an Institute with financial and administrative autonomy. Its main objective is to promote public investment in sport infrastructure, sport development, and sports agents' education. The fund is directed by a Board of Directors, composed of representatives from the Ministry of Youth and Sports (President of the Board), the Ministry of Education and Culture, the Ministry of Finance, the National Olympic Committee, and sports associations. The SPF has its own internal regulation statutes, and is authorized to establish its own fund-raising and entrepreneurship activities.

The new National Strategy on Sport for Development outlines program activities according to the following four areas of focus:

Community Development

- Integrate the use of traditional games into schools, particularly in the primary school system;
- Establish provincial- and district-level forums and a database to facilitate knowledge exchange and provide a channel for communication between sport associations and the Ministry of Youth and Sport;
- Organize a seminar with stakeholders to review and select games that, in addition to football and traditional games, should be developed at a community level (included in 2007–2009 Plan of Action);
- Sensitize communities to the need for public space suitable for sport and games;
- Work with provincial youth and sport authorities to support the development of informal sport associations;
- Organize local sport competitions to integrate local residents and people from other communities who are working there,

- training youth as coaches and organizers;
- Train local coaches and sport agents to familiarize them with the national strategy and teach them how to implement it at the community level; and
- Create a curriculum module for the Institute of Primary Teaching and other teaching resources (included in 2007–2009 Plan of Action).

Gender Equality

- Encourage women's participation in sport;
- Institute scholarships to increase the number of women in faculties of physical education and sport (included in 2007–2009 Plan of Action);
- Revitalize the Commission on Women and Sport;
- Raise awareness of issues related to women in sport by creating a training module for use at all institutions that train teachers and community sport agents (included in 2007–2009 Plan of Action); and
- Develop an implementation plan to support the First Lady's role as the country's ambassador for sport and development (included in 2007–2009 Plan of Action).

HIV Prevention and Health Promotion

- Develop guidelines for using sport as a vehicle to communicate messages about HIV and AIDS (included in 2007–2009 Plan of Action);
- Publish a collection of Sport for Health manuals that feature methodologies for disease prevention and health promotion through sport (included in 2007–2009 Plan of Action);
- Adapt and use these manuals to train Busy Generation (Geração Biz)⁴ activists so they can use sport for health promotion and social mobilization (included in 2007–2009 Plan of Action); and
- Promote sport competitions targeting HIV prevention in Busy Generation programs.

Promotion of Culture, Peace, and Education

- Promote the organization of competitive traditional games at the community level (included in 2007–2009 Plan of Action);
- Organize a national festival of traditional games in July during the two-month summer school break (included in 2007–2009 Plan of Action);

MOZAMBIQUE

- Raise awareness of the importance of sport and physical education for healthy child development; and
- Develop a manual for use in schools on how to use sport to prevent HIV (included in 2007–2009 Plan of Action).

These activities will be linked to initiatives under the government's 2005–2009 Strategic Plan and are consistent with plans for youth and sport set out in Mozambique's 2006–2009 Poverty Reduction Strategy Paper. In the Strategic Plan, sport is defined as:

"Contributing to the integration of man, raising the self esteem of Mozambicans, promoting a culture of peace, unity, and social cohesion, improving quality of life, personal development and the well-being of the individual, as well as the affirmation of friendship between towns."

The 2006 Strategy for Youth Integral Development notes that youth have the right to "equal access to education, formation, jobs and self-employment, legal services, medical assistance and medications, sport practice and recreation." Further, the strategy states that the country shall adopt measures that promote sport for young people, guarantee access to physical education, and encourage the public and private sectors (and society in general) to support youth initiatives in recreational sports. The plan indicates that the government will continue to bring physical activity and sport to the masses, as well as reinforce sporting associations and improve results at high levels of competition.

The government's 2002 Policy for the Elderly⁸ and 1999 Policy for the Disabled⁹ both explicitly state that strategic actions should be taken to promote the inclusion and participation of the elderly and persons with disabilities in sport and recreation activity.

Sport for Development and Peace is included in Mozambique's most recent Poverty Reduction Strategy Paper, PARPA II. Clause 364 notes that:

"Sport contributes to social cohesiveness, reinforces national unity, and is a catalyst of national development, helping to enhance the self-esteem of the Mozambican people. The government's objective with respect to physical education and sports consists of encouraging all citizens to participate in sports by expanding all kinds of sports opportunities." 10

Similarly, Clause 474 asserts that the government will:

"...Make sports an integrating factor — part of the "glue" in the development of a society — by encouraging mass participation in sport and strengthening sports-related associations."

Sport is also integrated into the government's Five-Year Plan (2005–2009). 12

The Government of Mozambique draws direct links between its Sport for Development work and the following Millennium Development Goals:

MDG 1: Poverty and hunger eradication is specifically addressed through sport-related employment opportunities. For instance, persons with disabilities are provided with the opportunity to earn a living by selling refreshments at sporting events.

MDG 2: Universal primary education is furthered through A Child is Our Future¹³ (Criança é nosso futuro) program, created by the First Lady to encourage sport activity among primary school children.

MDG 3 and MDG 6: Gender equality, the empowerment of women, and combating HIV and AIDS, malaria, and other diseases are specifically addressed by the *Busy Generation* program.

MDG 8: Global partnerships are evident through Mozambique's Sport for Development and Peace activity, where many sporting events and programs are partnerships or sponsorships with NGOs such as Right To Play and international companies like Coca-Cola Ltd. and Cadbury.

PROGRAMS AND INITIATIVES

Mozambique in Motion

The government's primary sport-related program is *Mozambique* in *Motion* (*Moçambique em Movimento*), which promotes citizens' physical participation through festivals and local sporting tournaments, with a primary focus on rural communities. These events are organized at the local level.

Currently, this program is more oriented to sport-for-all and not necessarily Sport for Development and Peace; however, a revised workplan structure and goals are forthcoming. The key targets of this program will be youth and adolescents who are out of school, girls and women, persons with disabilities, and the unemployed. The government is also a partner in several NGO-led activities, including those of Right To Play and the British Council's *Dreams and Teams* program.

Busy Generation

Another active program is *Busy Generation (Geração Biz)*, designed by youth and named to reflect their busy lives and potential for engagement. The program uses theatre and women's football to educate and empower young women and promote reproductive health and women's integration. This program has been implemented in nine of 11 provinces in Mozambique.

PARTNERSHIP AND COORDINATION

The Ministry of Sport and Youth is the lead agency on all Sport for Development and Peace activity. Within the Ministry is the National Directorate for Sport which in turn houses the Department of Sport for All. Working with the various provincial sport departments, the Department of Sport for

All is responsible for the implementation of national policies throughout Mozambique's 11 provinces.

In formulating its policies, Mozambique has worked directly with the United Nations Development Programme (UNDP), and the Sport for Development and Peace International Working Group. At the implementation level, Mozambique has many partners: UNDP, the United Nations Fund for Population Activities, and international NGO Right To Play. As sponsors, Coca-Cola Ltd. and Cadbury support child and youth activities, Beers of Mozambique (Cervejas de Moçambique) supports sport agents' training activities, and Mozambique Cellular (mCel), provides equipment to local districts. The mCel sponsorship results in 10,000 balls being distributed annually in every part of the country: 50 percent soccer balls, 25 percent basketballs and 25 percent volleyballs. Sponsorship is encouraged by tax laws that provide incentives to the private sector for supporting sport activities that are arranged through the Sport Development Fund. Bilateral contacts such as the Regional Direction Commissary are in place with Namibia and South Africa.

As part of the High Council for Sport in Africa for Zone 6, Mozambique participates in sport programs for persons with disabilities and hearing impairment. Every second year, the Council organizes a one-month long Regional Sport Festival.

ANNUAL INVESTMENT

The Ministry of Sport and Youth covers trainers' salaries and courses for training referees and technicians for the *Mozambique* in *Motion* and *Busy Generation* programs. In addition, direct grants totalling USD 75,000 per year are made to private companies selected through public tender to support the purchase of equipment for sport activity.

MEASURING IMPACT

Supervision of Sport for Development and Peace activities falls to the Provincial Youth and Sport Directors, under the

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Ministry of Sport and Youth, and the District Educational Services, Youth and Technology. These government agencies work periodically with the District Consultative Councils (CCD), local agencies through which government representatives of the local community participate with community leaders and elected community members. The CCDs decide how government investment will be spent at the local level and act as a local supervisor and auditor of government initiatives.

SUCCESS STORIES

One particular success in mass participation in sport is the annual football tournament organized by the not-for-profit volunteer association BEBEC, with the Mozambique Football Federation and the sponsorship of Cadbury. The tournament takes place during the school holidays. In 2006, more than sixty-three thousand people were involved.

Another positive example comes from the central province of Sofala where the Government of Mozambique and the Provincial Association for Disabled Sport have created basketball, football, and volleyball facilities for persons with disabilities. During matches, persons with disabilities sell cold drinks as a means of generating income, challenging the perception that persons with disabilities cannot contribute economically.

CHALLENGES AND LESSONS LEARNED

A key challenge for supporters of Sport for Development and Peace is making it clear to all stakeholders that the goal is to promote universal access to sport activity, not the development of elite-level athletes and competitive sport. A second challenge is explaining why, in a context of deep poverty, sport should be a priority for governments and individuals. The Government of Mozambique has found that when sport facilities, such as football fields, are also made available for community meetings and other public functions, it has helped to justify their expense and has expanded their usage.

FUTURE VISION FOR SPORT FOR DEVELOPMENT AND PEACE INTERNATIONALLY

The international community must advocate for Sport for Development and Peace by building the case to major funders for spending in this area. As well, it is important to clearly distinguish between Sport for Development and Peace and professional sport.

Regional cooperation must be expanded, in particular among countries that share less widespread official languages, such as Portuguese. These countries face additional costs that will require creative solutions. For example, the cost to translate UN materials which are not published in Portuguese could be shared with other Portuguese-speaking countries.

- ¹ Government of Mozambique, online: Government of Mozambique <www.govnet.mz.noticias/fo_news_desporto/julho06_080_d_07_06>.
- lbid.
- ³ Sport for Development: Strategic Activities Plan, Ministry of Youth and Sport, Government of Mozambique, 2006 [unofficial translation
- ⁴ "Geração Biz (GB) is a national, multisectoral program for adolescents administered by the Ministries of Health, Youth and Sports, and Education, and local NGOs, to increase gender awareness, reduce the frequency of unwanted pregnancies and unsafe abortion, and decrease vulnerability to Sexually Transmitted Infections (STIs) and HIV and AIDS. The project reaches 44 districts in eight of 11 Mozambican provinces, and involves 24 institutions in program implementation. As of 2004, GB has a group of 4,400 trained peer educators and has established 50 youth corners in schools and 41 youth corners in communities, reaching over 500,000 young people with information and life skills." Online: Pathfinder International https://www.pathfind.org/site/DocServer/PF.Fact_Sheets.HIV.Mozambiqu.pdf?docID=291)>.
- $^{\rm 5}$ Government Five-Year Plan 2005–2009, Government of Mozambique, 2005, at 50.
- ⁶ Strategy for Youth Integral Development, Resolution 32-2006 (2006) [unofficial translation].
- 7 Ibid.
- ⁸ Policy for the Elderly, Section 4, Government of Mozambique, 2002 [unofficial translation].
- ⁹ Policy for the Disabled, Item 4.9, Government of Mozambique, 1999 [unofficial translation].
- $^{\rm 10}$ Republic of Mozambique: Action Plan for the Reduction of Absolute Poverty 2006–2009 (PARPA II), Clause 364 (2006).
- 11 Ibid
- ¹² Government Five-Year Plan Sport 2005–2009, item 2.1.9., Government of Mozambique, 2005.
- ¹³ "A Child is Our Future" is an unofficial translation of Criança é nosso futuro.

GENESIS OF THE GOVERNMENT'S INVOLVEMENT IN SPORT FOR DEVELOPMENT AND PEACE

Prior to the 1990s, sport was not officially recognized as an international development tool 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 1993 plane crash which resulted in the death of the Zambian national soccer team. The latter event led to a debate in the Dutch national parliament about the reasons why sport was excluded from international cooperation efforts.

By the early 1990s, small sport-based projects had been initiated independently by Dutch volunteers based mainly in southern Africa. One such project was delivered in conjunction with SCORE, a sports-based NGO. SCORE's projects caught the attention of national sport organizations when project managers began to approach the Dutch government with proposals and requests for funding.

Given the heightened interest in sport as a tool for development, the parliamentary debates in the early 1990s, and the success of sport-related projects in the field, the Government of the Netherlands began developing a specific policy on sport development and cooperation. At the time, however, neither the Ministry of Sport nor the Ministry of Development Cooperation had the necessary experience to develop the policy. They formed a working group with representatives from both ministries and, following six months of discussion and consultation with other countries (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. The Ministry of Sport assumed responsibility for liaising with the

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International Olympic Committee (IOC), sport-based NGOs, local sport associations, and other sport-oriented organizations.

Through participation in the IOC-organized international forum on Sport for Development, experts from the Ministry of Development Cooperation developed a better understanding of how sport could fit into the overall development framework. The IOC group met three to four times between 1998 and 2000, bringing together Sport for Development and Peace advocates from different countries.

The Netherlands' 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 of reaching 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 changed its policy to adopt a large-sector approach. Smaller sectors like sport, youth, and inclusion of persons with disabilities were integrated into broader, overarching ministry goals in the areas of health, education, rural development, and good governance. From 2000 on, Dutch embassies no longer directly supported Sport for Development and Peace projects. The policy statement also moved away from funding individual projects to developing and implementing larger programs in a limited number of countries, aligned with national government priorities. This made it difficult for smaller NGOs to obtain funds for Sport for Development and Peace projects.

It was understood, however, 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 decentralization of the government's support for Sport for Development and Peace. At the 2002 Salt Lake City Olympic

Games, the Dutch government announced its support for a large multilateral program led by international NGO Right To Play which focused on health promotion and refugees.

The government did not distinguish Sport for Development and Peace as a separate policy goal in the period of 2003–2007. Consequently, no formal policy on Sport for Development and Peace existed. Instead, projects have been supported and implemented through semi-governmental agencies NCDO and PSO (an organization supporting capacity building in developing countries) and the Ministry of Sport. In 2007 a new policy was developed.

POLICY

The 1998 policy document Sport in Development: Teamwork Scores! sought 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 well-being and social cohesion and development."

The policy's objectives included maximizing the social benefits of physical education, sport, games, and activities involving physical exercise. The policy also sought to integrate sport and physical exercise with other development activities such as rural development projects and programs for street children, thereby encouraging the integration of sport in a wide range of sectors.

The government employs a broad understanding of "Sport for Development." It includes all forms of sport and physical activity that improve people's lives in developing countries and contribute to attaining the MDGs. The government's overall policies target the attainment of the MDGs, and the current work of the NCDO and PSO also links Sport for Development and Peace to the MDGs. From the sport perspective, coach education is the main target.

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

- Youth and community development;
- Gender equity;
- Health promotion and disease prevention; and
- Development of fragile and post-conflict states.

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 new joint position statement was issued by the Ministry of Development Cooperation and the Ministry of Sport, these functions were restricted by the new sectoral approach. International multilateral organizations and NGOs were now directed to apply to the Ministry of Development Cooperation, and sport organizations were directed to the Ministry of Sport.

The 2000 position statement specifically addressed promotion of a broad range of sports 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, persons with disabilities, women, and refugees are the main target groups.

In 2004, the existing Sport for Development and Peace policy was revised and further decentralized. The role of the lead ministries, the number of countries involved, and the budget were restricted. The 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 NCDO and PSO with funds to support their activities.

In 2006, the newly elected Dutch government announced renewed attention to this policy. A new joint-position statement will be prepared by the Ministry of Development Cooperation and the Ministry of Sport.

The Dutch approach is unique in 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 because Sport for Development and Peace is no longer a distinct program and other priorities may eclipse the role of sport. It is, therefore, important to sustain sport's profile by communicating successful projects and approaches.

PROGRAMS AND INITIATIVES

In 2001, the Dutch Government charged the NCDO with initiating the Platform on Sport and Development Cooperation. The NCDO serves as the Secretariat to the platform, which includes 40 Dutch sport and development organizations that exchange and share their knowledge and expertise where possible. The NCDO regularly organizes sport and development cooperation activities, such as conferences, campaigns, and skill-building sessions.

The Dutch Government has initiated and supported a range of international Sport for Development projects, focusing on southern Africa and the Caribbean. Successful projects include those of SCORE, based in South Africa, and the Royal Netherlands Football Association Academy (KNVB) in Zeist, the Netherlands.

Community Programs

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. The volunteers live with host families for six months to a year implementing SCORE's community programs. SCORE is currently supported by the European Union.

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Football for Development

The Royal Netherlands Football Association Academy (KNVB) runs the *Football for Development* program, providing capacity building for male and female coaches from a range of countries. The KNVB has provided its expertise to coaching staff at many community-based organizations, including the Kalusha Foundation in Zambia and the Mathare Youth Sports Association in Kenya.

PARTNERSHIP AND COORDINATION

The Ministry of Sport and Ministry of Development Cooperation jointly lead Sport for Development and Peace issues within the government. The Ministry of Development Cooperation coordinates all Sport for Development and Peace-related activities within the government, working closely with the Ministry of Sport. NGOs such as NCDO, PSO, and various Christian groups design projects. The National Olympic Committee and national sport federations also provide policy input.

The new Dutch government has announced its membership in the Sport for Development and Peace International Working Group (SDP IWG). It is not yet clear how international collaboration with UN agencies will be organized under this umbrella.

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. The opposite is true for development agencies that wish to work on Sport for Development and Peace: they must prove they can achieve sport goals as well as social goals. The government's development activity is currently focused in southern Africa and the Caribbean, with a few Memoranda of Understanding in place for other countries such as China and Indonesia.

ANNUAL INVESTMENT

Due to the integration of sport within other programs, it is difficult to report exact expenditure on Sport for Development activities.

In 2005, the Ministry for Development Cooperation and the Ministry of Sport jointly allotted approximately EUR 2.5 million (or approximately USD 3.5 million) to Sport for Development and Peace projects for capacity building and other activities. Other ministries, sport education institutes, and cities in the Netherlands also have an interest in Sport for Development and Peace. NGOs applying for funds must demonstrate co-funding from other sources.

The government's new policy (2008–2011) allocates EUR 4 million annually (approximately USD 5.8 million).

MEASURING IMPACT

All projects that receive more than EUR 25,000 (USD 37,000) in government funds must be independently evaluated. In collaboration with NGOs, the Ministry of Sport is developing an evaluation tool for NGOs tailored specifically to Sport for Development and Peace activities. NGOs working in this area currently report on the number of people reached per project location, the number of people attending education sessions, the number of people who received coach diplomas, and other appropriate measures.

The next step is to develop an evaluation tool for all organizations that fund Sport for Development and Peace, to provide comparable data across projects. The new government strategy will establish criteria for monitoring and evaluation to improve the quality of the programs.

SUCCESS STORIES

The Dutch government has 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. For example, a house-building project that includes a strong sport component can be very successful, while the exchange of sport volunteers can foster the project's effectiveness in connecting different cities.

Individual projects supported by the Dutch Government have been extremely successful, placing a priority on capacity building with local staff. The SCORE project in South Africa has trained volunteers in project planning, implementation, monitoring, and evaluation, and the Royal Netherlands Football Association Academy (KNVB) has provided Sport for Development capacity building for coaches from many countries.

CHALLENGES AND LESSONS LEARNED

A consistent challenge reported by the Dutch government is that countries receiving international development assistance seek funds for more urgent needs than sport. Consequently, sport is often excluded from development programs. Many projects and programs are, therefore, donor-driven. More attention is needed to strengthen institutional capacity for sport development in the assisted countries themselves.

Despite ten 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 challenging because of the competition for funds among this sector.

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 integrating development aspects in the existing sport projects.

Advocacy and awareness-raising are important, especially with respect to positioning sport in a government that has competing priorities.

It is 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 important. Innovation criteria must 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. In 2007, government attention was renewed. The renewed interest was the result of political interest, including attention to international development issues within UN agencies, the need for enhanced coordination and a coherent programmatic approach (instead of numerous different projects), and the availability of Official Development Assistance (ODA) funds.

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.

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

¹ Sport in Development: Teamwork Scores! Netherlands Ministry of Foreign Affairs, Social and Institutional Development Department, Netherlands Ministry of Health, Welfare and Sport, Sports Department (1998), at 13.
² Ibid. at 22.

GENESIS OF THE GOVERNMENT'S INVOLVEMENT IN SPORT FOR DEVELOPMENT AND PEACE

Norway has been a leading donor country in Sport for Development and Peace for the past 20 years. Its first project was launched in Tanzania in 1984 by the Norwegian Olympic Committee and Confederation of Sports (NIF), with the support of the Norwegian Agency for Development Cooperation (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 influential historically, and sport is popular with the public. 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.

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. The strategy is built on a rights-based framework and is rooted in the Millennium Development Goals (MDGs).

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

POLICY

In 2005, building on Norway's White Paper, Fighting Poverty Together, the government adopted the national Strategy for 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

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the intrinsic value of sport and physical activity. This is one reason sport associations are the government's primary partners in Sport for Development and Peace projects and programs.

The Strategy for Culture and Sports Cooperation employs a broad definition of Sport for Development, based on that adopted by the UN. The definition 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 and games.³ In its strategy, the government explicitly avoids giving priority to elite sport and, instead, emphasizes sport-for-all. This definition has influenced the government's work with its primary partners, sport associations. In more than 20 years of working with NIF, the government has consistently referred to sport as sport-for-all with respect to development and peace and reconciliation projects.

Norway's Strategy for Culture and Sports Cooperation recognizes that sport can promote development and that sport activities can provide broad-based, effective arenas for conflict resolution and peace-building in war-torn areas. It emphasizes the importance of cooperation with sport organizations that function 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.⁴

The government's interest in Sport for Development and Peace arose from the national comprehensive development policy articulated in the 2004 White Paper, 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/post-conflict normalization

Among these, the primary focus is on health and education because these are closely linked to the achievement of the other objectives. 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 Millennium Development Goals framework is the basis for the development policy outlined in Fighting Poverty Together and subsequent strategies adopted by the government. As a result, the national Strategy for Culture and Sports Cooperation is directly linked to the achievement of the MDGs.

PROGRAMS AND INITIATIVES

In practice, the Strategy for Culture and Sports Cooperation focuses on integrating sport and physical activity into education and health programs, and expanding 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. 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 Strategy for Culture and Sports Cooperation is based on the principle of sport-for-all, emphasizing sport that is accessible to everyone. Therefore, special focus is given to children, adolescents, women, and other vulnerable groups (e.g., persons with disabilities). This focus varies from partner to partner. Programs run by Right To Play and supported by Norway primarily target children, whereas YES! in Zimbabwe works more with adolescents and youth, as does MYSA in Kenya, also supported by Norway.

PARTNERSHIP AND COORDINATION

The Ministry of Foreign Affairs (MFA) is responsible for the Norwegian Strategy for 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 are managed by 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 for Culture and Sports Cooperation and for the coordination of efforts within the government.

MFA's Section for Global Cultural Cooperation, which is part of the Department for Cultural, Public Diplomacy and Protocol, assumed responsibility for coordinating Sport for Development and Peace efforts in April 2007. 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 ensures that sport projects are driven by local demand and are in line with Norwegian policy on cooperation with partner countries.

There is a 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 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. The government also works closely with the Norwegian Football Association, the Strømme Foundation, and Right To Play. Overall, sport associations and international NGOs comprise the government's primary implementing partners. To obtain Sport for Development and Peace funding from the government, all implementing partners work through local organizations and must have local delivery partners in the field.

In terms of collaboration with external actors, the Strategy for Culture and Sports Cooperation takes into consideration the 2003 United Nations 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 development of the strategy and commented on the draft.

The Government of Norway 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 Norway's Ministry of Foreign Affairs, 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. The government works through its implementing partners (such as NIF), who coordinate with other donor agencies in the field and work closely with various national governments, especially in Mozambique, Tanzania, and Zambia.

ANNUAL INVESTMENT

There is no single budget allocation for Sport for Development and Peace. Sport is integrated into programs across the

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development spectrum, including humanitarian and foreign assistance. Approximately NOK 38 million (approximately USD 6.98 million) was allocated to key Sport for Development partners internationally in 2005.

MEASURING IMPACT

Currently there are no evaluation criteria specific to Sport for Development and Peace in place. Because the Strategy for Culture and Sports Cooperation identifies the need for development-specific performance criteria, work on evaluation criteria is underway. 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, and are similar to the rules used for development programs generally. Agencies that have framework agreements with the Ministry of Foreign Affairs have to conduct situation assessments and must have evaluation mechanisms in place prior to signing the agreement. Annual reports and evaluations serve as monitoring mechanisms for all development projects.

SUCCESS STORIES

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

Kicking AIDS Out! arose as a direct result of demand from national sport associations. The associations first came together at the Norway Cup, an international football tournament for children and youth ages 10–19. After discussing the challenges of the HIV and AIDS epidemic and its impact on sport, the group decided to form a network with support from Norad.

CHALLENGES AND LESSONS LEARNED

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.

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 because they bring hands-on experience. 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 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 will be 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, and local ownership and capacity building must 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, the IOC, and UEFA.

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

Research is required to establish and document the links between sport and development. Evidence of the effectiveness of Sport for Development and Peace is needed to convince governments to expand existing projects. The lack of sufficient resources for Sport for Development and Peace projects also needs to be addressed.

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

The international community must 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. As well, sport should not be used for the purposes of negative political interference. Corruption, in general and in sport, must receive special international attention to ensure sustainability of development and Sport for Development and Peace efforts.

¹ Strategy for Norway's Culture and Sports Cooperation with Countries in the South, Norwegian Ministry of Foreign Affairs (2005).

² Report No. 35 to the Storting (2003-2004) Fighting Poverty Together: A Comprehensive Development Policy. Norwegian Ministry of Foreign Affairs (2003), online: Norwegian Ministry of Foreign Affairs www.dep.no/filarkiv/208967/stprp35.pdf.

³ Strategy for Norway's Culture and Sports Cooperation with Countries in the South, Norwegian Ministry of Foreign Affairs (2005) at 37, online: International Platform on Sport and Development

⁴ Report No. 35 to the Storting (2003-2004) Fighting Poverty Together: A Comprehensive Development Policy. Norwegian Ministry of Foreign Affairs (2003) at 110 and 140, online: Norwegian Ministry of Foreign Affairs <www.dep.no/filarkiv/208967/stprp35.pdf>.

GENESIS OF THE GOVERNMENT'S INVOLVEMENT IN SPORT FOR DEVELOPMENT AND PEACE

Sport has always been an important part of community life in Palau. Palau's 16 states are spread across an archipelago of 343 islands (mostly uninhabited), creating a widely dispersed population. Sport is an important tool for social cohesion, facilitating communication and cooperation through friendly competition. The President of Palau, Tommy E. Remengesau, actively promotes sport as a tool for community and social development. He strongly supports greater youth participation in sport and the potential sport holds for raising awareness on health and cultural issues. The President has held numerous large-scale fundraising efforts for sport and development, placing the issue prominently on the national agenda. It is believed that Sport for Development programs will be more sustainable if they are mainstreamed into larger initiatives.

Many independent non-governmental agencies, such as the Palau National Olympic Committee (PNOC), have been leveraging the support of the national government to embed Sport for Development into a wide range of programs and institutions, such as community colleges, hospitals, and schools. The PNOC works with the government to promote the best values of sport through regular sporting events, such as the new biennial Palau National Games.

POLICY

The Ministry of Education and the Ministry of Community and Cultural Affairs are currently working with the PNOC to establish a structure to prepare a sports policy, which is expected to include sections devoted to Sport for Development policy.

While a comprehensive sport policy is developed, the PNOC is working to bring sport into existing institutions. For example, in cooperation with the Palau Community College, the PNOC has developed a coaching course specifically for Physical Education teachers and sports development officers and coaches. The PNOC is working with the Ministry of Education to ensure that all physical education teachers complete this course.

Training of qualified coaching staff is a priority for Palau. Elite athletes are currently sent abroad to prepare for competitions and the lack of coaching staff affects community and school-level participation in sport. The Government of Palau and the PNOC are working to establish a Regional Sport Institute and plan to take advantage of existing sport and education infrastructure available through the Palau Community College.

Palau's Sport for Development initiatives are linked to the following Millennium Development Goals:

MDG 3 and MDG 5: Gender equality and improving maternal health are areas that the government targets through regular public sporting events, such as Walk and Run events and Mini-Races. The government coordinates the participation of doctors, particularly obstetricians and gynecologists, within such sporting events to provide information on clinical services, family planning, and other health issues related to women and families.

MDG 6: The Ministry of Health and the PNOC collaborate on many sport-related initiatives to combat HIV and AIDS, malaria and other diseases. Strong partnerships have been formed between sporting groups and HIV and AIDS, cancer, and anti-smoking campaigns. Health providers attend events and raise awareness of prevention and treatment options. In 2007, the PNOC participated in an International Olympic Committee-run workshop on the role of sport in HIV and AIDS prevention. The workshop established guidelines for National Olympic Committees (NOCs) to develop policies on HIV and AIDS and provided information on resources available in the Oceania region.

MDG 7: Environmental sustainability is targeted through the Palau Environmental Policy Protection Board's Coastal Unit, working to preserve coastal regions and mangrove areas. High-profile athletes participate in initiatives to raise awareness of environmental issues. Regular walking events featuring athletes and community leaders raise awareness of the importance of maintaining coastal areas and public spaces.

PROGRAMS AND INITIATIVES

Community-Based Initiatives

The Ministries of Health, Education, and Community and Cultural Affairs, along with the Palau National Olympic Committee, work together to use sport as a tool for social development. In rural villages, communities are encouraged to promote healthy and active lifestyles using existing resources (such as fishing competitions) to promote healthy, local food sources. Coastal communities are encouraged to promote water sports such as swimming and canoeing.

Palau National Games

The government and the PNOC are using sport as a tool for community building and economic development by collaborating with the 16 state governments in Palau to establish a biennial National Games. State governments host the games, develop rules and regulations, and house athletes. The games improve local infrastructure and increase community unity. The nature of the games also provides a useful entry point for other program interventions, including health and education, especially on remote islands or in isolated communities. Many Palauan communities are closed to outsiders, partly due to geographic isolation. Regular Palauwide games would open-up such communities. Visitors to these games would provide economic development and income opportunities to community members.

School-Based Initiatives

The Government of Palau targets elementary school students in its Sport for Development efforts. The Ministry of Education strongly supports sport as a tool for strengthening the school system, and reports that the addition of physical education classes has improved academic achievement among students. Sport initiatives began with after-school activities. These were so successful that physical education is now required in all primary schools in the country. To motivate students academically, schools are required to encourage students to maintain a certain grade point average (GPA) to stay in the sport programs. Classes in health and nutrition are also being added to the weekly timetable to help combat Palau's high rate of obesity among children and young people. The

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PNOC works closely with the Ministry of Education to provide resources and other training opportunities for physical education teachers.

United Kingdom International Sport Initiative

In 2007, the UK Government launched a major international Sport for Development initiative in five countries, one in each of the five Olympic regions, including Palau. UK Sport is developing a plan focused on four themes: development of children in schools and communities through sport, physical education and sport, sport development, and sporting excellence. The Government of Palau and the PNOC are involved in developing this initiative.

Awareness-Raising Sporting Events

The Ministry of Health runs a range of awareness raising and prevention programs, many of which are coupled with sport activities and events. Every month, in cooperation with the Ministry of Health, the Palau National Olympic Committee organizes a Walk and Run event attended by approximately 250 people to promote the Ministry's cancer prevention program. The Ministry of Health, the PNOC and local sports federations cooperate with the Office of the President to organize day-long sporting events on national holidays, such as Independence Day. Traditional canoe races, Walk and Run events and Mini-Races with Palau leaders provide important opportunities for community building.

Women in Sports

Although Palau does not currently have a national "women in sport" program, the country participates in the Oceania National Olympic Committee's Women in Sports program. One of the challenges the group faces is recognizing the role women already play in sport in the region: Palau is a matrilineal society and women are already active in communities and families, but sport can be used to emphasize the role of women and to call attention to the roles and importance of women.

On April 4, 2004, Palau's Women in Sports Commission was established. This group will develop a national policy on women in sport. It is also very active in organizing events such as the Walk the Talk cancer initiative, where participants

walk 5-km or 10-km routes to raise awareness in local clubs, communities, and schools.

Paralympic Committee

Palau currently has no Paralympic Committee, but the country has applied for membership to the International Paralympic Committee through the South Pacific Paralympic Committee. The groups leading this application are associated with the Ministry of Education's special education program. The non-governmental organization Me Too offers sporting events and activities for persons with disabilities in the Koror areas. Otherwise, sporting programs welcome persons with disabilities, but do not cater specifically to them.

PARTNERSHIP AND COORDINATION

The Ministry of Community and Cultural Affairs funds and directs Palau's sport programs. The Ministry works with the PNOC, national sport federations, schools, and the parks and facilities section within the Ministry to provide and maintain sport facilities.

The Ministry of Community and Cultural Affairs and the PNOC are mandated by the government to facilitate cooperation and communication among ministries and NGOs.¹ The PNOC was established in 1999 and often acts as a coordinating agency, facilitating resource sharing and reducing duplication of efforts and facilities around the country. The Committee works to provide transparency and accountability, holding public hearings in communities and raising awareness among government personnel on issues related to sport, health, and education. The PNOC has strong community links and often takes the lead on initiating and coordinating events and programs. Additionally, the PNOC plays a supporting role in many government and community programs.

Other key stakeholders in Palau's Sport for Development work include the Office of the President, which coordinates numerous programs and establishes committees for specific events, such as Independence Day or Character Building and Sport events. International organizations such as the United Nations and the World Health Organization fund cancer

initiatives and outreach efforts that use sport to promote health. UK Sport is active in Palau, working with the Ministry of Education and providing training opportunities through the colleges and schools. UK Sport will also play a key role in the UK Government's new international Sport for Development initiative, launched in 2007 in five countries including Palau.

conducts internal monitoring of programs with an eye to long-term sustainability. IOC-funded programs are expected to become financially independent whenever possible to increase sustainability. Eventually, such programs are absorbed into other initiatives being run by community groups, NGOs, or governmental agencies.

ANNUAL INVESTMENT

The Ministry of Community and Cultural Affairs is responsible for funding Palau sport at the national level, however, exact figures for Palau's spending on Sport for Development and Peace are not available.

The Government of Palau provides approximately USD 150,000 to PNOC every year for operations, programs, and project management.

Corporations operating in Palau have begun to contribute to Sport for Development initiatives. Shell Palau and other local business in Palau have helped fund the Palau National Olympic Committee since its establishment in 1999.

MEASURING IMPACT

The government tracks investment in sport and development in a number of ways. One important indicator is the number of people involved in sporting programs and the degree to which participation is increasing (or decreasing). In addition, the government tracks the performance of participants and tracks their professional roles over time. A correlation has been found between participation in sport and leadership in the community: many senators, state delegates, and governors have represented Palau in Micronesian Games and National Games. The current President was the Chair of the Palau Sports Commission and served as Chef de Mission for Team Palau to the Micronesian Games in Saipan in 1994.

The Palau National Olympic Committee also monitors programs on behalf of the International Olympic Committee. The PNOC

SUCCESS STORIES

Palau's Sport for Development initiatives have successfully increased community participation in sport. Palauans view sport as an activity for everyone, not an elite activity, and sport facilities are well used.

Programs in primary and secondary schools have increased students' academic achievement. In addition, teachers and school administrators report that with increased participation in sport and improved physical health, students are better able to concentrate in school.

At the organizational level, the government, the PNOC, and national sporting associations have formed strong and cooperative working relationships. Sport is being mainstreamed into many community development programs and sport groups are being given a great deal of responsibility in community development. Sport for Development initiatives receive regular media coverage: every Wednesday, the Office of the President holds press conferences in which the Palau National Olympic Committee regularly participates.

CHALLENGES AND LESSONS LEARNED

The government of Palau must stretch limited resources to many areas of community and social development. Many people question whether or not it is a good use of funds to send young people to international competitions. However, the President maintains that sport provides opportunities to build long term relationships among the citizens of Palau, and further, to form bonds among people from different Oceanic states. Sport allows people who

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may not share a common language to form lasting and meaningful relationships.

Cultural barriers present a challenge to Sport for Development efforts. Palau is a matrilineal society, but sport is still seen as a male domain, particularly in decision-making contexts. Although this is changing, it remains a challenge.

FUTURE VISION FOR SPORT FOR DEVELOPMENT AND PEACE INTERNATIONALLY

Comprehensive sport and Sport for Development policies are essential for success. Sport affects development in so many areas that there should be clearer links to development goals and initiatives, both nationally and internationally.

Sport for Development initiatives must remain relevant to the general populace. This will require continued transparency and realistic goals.

 $^{^1}$ Pacific Sporting Needs Assessment, Australian Sports Commission (2004) at 64, online: Australian Sports Commission www.ausport.gov.au.

GENESIS OF THE GOVERNMENT'S INVOLVEMENT IN SPORT FOR DEVELOPMENT AND PEACE

The Palestinian National Authority became involved in Sport for Development initiatives at the urging of government officials who supported the principles of international bodies like the United Nations that conduct successful programs in this area. Sport for Development principles have therefore been formally added to the purview of the Ministry of Youth and Sport.

POLICY

The Ministry of Youth and Sport was established in May 1994 and is the government body responsible for activities relating to youth and sport. The Ministry prioritizes the creation and development of youth programs that raise self-esteem, enhance physical and intellectual capacity, and preserve moral, cultural, and social values.

The Palestinian National Authority strongly supports sport as a tool for social and economic development. Sport for Development principles are included in the Ministry of Youth and Sport's official goals. These goals are to:

- Reinforce and strengthen ties of friendship and cooperation between Palestinian, Arab, and international youth through sporting and cultural programs;
- Provide necessary infrastructure, especially in rural areas, for youth and sport activities, with the involvement of youth clubs, youth centres, NGOs, and the private sector;
- Establish a sport activity framework represented by the Palestinian Olympic Committee, youth organizations, and sport federations;
- Develop human resources to run and support youth activities, including sport programs;
- Integrate young women in a range of youth and sport activities and provide them with equal opportunity for participation;
- Include persons with disabilities through special programs to develop their skills and emphasize their participation in social, sport, and youth activities; and

OCCUPIED PALESTINIAN TERRITORY

 Cooperate with governmental and non-governmental organizations to solve social problems facing youth.¹

The Palestinian National Authority's policy on youth and adolescents specifically references sport in its discussion of recreation. Sport is identified as one of the Ministry of Youth and Sport's development indicators. In this context, sport is defined as formal and informal physical activities which may be competitive or non-competitive in nature.

In its Sport for Development programs and policies, the Palestinian National Authority prioritizes healthy child and youth development, strengthening education, conflict prevention and peace-building, gender equality, inclusion of persons with disabilities, and economic development through job creation. Many programs, supported by the Ministry of Youth and Sport, target children and youth, girls, and people affected by conflict.

The Palestinian National Authority's Sport for Development policies and programs are linked to the achievement of the following Millennium Development Goals:

MDG 1: Poverty and hunger eradication is a priority in a region where ongoing conflict contributes to instability. The International Labour Organization estimated that seven of every ten Palestinian households were living in poverty in the first quarter of 2007 and that two of every three persons were out of work, either unemployed or out of the labour market.² While increased employment rates alone cannot eradicate poverty in the region, job creation is an important element of the Palestinian Authority's development strategy. Relevant Sport for Development programs include the Employment Generation Programme, funded by the Government of Germany and the United Nations Development Programme, which included the construction of the Qalandia Stadium and Youth Centre. The Employment Generation Programme funded 161 projects throughout the West Bank, generating an estimated 150,000 working days.

MDG 2: Universal primary education has been identified as a key focus. Although UNICEF estimates that approximately 92 percent of primary-age children were enrolled in school in 2005,³ a steady annual decline of 1.5 percent has also been noted.⁴ Many students have observed violence in schools and teachers report that students are more violent with each other after observing violence. Many Sport for Development programs emphasize the role of the school as a safe space for children to learn and play. Sport provides a framework in which students learn important social skills like teamwork, peaceful conflict resolution, and self-confidence. NGOs and international bodies support Sport for Development projects within the school system as an important tool to halt the decline in primary and secondary enrolment.

MDG 3: Gender equality and empowerment of women is a key goal in the occupied Palestinian territory, where sport is traditionally seen as a male activity. The Ministry of Youth and Sport views physical activity as an important means, for girls and young women, to gain skills and self-confidence. UNICEF's Sports for Development initiative, in which male and female students are taught sports and life skills, complements the Ministry's policies on gender and sport.

PROGRAMS AND INITIATIVES

Summer Camps

The Ministry of Youth and Sport runs regular summer camps with international partners such as Right To Play. Children are taught football, volleyball, and basketball skills as well as constructive lessons in health and peace. By involving local adults as coaches and leaders, the project helps to forge strong intergenerational bonds.

The United Nations Development Programme (UNDP) supports the Palestine Olympic Committee and the Palestine Rowing Federation in running a summer camp in the Shaati Beach Refugee Camp, now in its fourth year of operation. Children ages 12–14 are taught the basics of rowing and swimming

during an eight-week training course which also emphasizes the value of teamwork and healthy competition. The program operates through the UNDP's Transfer of Knowledge Through Expatriate Nationals initiative, which allows countries to benefit from the skills and expertise of their own expatriates.

Annual Events

The Ministry also organizes annual events such as the Peace Race, held to commemorate the Palestinian Declaration of Independence on November 15, 1988, the Sports Campaign for Peace, concluding every year on March 7 to celebrate Democratic National Day, and Palestinian National Sports Day, held every year on April 6.

Sport for Development Programs for Youth

UNICEF operates the Sports for *Development Programme* in more than 250 schools in the West Bank and the Gaza Strip. The program increases students' structured exercise to at least one hour per day, emphasizing both the value of physical activity and the importance of fair play, teamwork, discipline, and respect. Students also receive training in child rights, leadership, life skills, and democracy. To run the program, UNICEF trained hundreds of Palestinian teachers in the principles of Sport for Development. The *Sports for Development Programme* is supported by the Canadian International Development Agency (CIDA), the International Football Federation, and the International Volleyball Federation.

PeacePlayers International — Middle East (PPI-ME) operates two year-round programs that engage Palestinian, Arab-Israeli, and Jewish-Israeli youth: *Twinned Basketball Clubs*, involving both Palestinian and Israeli youth, and *BasketPal*, catering exclusively to Palestinian youth in the West Bank. PPI-ME targets communities with limited opportunities for sports and recreation and emphasizes the participation of girls in sports. Sport provides the opportunity for participants to practise life skills such as leadership, cooperation, and communication in a safe and inclusive setting. Sessions focus on a specific life skill, such as listening effectively, and participants are rewarded for leadership and teamwork rather than for scoring the most points. Many graduates of the program return as coaches after receiving training from PPI-ME.

Fertile Ground

The International Business Leaders Forum, a UK-based not-for-profit organization working to enhance the contribution companies can make to sustainable development, recently founded Fertile Ground to support co-existence projects in Israel and the occupied Palestinian territory. Fertile Ground uses sport, arts education, and business to break down barriers. The group successfully launched an adapted version of the UK's Kick Racism Out of Football campaign, with a coaching program led by the University of Brighton teaching football skills to combined groups of a thousand Arab and Israeli youth.

PARTNERSHIP AND COORDINATION

The Ministry of Youth and Sport, established in 1994, is responsible for all programs and activities pertaining to youth and sport. The Ministry consists of 11 departments and directorates, including the General Department of Sports Affairs and the Department of Sports Facilities. The Department of Sports Affairs initiates coordinating committees with relevant partners for each inter-departmental or inter-ministry activity.

The Ministry's implementation partners include UNICEF, the United Nations Development Programme, Save the Children, and Right To Play. In addition, the Ministry coordinates activities with the Palestinian Olympic Committee and local sports.

MEASURING IMPACT

The Ministry of Youth and Sport collects data on the Ministry's programs and projects. Specific information on monitoring procedures is not available.

The Palestinian National Authority does not currently track its investment in Sport for Development initiatives.

OCCUPIED PALESTINIAN TERRITORY

SUCCESS STORIES

The Ministry of Youth and Sport values the international partnerships forged through Sport for Development initiatives. UNICEF, UNDP, and Right To Play have been important allies in the fight against poverty and these relationships have been made possible in part through Sport for Development programs.

Though difficult to measure, anecdotal evidence indicates that sport in schools and community centres is contributing to social cohesion and reducing incidents of violence among peers. Teachers report positive behavioural changes among children involved in sport programs in primary and secondary schools.

CHALLENGES AND LESSONS LEARNED

The geographic separation of the occupied Palestinian territory hinders the operation of large-scale projects, as travellers must pass through checkpoints and travel permits are often required for events and tournaments. Program organizers often do not know until the night before an event whether or not they can obtain the necessary documentation for participants.

FUTURE VISION FOR SPORT FOR DEVELOPMENT AND PEACE INTERNATIONALLY

The Palestinian National Authority strongly supports sport as a tool for development and peace and welcomes further Sport for Development initiatives in the territory, particularly in poor and rural areas.

Travel and networking opportunities are limited for government staff from many countries. Membership in international organizations, like the Sport for Development and Peace International Working Group, should be extended to allow ideas to be disseminated more widely.

International campaigns are needed to promote the principles and possibilities of Sport for Development and Peace.

¹ The Palestinian Ministry of Youth and Sport, online: Ministry of Youth and Sport www.mys.gov.ps/english/index.html

² Annual Report of the International Labour Organization, reported on Relief Web, online http://www.reliefweb.int/rw/RWB.NSF/db900SID/YDOI-73N97X?OpenDocument, October 2007.

³ Reported in UNICEF's "At a Glance: Occupied Palestinian Territory," online: UNICEF <www.unicef.org/infobycountry/oPt_statistics.html>.

⁴ Reported by UNICEF, online: UNICEF <www.unicef.org/oPt/children_215.html>.

GENESIS OF THE GOVERNMENT IS INVOLVEMENT IN SPORT FOR DEVELOPMENT AND PEACE

Papua New Guinea faces numerous development challenges including high rates of crime, alcohol and drug abuse, limited access to formal and informal education, prevalence of HIV and AIDS, and pronounced gender inequality. Sport-based projects have been an effective way to confront these challenges by bridging groups and communities in conflict, facilitating peer discussions, and helping to re-establish dialogue and mutual trust.

The Government of Papua New Guinea first recognized the potential for sport to contribute to development and peace-building following the Bougainville Conflict and State of Emergency (1989-2001). The Ministry for Community Development and the Papua New Guinea (PNG) Sports Foundation (then known as the PNG Sports Commission) were among the first agencies to enter Bougainville using sporting activities to reach out to those involved in the conflict through the 2004 and Beyond Bougainville Sports Development Project. This then led to the June 2006 Autonomous Bougainville Games which brought former opponents together through sport and helped to create lasting harmony in Bougainville.

Papua New Guinea's continued interest in Sport for Development and Peace after the Bougainville Wars can be attributed to the convincing evidence presented in the following key documents:

- 2003 UN Inter-Agency Task Force on Sport for Development and Peace
- 2004 Australian Strategic Policy Institute paper: Strengthening our Neighbour
- 2004 Australian Sports Commission: Pacific Sporting Needs Assessment
- 2002-2004 AusAID Silver Jubilee Sports Program in PNG
- 2005 Feasibility Mission Study on the prospects for a SFDI in PNG
- 2006-2007 Active Community Club (Strongim Komuniti Klab) Pilot Projects
- 2007 Sport for Development and Peace International Working Group (SDP IWG) Literature Review

The Government of Papua New Guinea also credits a knowledge of Sport for Development initiatives internationally, and their

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impacts, as an important impetus which led them to support sport-based development at the national level. Finally, the Government asserts that their own successes in using sport for community development (particularly in situations of conflict, natural disaster, or through special events such as the Grassroots Olympics National Games and Silver Jubilee Sports Program) have helped to solidify their interest in pursuing Sport for Development and Peace at the policy level.

POLICY

Recently, the Government of Papua New Guinea shifted its sport policy away from a focus on elite high-performance sport towards a focus on Sport for Development. This new approach has allowed the government to promote the use of Sport for Development at the policy level, in collaboration with their funding partner, the Australian Agency for International Development (AusAID). As a result, the PNG Sports Foundation, together with AusAID, has developed and begun implementing a unique 10-year Sport for *Development Initiative* (SFDI).

Although there is no specific definition of "sport" in Papua New Guinea's policies, a number of Government policies reference the term Sport for Development and Peace, including:

- •Papua New Guinea (PNG) National Sports Policy (2004)
- Integrated Community Development Policy (2007)
- Sports Foundation Strategic Plan (2008 -2011)

Adopted in 2004, the National Sports Policy sets out a vision not only for sport development, but also for the use of sport as a tool for national and community development throughout the country. The policy aims to promote both community-based sport and reformed sporting curriculum in schools. Specifically the policy strives to:

- Encourage partnerships among sport, health and education agencies;
- Improve access and increase participation, particularly for persons with disabilities;
- Promote female participation;
- Use sport as a vehicle for education and training;

- Establish training programs for sports leaders and administrators:
- Increase numbers of physical education teachers in schools;
- Develop sport excellence programs in a limited range of sports likely to achieve international success; and
- Develop a new sports governance structure to maximize efficient use of resources.²

The 2007 Integrated Community Development Policy (ICDP) promotes the use of sports for community-building as part of its vision of bringing about vibrant, resilient, knowledgeable and productive communities for a sustainable future. The approach of the ICDP is rooted in the Millennium Development Goals (MDGs).

Sport for Development has also become integrated into the Reform Curriculum of the National Department of Education in an effort to improve education. The curriculum positions physical education as an important part of personal development from Grade 3 onwards to Grade 10.³

Established in 1992, the PNG Sports Foundation is the lead agency responsible for sport development. The Sports Foundation, which is housed within the Ministry of Community Development, has recently given priority to Sport for Development through the PNG Sports Foundation Strategic Plan (2008 – 2011). Specifically, the Strategic Plan strives:

"To promote the development benefits of sport, and to use sport for development, through the Sport for Development Initiative".4

Although the PNG Medium-Term Development Strategy (2005 – 2010) does not contain direct reference to Sport for Development, it has been designed to reflect the MDGs with multiple expenditure priority areas as follows:

- Rehabilitation and maintenance of transport infrastructure
- Promotion of basic income-earning opportunities
- Basic education
- Development-oriented informal adult education
- Primary health care

- HIV and AIDS prevention
- Law and justice

Similarly, the Government of Papua New Guinea believes that its sport-related policies are contributing to the achievement of the following MDGs:

MDG 2: The National Sport Policy, which favours sport in schools, as well as placing physical education teachers in schools, is expected to promote attendance rates while contributing to student development.

MDG 3: The National Sport Policy favours the participation of girls in sports, and seeks to give girls greater access to sport programs.

MDG 6: Sport is being used as a vehicle for education and training, particularly in the areas of HIV and AIDS.

MDG 8: The bi-lateral partnership between the Government of Australia and the Government of Papua New Guinea in the area of Sport for Development represents a unique partnership that addresses the national and international development priorities of both countries.

PROGRAMS AND INITIATIVES

In the past, the Government of Papua New Guinea has successfully used sport as a tool to aid rehabilitation efforts in an informal way after situations of conflict and natural disasters. For example, the PNG Sports Foundation has delivered sport-based programs in Bougainville after the wars, in Aitape after the Aitape Tsunami, and in Manam after the volcano eruption. Recently, informal sport-based development initiatives in Papua New Guinea have been de-emphasized and support for more holistic and integrated efforts have prevailed. Today, Sport for Development and Peace efforts have been consolidated into a national program called *The Sport for Development Initiative* (SFDI). This ten-year program is housed within the PNG Sport Foundation.

The Sport for Development Initiative seeks to contribute to effective implementation of a number of Papua New Guinea's policies, including the PNG Sports Foundation Strategic Plan, the National Sports Policy, the Integrated Community Development Policy, the Reform Curriculum of the National Development of Education, and ultimately the PNG Medium Term Development Strategy. SFDI also reflects the policy intent of its funding partner, AusAID, and more specifically, the AusAID White Paper (2006), as well as the Joint PNG-Australian Development Cooperation Strategy 2006- 2010.

Under the SFDI Goal of "Establishing effective and sustainable systems for personal and community development through sport in PNG", the program has three clearly defined objectives:

- Increased community participation in quality, regular sport-based activity for its inherent benefits;
- Strengthened community engagement, through sport-based activities, on prioritizing and addressing development issues;
- Strengthened PNG sports system with strong institutional and human resource capacity within the PNG Sports Foundation, and effective partnerships with stakeholders.

SFDI takes an innovative holistic approach to sport-based programming, with a range of integrated activities which target different groups – from male and female youth at-risk (i.e. those who may be subject to domestic violence and abuse, living away from home, or orphaned) to local communities in general. Overall, SFDI focuses on grassroots community-level activities in districts that have low development index scores.

A set of principles (Participation; Partnership; Inclusiveness; Ownership; Good Governance; Crime Prevention; Education; HIV Prevention; Gender Equality; Sustainability; Cost; and Smart Planning) guide implementation of SFDI activities. These activities include:

- Capacity-building and organizational development of the PNG Sports Foundation;
- A small grants scheme (administered by the Democratic Governance Program with inputs from the PNG Sports Foundation) offering grants of USD 7,244 (PGK20,000) to stimulate community-driven Sport for Development activities;
- Establishment of Active Community Clubs ("Strongim")

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Komuniti Klabs") supporting community linkages, participatory planning and community-driven sport-based and life-skills activities, targeting selected communities;

- Partnerships with the PNG Sports Federation and Olympic Committee and national sporting bodies to stimulate collaboration on Sport for Development;
- Partnerships with the Committee on HIV Prevention Through Sport to support activities that promote HIV awareness, peer education, and behaviour change;
- A "Pikinini Sports Partnership" with the National Department of Education, with support from the Papua New Guinea Football Association, Oceania Football Confederation, Fédération Internationale de Basketball (FIBA) Oceania and Basketball Australia, to support physical education and personal development in elementary and primary schools in accordance with the Reform Curriculum;
- Partnership with the Law and Justice Sector Working Group to deliver activities to contribute to the reduction of crime, to address the causes and impacts of crime, and to promote rehabilitation of offenders;
- Partnerships within the private sector, through the National Sports Trust Limited, to generate structured and sustainable private sector engagement in personal and community development;
- Partnerships with local levels of government, including Provincial and District Administrations, to enhance coordination of development planning, improve service delivery, and strengthen the linkages between government and local communities;
- Delivery of a communications plan through all forms of media to aid in the dissemination of SFDI-related information and activities, while also advocating to key decision-makers within government and the private sector; and
- Monitoring and evaluation efforts as a collective learning exercise, to drive continuous improvements in program delivery.

PARTNERSHIP AND COORDINATION

To ensure effective implementation of SFDI activities, the PNG Sports Foundation entered into a number of internal and external partnerships. These partnerships allow SFDI to diversify target groups with the aim of reaching more beneficiaries.

Internal Partnership and Coordination

The lead agency for policy implementation is the PNG Sports Foundation, which is the Government of Papua New Guinea's agency for sport. In 2007, at a workshop organized by the AusAID, the Minister and Secretary for Community Development, the PNG Sports Foundation, the National Sports Trust Limited and the PNG Sports Federation and Olympic Committee, signed a Memorandum of Understanding to guide the practical implementation of the National Sports Policy.

Similarly, a number of stakeholders are involved in the implementation of SFDI, including: AusAID, PNG Sports Foundation, PNG Sports Federation and Olympic Committee, National Sports Federations, National AIDS Council, National Department of Education, Law and Justice Sector Secretariat, Department for Community Development, Department of National Planning and Monitoring, various local levels of government, the private sector, and the media. To guide the implementation of SFDI, encourage a working partnership among these diverse stakeholders, and to coordinate their activities, a small Steering Committee was set up within the SFDI. The Steering Committee includes representatives from the PNG Sports Foundation, the Department for Community Development, the Department of National Planning and Monitoring, and AusAID. The Steering Committee will guide the strategic direction of the ten-year SFDI program. The Steering Committee also reviews and assesses the PNG Sports Foundation's eligibility for the Performance Incentive Grant, an annual award that encourages the PNG Sports Foundation to perform well against its own Strategic Plan and the delivery of the SFDI.

There are also a number of inter-governmental and inter-departmental partnerships that were formed to facilitate the implementation of SFDI. The partnerships, such as the one between the PNG Sports Foundation and the Department of Education, are formalized in writing through Memoranda of Understanding.

External Partnership and Coordination

To ensure comprehensive implementation of SFDI, the PNG Sports Foundation is coordinating its activities with a number of external stakeholders. For instance, the Government of Papua New Guinea is working closely with the Government of Australia. Additionally, the Australian Sports Commission has been involved in developing Papua New Guinea's Active Community Clubs (*Strongim Komuniti Klab*) pilot project. This project has been modeled after the program of the same name in South Africa which is supported by both AusAID and the Australian Sports Commission.

The PNG Sports Foundation also partners with the Oceania Football Confederation and FIBA through the Pikinini Sports Partnership component of the SFDI. This partnership focuses on delivering quality sports and physical education activities in Papua New Guinea's schools to achieve the objectives of the Reform Curriculum of the National Department of Education. The Government also coordinates HIV and AIDS prevention activities under the SFDI with the Joint United Nations Programme on HIV and AIDS (UNAIDS) and the International Olympic Committee. The PNG Sports Foundation has also established links with the Kicking AIDS Out! Network to provide education and training.

Finally, the PNG Sports Foundation also has links to the Commonwealth Advisory Body on Sport (CABOS). Recently, the Executive Director of PNG Sports Foundation was appointed as Pacific representative to CABOS. Through this appointment, the PNG Sports Foundation has been able to draw on the experience of CABOS members in the area of Sport for Development, while also keeping CABOS informed of SFDI developments in the Pacific region.

ANNUAL INVESTMENT

Approximately USD 44.5 million (PGK 121 million) has been budgeted to the SFDI over a ten-year period. This is a significant new investment that demonstrates a high-level of commitment to the Sport For Development agenda. Although the funds are provided in large part by AusAID, the Government of Papua New Guinea has contributed to the budget by providing human resources, infrastructure, and operational support. This contribution is made possible through an annual budget allocation to the PNG Sports Foundation. In the future, the monetary investment from the Government of Papua New Guinea is expected to increase incrementally. This level of contribution will be a key indicator for the SFDI Steering Committee to track as part of its assessment for the annual Performance Incentive Grant.

Private sector support for Sport for Development and Peace is also encouraged by the Government of Papua New Guinea. To actively engage the private sector, proposals have been submitted for a National Government tax incentive on all contributions to the National Sport Trust Limited. This incentive will encourage donations to the Trust, which are then used to support the Government's sport and Sport for Development objectives.

MEASURING IMPACT

The Government monitors the impact of SFDI and the activities of the PNG Sports Foundation. The SFDI Program Design Document and the PNG Sports Foundation Strategic Plan have special monitoring and evaluation frameworks that use output and impact indicators. The assessment of the impacts of these initiatives will also include stories of change, in accordance with the Most Significant Change Monitoring and Evaluation methodology. The Government of Papua New Guinea focuses on developing a performance-oriented culture that is concerned with participatory processes and collective learning and feedback.

PAPUA NEW GUINEA

SUCCESS STORIES

Although Papua New Guinea has only just begun implementing the ten-year SFDI program, initial pilot projects and capacity-building activities have achieved notable outcomes. These include:

- A 15-month consultation on SFDI program design, initiated by the PNG Sports Foundation and AusAID.
- Baseline assessments of the capacities of the PNG Sports Foundation and the National Sports Institute.
- Strategic planning exercises for the PNG Sports Foundation which resulted in a comprehensive PNG Sports Foundation Strategic Plan (2008 2011).
- Delivery of "The Way Forward Workshop" with the support
 of the Minister and Secretary for Community Development to
 achieve consensus amongst the new PNG Sports Foundation
 Board, its Senior Management, the new National Sports
 Trust Limited Board of Directors, and the PNG Sports
 Federation and Olympic Committee as to their relative
 roles and responsibilities and operational relationships
 towards implementing the National Sport Policy. This
 consensus was reflected in a signed Memorandum of
 Understanding.
- Implementation of eight Active Community Club (Strongim Komuniti Klab) pilot projects to test the project model in different settings and communities in Kainantu and the Ramu valley. The pilot projects received positive support from the community and demand for similar projects was received from local District Administrations, and from the private sector.
- Establishment of a National Committee on HIV Prevention Through Sport. In April 2007, PNG Sports Federation and Olympic Committee hosted a three-day Oceania Workshop on HIV Prevention Through Sport where participants from Oceania shared discussed how the sporting community can take an active lead in addressing HIV. As a result, a set of recommendations for future action was produced. The momentum from this meeting led to the establishment of the National Committee on HIV Prevention Through Sport, which is comprised of representatives from key sporting and HIV prevention organizations. Subsequently, the Committee used the recommendations to create a National Declaration

on HIV Prevention Through Sport, which was then adopted by targeted stakeholders in the country. To fulfill some of the commitments undertaken by the Government in this Declaration, specific HIV and AIDS prevention activities were conducted at the Samoa South Pacific Games and PNG National Games. HIV awareness messages were placed on the uniforms of the Papua New Guinea team, HIV education materials and condoms were supplied in all team kits, and HIV awareness and advocacy sessions were conducted with teams prior to the Games. Through consultation with the National AIDS Council and National Sports Federations, the Committee has prepared an HIV "SportsPlace" policy and is now developing an HIV Resource Toolkit for the sporting community, as well as continuing to capitalize on the opportunity of major sporting events to promote understanding around HIV issues, and to engage people living with HIV through inclusive activities that reduce stigma and discrimination.

The over-arching factors which have contributed to the aforementioned successes can be attributed to the personal leadership which drove the consultation process and the design of the SFDI program, as well as the strong relationship between the PNG Sports Foundation and AusAID. The commitment to a ten-year program has allowed the program design to be ambitious in scale, while maintaining an emphasis on the achievement of long-term development goals.

CHALLENGES AND LESSONS LEARNED

From the early results of the Active Community Club (Strongim Komuniti Klab) pilot projects under the SFDI, the PNG Sports Foundation has learned that community-based projects must have the support from the participating community in order to be successful. To facilitate this process, it is important for projects to be well-aligned with local cultural traditions. Sustaining community support also requires the investment of time and resources.

It is also very important not to underestimate the need to invest time, effort, and sufficient resources into organizational

development and capacity-building. This is therefore a priority of the SFDI program. While it would still be possible, even without this focus on building institutional and individual capacity within PNG, to deliver activities with some strong outputs, the program itself would fail to create sustainable outcomes without a consideration for capacity-building.

FUTURE VISION FOR SPORT FOR DEVELOPMENT AND PEACE INTERNATIONALLY

In order for sport to be positioned as a development intervention, it is imperative for Sport for Development to be widely understood by, and positioned on the agendas of, major stakeholders, including national governments. For Sport for Development efforts to be most effective, small, discrete NGO-driven projects should be de-emphasized in favour of more strategic and holistic approaches that are driven and supported by national governments.

Active awareness-raising and advocacy are needed to firmly affix Sport for Development activities within the budget-planning cycles of national and local governments. Advocacy within the private sector is also needed in order to raise awareness of the potential benefits of sport, as are government taxation incentives to encourage the private sector to become a crucial partner in Sport for Development and Peace efforts.

It is also critical to highlight the peace-building potential of sport. International coalitions like the United Nations Department for Peacekeeping Operations (UNDPKO), African Union, European Union, North-Atlantic Treaty Organization (NATO) and others, should be persuaded to consider sport as a strategic tool in conflict-prevention, peace-building, reconstruction, reconciliation and rehabilitation. This will require a serious doctrinal shift in approach, with corresponding shifts in the ways resources are allocated. Not only should the efforts of military and peace-keeping stakeholders be coordinated with diplomatic missions and international development agencies, but international sports agencies should also become involved.

The UN International Task Force on Sport for Development and Peace has helped with progress in these areas, as has the Swiss Academy for Development's International Platform on Sport and Development, and the Sport for Development and Peace International Working Group (SDP IWG). The SDP IWG is in fact well-positioned to continue with a fresh mandate after the 2008 Beijing Summer Olympic Games in order to lead advocacy efforts in support of Sport for Development and Peace through coordinated academic research, field-based case studies, and by bringing together international stakeholders in support of collective learning and leadership.

¹ PNG Sport for Development Initiative, Program Design Document, Version 7.0. (November 30, 2007), at page 7.

² As cited in, Papua New Guinea Sport for Development Initiative, Program Design Document, Version 7.0. (November 30, 2007), p. 12.

³ For more information on PNG Curriculum Reform Implementation Project, visit CRIP, online: http://www.pngcurriculumreform.ac.pg (accessed January 30, 2008).

⁴ As cited in, Papua New Guinea Sport for Development Initiative, Program Design Document, Version 7.0. (November 30, 2007), p. 13.

GENESIS OF THE GOVERNMENT'S INVOLVEMENT IN SPORT FOR DEVELOPMENT AND PEACE

With its varied ethnic and cultural population, Peru is intent on using Sport for Development and Peace to encourage social integration, support individual development, and promote gender equality, among other goals.

The Government of Peru initiated Sport for Development and Peace programs primarily because of census information identifying the need for economic and social development, and the potential of sport to promote peace and well-being. The government references two investigations in particular: the Peruvian electoral population report published by the Identification and Civil Status National Register (RENIEC) in January 2006, and the Population and Housing Census prepared by the National Institute of Statistics and Computer Science (INEI) in 1993.

POLICY

In 2003, the Government of Peru passed the Law of Promotion and Development of Sport (Ley de Promoción y Desarrollo del Deporte, Ley N° 28036), which sought to develop and promote physical education, recreation, and sport at the local, regional, and national level. As well, the law established the duties and responsibilities of the state and society in sport-related matters.¹ The law called for the creation of the Peruvian Institute of Sports, the coordinating body for the National Sports System, and mandated it to organize, plan, promote, and evaluate the development of sport of all types at the national level.² The law also called for the establishment of the School Sport Council to promote and coordinate physical education in schools and manage resources dedicated to and accrued by the Fund for School Sport.³ As well, the law required the Peruvian Institute of Sports, in conjunction with the Ministry of Education, local and regional governments, and others, to develop a twenty-year National Plan for Sport.4

Sport is defined as:

"A physical activity that is promoted as an important factor for recreation, improvement of health, and development of physical and mental potentialities of individuals, by means of participation and healthy competition, according to aptitude and effort." 5

In support of sport, the Law of Promotion and Development of Sport outlines the following principles:⁶

- Promote and develop physical education, recreation, and sport as activities of national interest;
- Foster individual access to sport, recreation, and physical education activities;
- Establish the practice of sport and recreation as educational tools that support the development and well-being of individuals;
- Promote the practice of sport as an inherent factor in the physical and mental health of all people;
- Democratize and institutionalize the national sport system, guaranteeing people access to different sport disciplines without discrimination;
- Promote sport competition to foster elite-level development and ensure that Peru is adequately represented in global sport competition;
- Establish cooperative and reciprocal relations among the three areas of national sport activity: Sport for All, Student Sport, and Team Sport;
- Advance the culture of sport nationally;
- Create awareness of the importance and value of physical education, sport participation, and recreation;
- Promote sport-for-all as a tool for recreation, with participation by children and youth as a priority;
- Establish sport participation as a path to social stability; and
- Cultivate ethical and moral development of participants through sport activity.

The Government of Peru draws direct links between its Sport for Development and Peace policies and the MDGs:

MDG 2: The Law of Promotion and Development of Sport created the School Sport Council to promote and coordinate physical education in schools, which is believed to contribute to increased enrolment and attendance and contribute to youth development.

MDG 6: The Law of Promotion and Development of Sport also promotes the use of sport and recreation as educational tools to support the development and well-being of individuals – which can contribute to increased awareness of disease prevention.

PROGRAMS AND INITIATIVES

The National Sport Plan, developed in 2003, identified the following objectives:

- Foster the integral and balanced development of the human being;
- Build better citizens, physically and morally strengthened by sport;
- Create the conditions to achieve in high-performance sport;
- Promote mass participation in sport and encourage the development of physical education;
- Restore and maintain existing sport facilities and plan additional facilities at the national level; and
- Update sport facilities periodically with modern equipment, in accordance with international standards.

Peru's Sport for Development and Peace programs are directed at all citizens with children and youth considered a priority.

The Peruvian Sport Institute (IPD) is an independent agency charged with directing sport, recreation, and physical education programs in Peru. The IPD has branches in all 24 regions of the country and maintains ongoing communications with each region on matters of policy and programs. Several IPD programs are now underway. Peru has almost 50 affiliated National Sports Federations that work directly with the IPD to promote and regulate team sports such as volleyball, soccer, basketball, and other athletics. The IPD is also involved in the implementation of High Performance Centres in different

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regions of the country. Many cities in regions, including the coast, the mountains, and the forest, lack sports infrastructure. This prevents the development of sustainable sport programs. Providing suitable facilities in strategic areas would improve accessibility.

The Government of Peru, with the Peruvian Sport Institute, has been working with large corporations operating in the country to obtain contributions for sport programming. Currently, the Peruvian Sport Institute receives its budget from the government's general revenues.

PARTNERSHIP AND COORDINATION

The Peruvian Sport Institute coordinates formally and informally with all regional and municipal governments. The Institute also works closely with several corporations which support various initiatives. For example, the national telephone company, Telefonica del Peru, through the Telefonica Foundation, has supported sport-specific training institutes in volleyball, athletics, and basketball. Peru's national bank, Banco de Credito del Peru, has sponsored volleyball seminars. As well, Coca Cola Ltd. of Peru has sponsored sport clinics oriented to health promotion through sport.

Regional and municipal governments partner with the Institute on the maintenance and construction of sport facilities and infrastructure.

Peru has entered into Cooperation Agreements with other countries to advance sports development. Current agreements include countries such as Spain, Venezuela, Cuba, China and Korea. The agreements provide a forum to exchange expertise, particularly with respect to training techniques for athletes at all levels. In addition, through participation in seminars and conferences, the cooperation agreements help to improve management skills and develop skills in sports medicine.

ANNUAL INVESTMENT

The current budget of the Government of Peru allocates PEN 100 million (approximately USD 33 million) to sports programming. This amount represents a 300 percent increase over the previous government's sport budget, and the budget is likely to increase. There is no information available regarding the funds allocated to Sport for Development and Peace programming.

MEASURING IMPACT

Monitoring the social impact of Sport for Development and Peace programming is the responsibility of the Peruvian Sport Institute which is also responsible for monitoring compliance with the National Sport Plan.

The IPD performs regular evaluations in each province to confirm the progress of sports programming, and to record improvements in the human resource capacity and the sport infrastructure. These evaluations are performed jointly with regional governments, municipalities, or institutions when there is joint financing, but in general the supervision and evaluation functions are entrusted to the IPD.

SUCCESS STORIES

Sports achievements within the country provide a respite from day-to-day political and social issues. The success of national teams in international competition has contributed to peace and social cohesion within Peru.

Peru recently hosted the Under-17 FIFA World Championships and won the FIFA Fair Play Award, an award given by FIFA to players or spectators who exemplify fair play. Similarly, Peru recently organized football's Copa America, the international football tournament for the Americas, and actively promoted peace at each game. Both of these tournaments were violence-free events.

Peruvian Sofia Mulanovich's victory in the Female World Surfboard Championships galvanized many young people in Peru to adopt the sport, leading to the creation of numerous surfing schools and a growing surfboard-manufacturing industry.

CHALLENGES AND LESSONS LEARNED

Internally, isolated geography and a lack of infrastructure have made it challenging for the IPD to implement programming in the remote communities of the Andean and Amazonian regions. As a result, the IPD is developing a plan to deliver training programs to leaders in those communities in an effort to build local capacity in remote regions.

Externally, the government of Peru values information sharing. The Cooperation Agreements that exist with other countries are viewed as important tools that promote international dialogue. The cost of maintaining international relations, however, can be significant. To reduce the cost of travel to international sport delegations, conferences, and seminars, the IPD has negotiated a discount with two Peruvian Airlines, LAN and Aerocondor, for a 20 percent discount on flights for sport-related travel. These discounts help the IPD to maintain relations with international counterparts on issues of Sport for Development and Peace.

To enhance its expertise, the IPD is focused on improving its performance and is working to obtain ISO 9000 certification. This will help the IPD deliver better services, which will benefit the organizations associated with it, including National Sports Federations and the people they serve.

FUTURE VISION FOR SPORT FOR DEVELOPMENT AND PEACE INTERNATIONALLY

To stimulate participation in sport, sports organizations worldwide should initiate the development of sport in lower-income countries. The potential of sport to build peace nationally, and internationally, is significant. Sport should therefore be harnessed as a tool for peaceful development around the world.

¹ Law of Promotion and Development of Sport, Government of Peru (2003), Articles 3 and 4 [unofficial translation].

² Ibid. Article 7.

³ Ibid. Article 19.

⁴ Ibid. Article 74.

⁵ Ibid. Article 2.

⁶ Ibid. Article 1.

GENESIS OF THE GOVERNMENT'S INVOLVEMENT IN SPORT FOR DEVELOPMENT AND PEACE

Sport plays a strong role in traditional Samoan society, bringing together villages and communities at shared events. Sport in Samoa has recently undergone enormous growth and development, partly due to the South Pacific Games, which Samoa hosted in September 2007. The Samoan government has invested heavily in sport, particularly in infrastructure development. As a result, the country will benefit from a legacy of world-class sporting facilities that many people will access in the years to come.

The government is currently drafting a National Sports Policy driven by the Ministry of Education, Sports and Culture. The policy is a major interdepartmental initiative that will provide a framework in which sport can contribute to Samoa's social and economic development. The policy will systematize the Sport for Development activities currently occurring across many Ministries and NGOs.

POLICY

The National Sports Policy, currently in draft form, will provide a structured approach to Samoa's Sport for Development activities. There are many Sport for Development activities and projects underway in Samoa, but lack of coordination among stakeholders occasionally results in duplication or gaps in responsibilities. The National Policy recognizes that sport has far-reaching effects on social development, and provides a framework for cooperation among Ministries, NGOs, and National Sports Organizations to maximize results. One of the policy's aims is to establish a National Sports and Recreation Committee with membership drawn from a range of stakeholders. The group will coordinate Sport for Development activities operated by governmental and non-governmental bodies. The policy draft is before Cabinet.

Currently, responsibility for Sport for Development activities is assumed on a project-by- project or sector-by-sector basis. The Ministry of Education, Sports and Culture (MESC) is responsible

for sport on a national level and it supports sport programs within the school system and the wider community. Other Sport for Development initiatives are coordinated by the appropriate ministries.

The Ministry of Education, Sports and Culture prepares policies through its Policy, Planning and Research Division, which is also responsible for program monitoring. In its 2006 policy Sports and Culture: Strategic Policies (July 2006–June 2015), the Ministry recognizes the value of sport in achieving social and development aims. The Ministry's mission statement asserts that every Samoan should have the opportunity to participate in physical activity as a key element in the creation of a healthy and thriving country.

The Ministry of Education, Sports and Culture recognizes that traditional sport is an important element of Samoan culture. MESC policy recognizes the importance of sport and games in Samoa's cultural heritage.

The United Nations Country Team (UNCT) in Samoa strongly supports the use of Sport for Development as a tool for achieving the Millennium Development Goals. On October 28, 2006, the Samoa UNCT, together with the Government of Samoa, NGOs, and community members held a Sports and MDGs Day, promoting the power of sport to achieve social development goals.

The 2007 South Pacific Games were held in September in Apia, Samoa. The United Nations and the Government of Samoa used the Games to highlight the MDGs and raise awareness of the role sport can play in achieving the goals. Promotional activities included the installation of two solar-powered digital scorecards used to carry live coverage of events and medal tallies. The scoreboards also broadcast messages related to the MDGs and tracked countries' progress in meeting their MDG targets. The nine-metre square scoreboards, costing USD 50,000, were funded by the United Nations Development Programme (UNDP) and form part of the longer-term MDG partnership with Samoa's Ministry of Communications, Information and Technology.¹

The Government of Samoa's Sport for Development policies and programs are linked to the following Millennium Development Goals:

MDG 3: Gender equality is the focus of the Samoa Association of Sports and National Olympic Committee's (SASNOC) Women in Sport Commission. The commission works to increase women's participation in sports at all levels, in all roles from athletes to administrators. In Samoa, the strong emphasis on women's role in the family presents a cultural barrier to their participation in sport. The commission hopes that a stronger female presence in sport will empower girls and women to make non-traditional choices.

MDG 6: Combating HIV and AIDS, malaria and other diseases was recently addressed by the United Nations and the Government of Samoa during Sport for Development activities at the South Pacific Games. Multimedia campaigns before, during, and after the Games used radio and television, print ads, and in-stadium messages to increase awareness of prevention and treatment of HIV and AIDS and other diseases. Athlete ambassadors are involved in ongoing awareness campaigns to promote healthy and safe living.

PROGRAMS AND INITIATIVES

The Ministry of Education, Sports and Culture coordinates sport in schools. School sports are intended to:

- Increase participation in physical activity among children of all ages, regardless of ability;
- Instil values of cooperation, discipline, and fair play;
- Improve children's health and basic motor skills; and
- Create lifelong habits of healthy living through regular participation in sport and physical activity.

Through sport and physical activity, children are taught essential values and life skills such as teamwork, self-confidence, fair play, and inclusion. In addition, MESC recognizes that regular sport improves children's ability to concentrate and to achieve in an academic setting.

SAMOA

Fiafia Sports

A Ministry-designed and implemented program, Fiafia Sports targets children ages 6–12. The program increases awareness of the importance of regular physical activity through inclusive, culturally appropriate games and activities. The program emphasizes the value of teamwork and cooperation. The Ministry of Education, Sport and Culture trains local teachers, coaches, and community volunteers to run inclusive, participatory events. This project receives partial funding from the Australian Sports Outreach Programme, the Australian government's principal overseas Sport for Development program.

Sport Ability

Designed to increase access to sport and physical activity for children and adults with disabilities, *Sport Ability* also provides sport practitioners with ideas and strategies for how to include persons with disabilities in their activities. MESC trains teachers, coaches, and volunteers to create and deliver inclusive sport programs, in addition to providing an information kit and a set of Game Cards illustrating basic skills and instructions for three Paralympic sports: boccia, sitting volleyball, and goalball (a variation on soccer). Participants also learn to identify ways to use and adapt existing equipment for players with disabilities.

Building Capacity

In cooperation with Sport and Recreation New Zealand (SPARC), MESC is implementing a three-year project to build capacity of sport personnel in Samoa's school system. Sport and Recreation New Zealand runs training programs and awareness-raising activities in New Zealand and the Pacific Region to encourage active and healthy lifestyles. In Samoa, SPARC provides funding to train teachers in techniques for running inclusive games and activities for children and youth. The project was initiated in 2006.

PARTNERSHIP AND COORDINATION

Currently shared among many ministries, responsibility for Sport for Development activities will soon be regulated by the National Sports Policy. The policy, currently before Cabinet, will establish the National Sport and Recreation Committee, which will provide more coordination among key stakeholders. The policy will provide a structured framework in which existing and future Sport for Development projects will operate. This will reduce duplication and gaps and improve the efficiency and scope of Sport for Development initiatives.

ANNUAL INVESTMENT

Currently, exact figures for the Government of Samoa's spending on Sport for Development and Peace initiatives are not available.

MEASURING IMPACT

Each Ministry conducts its own monitoring and evaluation procedures, usually on an annual basis. After the Annual Review, each Ministry makes a formal report to Parliament.

The Ministry of Education, Sports and Culture conducts its monitoring through the Policy, Planning and Research Division. Staff continually gather information through monitoring methods set up in annual management plans and Annual Reviews are held at the end of each 12-month cycle.

SUCCESS STORIES

The government regards the draft National Sports Policy as a critical success: it formally recognizes the degree to which sport can be used to achieve social goals. Expected to pass into law by the end of 2008, the policy highlights the role of sport in social development activities.

Samoa hosted the South Pacific Games in September 2007. Many Ministries and NGOs used this event as an opportunity to showcase sport's potential to achieve social aims such as the Millennium Development Goals. The high-profile nature of the Games brought a great deal of attention to Sport for Development initiatives.

CHALLENGES AND LESSONS LEARNED

The absence of a coordinated national sport policy has resulted in fragmented administration, duplication, and a lack of transparency and accountability in Sport for Development programming. The government is optimistic that the National Sports Policy will provide a clear framework for future work in this area.

Funding constraints present an ongoing challenge to the longterm sustainability of many Sport for Development programs.

An important lesson learned is that focused training programs can rectify human resources deficits. Samoa faced a lack of qualified coaching and physical education personnel. The government placed a high priority on training and this problem has been addressed.

FUTURE VISION FOR SPORT FOR DEVELOPMENT AND PEACE INTERNATIONALLY

The Government of Samoa is committed to using sport as a tool for social development and has made significant progress in both policy and programming. However, there is still a global dearth of research providing concrete proof of the value of Sport for Development activities. A body of evidence must be created to support the widespread belief that Sport for Development enriches the lives of individuals and communities.

¹ Reported in *Islands Business International*, a Pacific Islands publication available at www.islandsbusiness.com.

GENESIS OF THE 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 began development of a National Sports Policy for Sierra Leone, with extensive multi-stakeholder consultations taking place during that year.

POLICY

Sierra Leone's 2005–2007 Poverty Reduction Strategy Paper (PRSP) references sport as a tool to foster to social cohesion. Sport 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 that use sport in this way.

The Ministry of Youth and Sport targets sport for young people, especially those directly or indirectly affected by conflict. The government recognizes sport's potential to contribute to:

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

In 2006, the Government of Sierra Leone held consultative meetings with key stakeholders from youth, sport, and civil society groups, as well as national sport associations, educational institutions, and business enterprises. Their feedback will help the government formulate the National Sports Policy which will create formal definitions for "sport" and "Sport for Development". The current proposed definition for sport is one that situates sport as an integral part of the development process involving

all citizens irrespective of age, class, origin, sex, fitness and mental well-being in the pursuit of peace, stability, and prosperity. In a related vein, the National Youth Committee is expected to submit proposals for the inclusion of Sport for Development in the National Youth Policy, with particular reference to sport as a tool to help attain the MDGs.

The Government of Sierra Leone has made a formal link between Sport for Development and Peace and the MDGs in its national PRSP. The National Sports Policy is being developed with special consideration given to the MDGs because sport is believed to be a cost-effective way to contribute to development and peace. The following MDGs are expected to be addressed:

MDG 2: Education will be an integral component of the National Sports Policy.

MDG 3: The National Sports Policy is expected to address gender equality by encouraging the participation of girls and women in sport.

MDG 6: Under the National Sports Policy, sport will be used as a platform from which to raise awareness about communicable diseases, such as HIV and AIDS.

PROGRAMS AND INITIATIVES

At present, the Government of Sierra Leone does not have specific Sport for Development and Peace programs. However, these programs should begin following the implementation of the envisioned National Sports Policy.

PARTNERSHIP AND COORDINATION

The National Committee on Sport for Development and Peace (NCSDP) will include key stakeholders from youth, sport, civil society, and national sport associations, as well as 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. The committee 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 2006–2007.

The Ministry of Youth and Sport is working closely with external partners to formulate Sport for Development policy and program design. These partners include UN agencies, sport associations, the private sector, community-based organizations, and other NGOs. The Ministry is also strongly advocating for the involvement of other national governments from the sub-region in its work on Sport for Development and Peace. This advocacy is aided by Sierra Leone's 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 Conakry, Mali, Mauritania, Senegal, and Sierra Leone).

ANNUAL INVESTMENT

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

When enacted, the National Sports Policy will provide specific taxes and levies to support the government's role as a principal partner in Sport for Development and Peace. Details will be determined during the policy formulation process. Current proposals under consideration include levies on alcohol and tobacco products to supplement government funding, in

SIERRA LEONE

particular with regard to the rehabilitation of existing facilities and the provision of new sport facilities. This approach is currently employed in Ghana and Gambia where levies are set out in the *National Sports Councils Act*. Liberia is also pursuing similar options.

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

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.

SUCCESS STORIES

By sharing its policy development process for 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 AND LESSONS LEARNED

Sierra Leone is a post-conflict nation. 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 to national

development strategies, such as increasing the number of sport facilities and activities to address the issues of delinquency and youth violence.

Policy makers and government executives need to understand that sport is more than recreation — that it has particular value as a development tool. The international community must 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.

FUTURE VISION FOR SPORT FOR DEVELOPMENT AND PEACE INTERNATIONALLY

The following steps should be taken to allow Sport for Development and Peace to evolve to its full potential within the next five years:

- Identify challenges facing developing countries.
- Define basic development strategies the SDP IWG should present achievable national government targets to ensure the allocation of resources to sport infrastructure and activities;
- Establish 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 to help fast-track achievement of Sport for Development's potential to meet the five-year target;
- Ensure that the UN and its agencies and programs will continue to provide resources and other facilities to facilitate the twinning of nations; and
- Complete advanced research into strategies for introducing sport as a development tool, especially in developing countries but also at the sub-regional and regional levels, within the next five years.

GENESIS OF THE GOVERNMENT'S INVOLVEMENT IN SPORT FOR DEVELOPMENT AND PEACE

In his 2006–2007 budget speech, the Minister of Sport and Recreation declared that sport has potentially positive benefits in a transforming society like South Africa. He affirmed that:

"Sport must contribute to the redressal of the disparities of the past with regards to equal opportunities, access to infrastructure, equipment and kits, skills and skilled coaches, referees and efficient managers."

Responding to the core challenges of the country as outlined by the President — such as HIV and AIDS — the Ministry now seeks to adopt a Sport for Development and Peace approach.

Government funding for sport in South Africa has traditionally flowed from the Ministry of Sport and Recreation to local sport federations. National and provincial sport federations are responsible for program delivery; however, it is the view of the Ministry that these federations have failed to reach ordinary communities and have been less than successful around inclusion. Federations tended to focus on their own members and elite sport. Three years ago, representatives within the Ministry of Sport and Recreation South Africa (SRSA) began to explore how they could deliver programming directly to reach a broader audience.

POLICY

The Government of South Africa's Sport for Development and Peace activity is based on a 1998 White Paper entitled Sport and Recreation South Africa: Getting the Nation to Play.² Currently, SRSA is working on a new sport policy. Once completed, it will be a comprehensive document that addresses Sport for Development and Peace and elite sport.

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The White Paper defines sport as:

"Any activity that requires a significant level of physical involvement and in which participants engage in either a structured or unstructured environment, for the purpose of declaring a winner, though not solely so; or purely for relaxation, personal satisfaction, physical health, emotional growth, and development." 3

The key objectives of Sport and Recreation South Africa, stemming from the White Paper, are to:⁴

- Increase the level of participation in sport and recreation activities;
- Raise sport's profile in the face of conflicting priorities;
- Maximize the probability of success in major events; and
- Place sport at the forefront of efforts to educate the public about HIV and AIDS and to reduce the level of crime.

South Africa views sport as one of the main drivers of social cohesion in that country and has placed the issue of transforming sport high on its agenda. Since 1992, South Africa's national sport federations have been encouraged to expand participation in their sports through the inclusion of historically disadvantaged individuals. Unfortunately, this approach has had limited results and the federations are now being pressured to make changes. The government is making funds available to federations for programs that will assist their transformation agendas.

Currently, Sport for Development and Peace is not part of South Africa's Poverty Reduction Strategy Paper. SRSA would like to change this, and is preparing its case regarding the economic impact of sport for presentation to the Government of South Africa.

The Government of South Africa's policy is explicitly linked to the attainment of the following MDGs:

MDG 2: In 2005, the Ministry of Education and SRSA signed a cooperation agreement to develop sport in schools. The goal of this agreement was to make sport part of the education agenda, particularly in the nation's poorest schools. The Statement of Policy and Commitment

2005–2010 by the Ministry of Education lists as one of its strategic objectives "to increase access to and participation in sport..." This is achieved through the *School Mass Participation Program* which aims to bring sporting programs into schools, while improving education in the poorest areas of the country.

MDG 3: South Africa's White Paper, Sport and Recreation South Africa, situates sport as a key platform from which to launch public education campaigns about HIV and AIDS. This is achieved through the *Community Mass Participation Program* which aims to raise community awareness around issues related to HIV and AIDS.

PROGRAMS AND INITIATIVES

SRSA has two Sport for Development and Peace programs that support mass participation in sport. They are the Community Mass Participation Program and the School Mass Participation Program.

Community Mass Participation Program

The Community Mass Participation Program focuses on recreational activity as opposed to competitive sport. Launched in 2006, the program creates and supports community-based clubs to run programs like aerobics, gymnastics, dancing, street soccer, and basketball. The program also works to train local unemployed youth who have finished school (and in most cases graduated) to act as leaders of the sports programs in their local communities. Young program leaders are trained as coaches and sport facilitators. They receive a stipend and learn valuable skills — which is important because 42 percent of the more than 350 youth that have been recruited are the main breadwinners for their families. In 2005–2006, the Community Mass Participation Program was operating in 131 locations, involving 1,239,363 people. The goal is to institute the program in 3,800 communities so that:

"No child has to walk more than five kilometres to access an activity hub anywhere in the country."

The objectives of this program are threefold. For the young leaders, the goal is to build their employment prospects and sense of citizenship. For the community participants, the goals are to build health awareness (particularly around issues of HIV and AIDS), to enhance social cohesion, and to combat crime. For marginalized groups, the *Community Mass Participation Program* is part of SRSA's initiatives to bring marginalized individuals and communities into mainstream sport.

School Mass Participation Program

The School Mass Participation Program is more focused on competitive sport than recreation. The program was launched in 798 schools in 2006, and by 2007, had expanded to 1,600 schools. Every school is provided with a school sports assistant to work with teachers on sport programming in seven sport disciplines (football, netball, rugby, cricket, athletics, volleyball, and basketball). SRSA aims to make this program fully operational in 20,000 schools within the foreseeable future, depending on budget allocations available. Improving school and education in poor areas of the country is a priority for the government and the sport program will be expanded to these areas first.

National Indigenous Games

SRSA also collaborates with the provincial governments to deliver the National Indigenous Games Festival. This festival is a celebration of home-grown sports in which all nine South African provinces compete. The Games, hosted each year by a different province, are a joint venture between the relevant provincial department and SRSA, with the latter contributing about ZAR 1.5 million (approximately USD 225,000) to the third annual games in 2006.

Primary Targets and Themes of Sport for Development and Peace Programs

The main targets of South Africa's Sport for Development and Peace programming are youth, and in particular at-risk youth, women, and persons with disabilities. A number of elderly people also participate in the community programming.

The key development themes that run through all programming are HIV and AIDS prevention, social inclusion,

the empowerment of women, and skill-building for employment as a means to prevent crime. Different themes are emphasized periodically and are linked to international days like World AIDS Day.

PARTNERSHIP AND COORDINATION

Sport and Recreation South Africa is the lead department with respect to Sport for Development and Peace. Within SRSA, the Mass Participation Unit is responsible for national coordination and works closely and formally with the nine provincial departments and nine coordinators in these departments. In the development of its policies and programs, SRSA consults with NGOs, educational institutions, and sport federations. Internationally, SRSA has worked with Australia through an agreement in which Australia provided staff to work with SRSA to develop sports leadership programs. SRSA had a similar initiative with the UK to develop sports education programs. In April 2007, SRSA signed a bilateral sports and recreation Protocol of Action for 2008 at the British High Commission in Pretoria. The areas of cooperation in the protocol include: promoting sports in schools; a sports leadership exchange program; capacity building for netball, rowing, swimming, and disability sport; a scholarship program for young South African cricketers; and bilateral cooperation in preparation for the 2010 World Cup and the 2012 London Olympic Games. This includes the opportunity for six South Africans to work with the Local Organizing Committee for the Olympic Games and the Olympic Delivery Agency, and the offer of two sports-related post-graduate Chevening Scholarships to the UK.

At the implementation level, SRSA has not worked with partners other than provincial and local governments.

ANNUAL INVESTMENT

Funding for Sport for Development and Peace activities comes from general government revenues. For 2007, the budget was ZAR 50 million (approximately USD 35 million).

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According to SRSA's projections this will grow to ZAR 400 million (USD 55 million) in the next three years. Growth has been quick and significant, given that four years ago SRSA did not deliver programming and had no allocated program budget.

In 2007, Cadbury became a sponsor of the Schools Games, one of SRSA's major school sport projects. The sponsorship is the result of discussions with an agent who has been involved with school sport for many years. SRSA approached Cadbury and the company agreed to sponsor a program. The program will start relatively small with ZAR 1.5 million (USD 226,000) and will grow annually.

MEASURING IMPACT

SRSA has commissioned two research studies, one each for the mass participation in sport programs, to be conducted by the University of Johannesburg. The studies will measure the links between sports participation and social behaviours. Before and after studies will examine indicators like crime, teen pregnancy, and unemployment at six- and 18-month intervals. The results of the first study have been produced and the second study's results will be complete in 24 months.

SUCCESS STORIES

In 2010, South Africa will host the FIFA World Cup. Preparation for this event has led to large increases in SRSA's budget. The Government of South Africa has deliberately used available resources to build and plan for the Cup in such a way that new stadiums, roads, technology, and business opportunities will ultimately benefit the lives of South Africans and the country's economy.

With on-the-ground programs still very new, it is difficult to identify specific successes. The early participation rates in the *Community Mass Participation Program* are impressive: more than 350 unemployed youth have been employed as leaders and more than 1.2 million South Africans have participated.

CHALLENGES AND LESSONS LEARNED

The key challenge for South Africa is finding the financial and human resources it needs to bring its programs to scale. South Africa also struggles with a lack of sporting facilities. The country has a larger density of sport facilities than most African countries but these are highly concentrated in former white areas of the country and are therefore not near the South Africans that SRSA is most trying to reach and engage in Sport for Development and Peace.

FUTURE VISION FOR SPORT FOR DEVELOPMENT AND PEACE INTERNATIONALLY

South Africa is currently exploring opportunities to use sport to build peace. SRSA is meeting with South Africa's defence forces, police forces, and internationally with countries like Sudan who have experience in this area to explore new directions.

According to SRSA, the UN has been doing well at keeping Sport for Development and Peace high on the international agenda. International sport champions from South Africa have also been helpful in this regard.

To build momentum and change around Sport for Development and Peace, the international donor community must be convinced that sport and play can be an effective tool for the achievement of development goals. At present, sport is not often prioritized among competing priorities like education.

¹ Department of Sport and Recreation South Africa, News Release, "Sport as a development catalyst in South Africa" (1 June 2006), online: DSRSA <www.srsa.gov.za/News.asp?ID=83>.

² "Getting the Nation to Play", Sport and Recreation South Africa's White Paper on Sport is available online: http://www.srsa.gov.za/WhitePaper.asp#.

³ Department of Sport and Recreation South Africa, News Release, "Sport as a development catalyst in South Africa" (1 June 2006), online: DSRSA <www.srsa.gov.za/News.asp?ID=83>.

 $^{^4}$ White Paper on Sport and Recreation South Africa: Getting the Nation to Play, Ministry of Sport and Recreation (1998), at 1.

 $^{^{\}rm 5}$ Statement of Policy and Commitment 2005–2010, Ministry of Education (2005).

⁶ Department of Sport and Recreation South Africa, News Release, "Sport as a development catalyst in South Africa" (1 June 2006), online: DSRSA <www.srsa.gov.za/News.asp?ID=83>.

GENESIS OF THE GOVERNMENT'S INVOLVEMENT IN SPORT FOR DEVELOPMENT AND PEACE

The Government of Spain's decision to develop policies and programs in the area of Sport for Development and Peace began with recognizing that its citizens needed the benefits of sport, and that opportunities for sport activity must be available to all. Motivated by a Ministry of Health and Consumption study which revealed that 10 percent of all children in Spain are obese and 25 percent are overweight, the government favours preventative action.

The government also views sport as a way to address key social challenges such as social inclusion in marginalized neighbourhoods and lack of physical activity on the part of women.

POLICY

Spain has a Sport Law (Ley 10/1990, de 15 de octubre, del deporte) dating from 1990. The objectives of this law are to:

- Encourage the playing of sport and organize its administration;
- Recognize and facilitate sports activities organized through affiliated structures; and
- Regulate sporting events, as they are becoming progressively commercialized.¹

The Sport Law identifies sport as "a fundamental element in the educational system" and asserts that participating in sport is important for maintaining health. Sport helps to correct social imbalances, contributes to equality among citizens, creates beneficial habits, and promotes unity. Sport is:

"A contributing element to quality of life and to the active and participatory utilization of leisure time in contemporary society."²

As well, Article 43 of the Spanish Constitution (1978) states that:

"Governments will promote physical education, health education and sport. They will also promote access to quality leisure time."³

Spain is a "State of Autonomies," formally unified but functioning as a highly decentralized federation of 17 autonomous regions and two autonomous cities. With the national government, these governments and administrations agreed on a common framework for Sport for Development and Peace. The Superior Council for Sport (Consejo Superior de Deportes), an independent organization attached to the national Ministry of Education and Science, coordinates policy and programs among all levels of government.

Spain's primary Sport for Development and Peace objective is to strengthen education. Secondary objectives are the promotion of healthy child and youth development, the prevention of illness, and the furthering of research and development pertaining to sport.

PROGRAMS AND INITIATIVES

Play at School

Initiated in 2007, Play at School: National Program for the Promotion and Aid of School Sports (Programa Nacional de Promoción y Ayuda al Deporte Escolar (PROADES) "Juega en el cole") promotes sport inside and outside school. The program increases sporting activities in the school environment and teaches children 8–14 the value of sport in school and during leisure time. An initiative of the Youth Sport Foundation division of the Superior Council for Sport, in partnership with private funders, the program focuses on four sport disciplines: athletics, badminton, volleyball, and triathlon. Sport federations and local governments deliver the program.

ADE National Program

In 2007, the ADE National Program: Help for School-Age Sportsmen (Programa Nacional ADE: Ayuda al deportista en edad escolar) awarded 120 scholarships to students who achieved positive results in sports and maintained strong academic performance. Identical criteria are applied to evaluate sport and academic results. The scholarships recognize performance in academics and sport, and students who achieve academic and athletic balance are rewarded.

All school-age athletes who have participated in the Spain Championships held by the Superior Council for Sport (CSD) are eligible for these scholarships. Financial assistance is provided by the private sector.

The White Book of School Sports

The Ministry of Education and Science's Superior Council for Sport is publishing the White Book of School Sports (*Libro Blanco del Deporte Escolar*), a guidebook of recommendations for primary and secondary schools to help them increase sporting activity in students' everyday lives. Twelve thousand copies of the first edition are to be published and distributed to all Board of Education and school centres in late 2007.

Strategy for Nutrition, Physical Activity and Prevention

The NAOS Strategy: Strategy for Nutrition, Physical Activity and Prevention (Estrategia NAOS: estrategia para la nutrición, actividad física y prevención de la obesidad) is a comprehensive strategy developed jointly by the Superior Council for Sport and the Spanish Food Security Agency. Its primary goals are to promote healthy eating and physical activity, combat the rising incidence of obesity in the Spanish population, and reduce obesity-related chronic diseases, morbidity, and mortality. Its directives include: promoting physical activity and sport in schools; increasing the availability of school facilities for sport-related programs on weekends; encouraging children to walk or ride a bike to school; and asking athletes to conduct sport workshops in schools to encourage regular participation in sports. 5

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Women in Sport

Since 2003, the Government of Spain has passed seven sport-related Presidential Decrees supporting women's equal access to recreational sport and elite sport. The Superior Council for Sport plans to achieve full equality for women in sport through measures to promote:

- Gender equity in the administration and governance of sport;
- Studies and research to improve gender equality in sport; and
- Improved public perception of the Superior Council for Sport's commitment to female sport.

Paralympic Objectives Plan

Initiated in 2005, the primary objective of the Support for the Paralympic Objectives Plan (Plan Apoyo al Deporte Objetivo Paralímpico, or ADOP) is to assemble the coaching and financial resources needed for Spanish athletes with disabilities to succeed in international competition. The program seeks sponsorship from the corporate sector to support athletes through the four-year Paralympic cycle.

National School-Age Sport Championships

Since 2007, three inclusive national school sport championships have been introduced: field sports for people with intellectual disabilities, and swimming and wheelchair basketball for people with physical disabilities. The National School-Age Sport Championships (Campeonatos nacionales en edad escolar) competitions are part of the annual competition schedule for all school athletes and represent the integration of athletes with disabilities into the regular competitive sport schedule.

Media Campaign

Berni the Bear (*Berni*, *el oso*) is a television cartoon character around which 52 three-minute episodes have been developed. The Superior Council of Sport has signed an agreement with TVE, giving TVE full rights to the show. Berni teaches children about the importance of regular physical activity and can be seen regularly on public television and the Internet.

Integration Race

This annual event held in Madrid is organized by the football club Real Madrid and the Superior Council for Sport's Youth Sport Foundation. The race is the culmination of a series of leisure and sporting activities and competitions promoting family participation and the integration of immigrants and persons with disabilities. More than 1,000 people take part in the Integration Race (*Carrera de integración*) every year.

Project Penitentiary

Initiated in 2006, the Project Penitentiary (*Proyecto cárcel*) program is jointly implemented by the Superior Council of Sport, Penal Institutions, the Soccer Federation, and the Futsal Federation in the Aranjuez Prison. Through this program, prisoners learn the skills of professional sport trainers and instructors. To be recognized as Level I sports professionals, they attend 420 hours of practice and class. The Level I designation qualifies participants to train teams of beginners, students, municipal sporting schools, and any federated team that is not in a national league. The designation also allows participants to continue studying for the academic qualifications of Level II and Level III — the highest qualification for this type of instruction in Spain.

PARTNERSHIP AND COORDINATION

The Superior Council for Sport, attached to the Ministry of Education and Science, coordinates policies and programs related to Sport for Development and Peace. There is lateral coordination and cooperation between the national government and the autonomous regions and cities. In addition, the Council works closely with the Spanish Food Safety Agency, the Ministry of Labour and Social Affairs, the Ministry of Education and Science, the Institute of Women, the Ministry of Health, the Ministry of the Interior, the Administration of Penal Institutions, the Presidency, and the Spanish Federation of Municipalities and Provinces.

In terms of program implementation, key partners are: sport federations that provide coaches, facilities, and equipment; autonomous regions and cities that provide equipment and infrastructure; NGOs and Foundations that provide funds, donated equipment, and sport opportunities to disadvantaged people in marginalized neighbourhoods; and the private sector, which provides financial resources.

ANNUAL INVESTMENT

The Government of Spain sets an annual budget of EUR 184 million (USD 269 million) for the Superior Council of Sport. Of this, approximately 18–20 percent is designated for Sport for Development and Peace activities, while approximately 64 percent is designated for elite sport. A large part of the budget for Sport for Development and Peace activity falls under the jurisdiction of the lower levels of government, not the national government. In most cases, because international elite competition takes place at the national level, the lower levels of government place greater importance on Sport for Development and Peace initiatives than they do elite sport.

Funding is also received from the private sector. For example, the Leche Pascual group has donated EUR 600,000 (USD 878,000) to the *Play in School* program. While the Government of Spain welcomes support from the private sector, the Superior Council for Sport will not accept funding from companies whose products or projects are in conflict with its goals. For example, financial support from a company that produced unhealthy foods would not be accepted.

MEASURING IMPACT

To continuously improve its school sport programming, the Government of Spain conducts annual surveys after school championship competitions. Changes in programming can occur after survey results are tabulated. For example, when one survey determined that physical education teachers were not taking an active role in promoting after-school sports, an incentive program was developed to encourage them to do so.

SUCCESS STORIES

A key success story for the Government of Spain has been the emergence of sport in schools through Play at School: *National Program for the Promotion and Aid of School Sports (PROADES)*.

A key element of Spain's Sport for Development and Peace programming has been to promote inclusiveness, particularly with respect to immigrants within Spain. A law requiring the development of campaigns and activities for the prevention of racism, xenophobia, and intolerance in sport is currently before Parliament.

The Play Fair Trophy (*Trofeo Juego Limpio*) has been instituted for all school-age sport competitions in the last three years. It rewards teams that demonstrate good sportsmanship on and off the playing field. Winners receive a trophy and medals are given to all team members, as well as sports material featuring the Play Fair campaign logo. All male and female teams in the school-age sport program sponsored by the High Council for Sport, in the categories of "cadet" and "children," qualify for the award. Since the trophy's introduction, the Superior Council for Sport reports that the number of expulsions and penalty cards issued during sporting events (particularly soccer) has decreased. Similarly, the behaviour of fans, players and coaches has improved considerably.

The autonomous regions have been challenged to implement the Play Fair program and implement the initiative in territorial championships, so that it reaches all competing students. Some regions have now established similar Play Fair programs in elementary schools: Aragón with the campaign Educating Fathers and Mothers (Educando a Padres y Madres); Andalucía with the Andalucía Plays Fair (Andalucía juega limpio) campaign; Navarra with the Stay Cool (Tranquí) campaign; and Castilla la Mancha with the Play Fair program. These are the first autonomous regions to develop initiatives based on the concept of fair play in sports. Other regions are also joining these successful initiatives.

Another success story is Spain's Law for the Protection of Health and the Fight Against Doping in Sport. This Law came into effect in 2007 and establishes penalties for athletes who are caught having taken illegal substances and the people who induce athletes to take illegal substances.

To support quality administration and governance on the part of sport clubs, sport federations, NGOs, and other

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groups, a Good Governance Code has been put forward for use by funding decision-makers in the government and civil service. All bodies that receive public funding must adhere to this Code.

CHALLENGES AND LESSONS LEARNED

In Spain, a key challenge has been to bring the 17 autonomous regions and two autonomous cities into agreement on sport policy. An ongoing dialogue has been achieved but this has been challenging.

Another key challenge has been the improvement of sport activity at the school level. The publication of the White Book of School Sports should assist by providing core recommendations to schools on how to successfully integrate sport activity.

While working toward its Sport for Development and Peace objectives, the Government of Spain has determined that there are many opportunities to partner with sport associations and their volunteers to implement a wide spectrum of sport-for-all programs.

Spain, through the Superior Council for Sport, cooperates with various sporting organizations and entities. The reactivation of the Youth Sport Foundation, with the objective of supporting Sport for Development and Peace initiatives, is a good example.

Annual subsidies are available for the Sports Promotion Entities (non-profit associations permitted by the 1990 Spanish Law for Sport), whose objective is the development of sport-for-all programs, which receive financial support and promote volunteer work, leisure and recreation activities, sports in neighbourhoods and schools, as well as training courses. The subsidized entities include:

- José Maria Cagigal, a sports promotion agency with head office in Corunna; and
- Eusebio Millán, a sports promotion agency with head office in Madrid.

Both agencies are established in more than 12 autonomous regions, and therefore operate throughout Spain.

FUTURE VISION FOR SPORT FOR DEVELOPMENT AND PEACE INTERNATIONALLY

The Government of Spain believes Sport for Development and Peace will flourish if there is better coordination between institutions. Improved coordination would allow for greater synergy between countries, increased opportunities to share lessons learned, and opportunities to reproduce successful policies and programs.

For Europe, it would be beneficial to hold an annual conference on Sport for Development and Peace. A permanent watchdog organization would also be useful to disseminate information about the importance of sport-for-all and the best practices of sport.

¹ Ley 10/1990, de 15 de octubre, del deporte, Government of Spain (1990), online: <www.csd.mec.es/csd/informacion-en/legislacion-basica/ley-del-deporte?set_language=en> [official translation].

² Ibid.

³ Constitución Espanola, Government of Spain (1978) [unofficial translation].

⁴ Estrategia NAOS: estrategia para la nutrición, actividad física y prevención de la obesidad, Spanish Food Security Agency (2005) [unofficial translation]. ⁵ Ibid. at 28–29.



GENESIS OF THE GOVERNMENT'S INVOLVEMENT IN SPORT FOR DEVELOPMENT AND PEACE

Sport for Development and Peace is a relatively new concept in Sri Lanka. The government has not yet undertaken specific initiatives in this area but acknowledges the potential for such programs. Many existing programs in Sri Lanka address the benefits of sport for under-represented groups such as persons with disabilities, women, and children.

In its Ten-Year Horizon Development Framework, the Ministry of Finance and Planning describes the destruction of traditional values in Sri Lanka and the corresponding rise of criminal activity and civil unrest. The Ministry calls for a revitalization of cultural traditions, including traditional sports such as folk dancing.

The Ministry of Sport and Public Recreation recently joined the Sport for Development and Peace International Working Group. The Ministry has begun a dialogue within the government on the creation of Sport for Development and Peace initiatives in Sri Lanka. The Ministry has also initiated external dialogues with potential partners in the NGO and community-development spheres.

POLICY

The Government of Sri Lanka supports the value of including Sport for Development as part of the National Sports Policy. The Ministry of Sport and Public Recreation is preparing an amendment to the policy and points to recent participation in the SDP IWG as the driving force behind this endeavour. Currently, the Sport for Development concept is incorporated into sport-related policies focusing on children and persons with disabilities. The Ministry hopes to include gender as a focus in the future.

The Ministry of Sport and Public Recreation is the central governing body on sport and is represented by two ministers: the Minister for Sport and the Minister for Sport and Public Recreation, who is also a Cabinet Minister. All Ministry departments and institutions are regulated by The Sports Act of 1973, including the Department of Sports Development, the

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National Sports Council, the National Institute of Sports Science, the Sugathadasa National Sports Complex Authority, the School of Sports, and the National Sports Association.

The Ministry of Sports and Public Recreation adheres to the following priorities:

- Implementation of policies, plans, and programs to promote sports and public recreation;
- Encouragement of sport development;
- Expansion of sports education at the primary, secondary, and tertiary levels; and
- Widespread development of recreational facilities, especially in rural areas.

In addition, the Ministry is proposing to develop tourism around sport and adventure sports in Sri Lanka, to promote economic growth.

Sport is considered an essential part of the government's responsibility. The Government of Sri Lanka accepts sport as one of main avenues for the physical, mental, and social development of the population. The government seeks to change the culture of sport and physical activity in Sri Lanka to increase participation across all social groups, improving personal and community health, and accruing economic benefits to society.

The Government of Sri Lanka promotes island-wide sports programs and activities through the Ministry of Education and the Ministry of Sport and Public Recreation. The Ministry of Youth Services also conducts annual sport competitions in cooperation with regional government bodies. These programs are part of broader programs in a range of areas, including child and youth development, education, health promotion, poverty reduction, and social cohesion. The government's sport policies are aimed at children and youth, girls and women, persons with disabilities, and the development of physical education in schools.

Sri Lanka's Ministry of Sport recognizes the contribution that sport can make to the following MDGs:

MDG 2: The Ministry of Sport and the Ministry of Education link participation in sport to improved academic attendance and performance. The ministries have proposed the implementation of a school-based sport program for every primary-age child that will include an assessment mechanism to monitor results from Grade One onward. Monitoring includes measurement of both physical and academic achievement.

MDG 3: Gender equality and the empowerment of women is a focus because sports are traditionally a male pastime in Sri Lanka. The trend has been changing in recent years, with women increasingly viewing sport as a healthy lifestyle choice. As well, women's track and field, shooting, badminton, cricket, volleyball, and netball teams have won national and international competitions, garnering a great deal of attention and support. The increasingly high profile of female athletes and role models is a positive example for girls and young women.

Sport for Development and Peace is not directly included in Sri Lanka's Poverty Reduction Strategy Paper, but sport is considered a valuable tool for reaching development goals. Public interest in sport has been fueled by the recent international recognition of Sri Lankan sports teams.

The Ministry of Finance and Planning's Ten-Year Horizon Development Framework (2006–2016) states that by 2016, Sri Lanka aims to be one of the strongest sporting nations in the world. The framework defines success in this context as encompassing national and international sporting excellence, and social development through sport. Becoming a strong sporting nation includes increasing participation in sport and physical activity, increasing access to sport, improving health and well-being, and creating safer and stronger communities.

The Ten-Year Framework proposes the development of sport to meet various social goals. The Framework calls for:

 Improved infrastructure development activities (comprehensive sports grounds for each district, high-altitude training centres, and a Sports Academy);

- Inclusion of meditation in sport education to improve physical and mental fitness;
- Increased awareness of sports ethics, laws, and regulations;
- Improved efficiency and effectiveness of sports administration;
- Construction of facilities such as sports complexes, playgrounds, and training facilities, particularly in rural areas which are currently underserved;
- Implementation of a physical education program for every child;
- Payment of monthly allowances to support sportsmen and sportswomen;
- Improved efficiency and effectiveness of coaches and trainers through capacity building; and
- Promotion of sports tourism activities.

In addition, the framework proposes increased funding for sport by promoting corporate sponsorship of sporting events and by marketing Sri Lanka internationally as a destination for sport tourism.

PROGRAMS AND INITIATIVES

The government recognizes the importance of training and capacity building for the long-term future of Sport for Development in Sri Lanka. In its 2006–2016 Horizon Development Framework, the Ministry of Finance and Planning proposed a comprehensive program of capacity building, building on existing educational institutions, and developing further structures as necessary. The University of Kelaniya has begun lecture studies on sports science with a view to developing a full-fledged faculty of sport in coming years. This will be the first faculty of its kind in the country. The Ministry of Sports and Recreation manages a sports medicine unit and is proposing to develop such units at the district level.

New initiatives in training and capacity building include a proposed research division within the Ministry of Sports and Recreation to complement the sports and physical education initiatives in the university and at the district level.

United Nations Volunteers (UNV) hosted two Sport for Development and Peace camps in Sri Lanka, in 2004 and 2006. More than 500 young people, ages 14–29 and representing Singhalese, Tamil, Muslim, and Burgher communities, as well as expatriate families, participated in three days of activities promoting sports and the MDGs. Workshops were organized to raise participants' awareness of the MDGs, including how young people can contribute to the development process in Sri Lanka. The government strongly supported the camps and their messages of mutual understanding and sport for social development.

PARTNERSHIP AND COORDINATION

Sporting activities are promoted by the Ministry of Sport through the Department of Sport Development, which has a national focus. The Ministry of Sports and the Ministry of Education coordinate sporting activities at the national level, and nine Provincial Sport Councils coordinate activity at the provincial level.

The government's primary implementation and delivery partners are:

- Ministry of Sports and Recreation
- Department of Sports Development
- Ministry of Education
- Provincial Councils
- National Youth Services Council

The Ministry of Education also promotes sport through physical education in schools.

The following also form partnerships in promoting sports:

- National Sports Federations (54 in total)
- National Sports Council
- National Olympic Committee

The government does not currently work with external partners, although it hopes to increase its participation in international forums. As a result of the Ministry of Sport's recent participation in the Sport for Development and Peace International Working

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Group, the Ministry has begun to discuss the creation of Sport for Development and Peace partnerships.

ANNUAL INVESTMENT

General revenues provide an annual budget allocation of LKR 500 million (USD 4.5 million) for sports activities. The Ministry of Sport receives assistance from donor countries for specific competitions, such as the South Asian Federation Games and other international events conducted in Sri Lanka. This assistance often occurs in the form of materials and sporting goods.

Sporting goods that are imported receive a tax benefit and sponsors that fund sport activities receive tax concessions (if those funds are received through the Ministry of Sport).

MEASURING IMPACT

The sporting activities of the various National Associations are monitored by the Ministry of Sport through the Sport Development Department. Provincial Sport Ministries oversee their corresponding Provincial Sport Councils. Physical education in schools is monitored by the Ministry of Education and the Ministry of Sport.

SUCCESS STORIES

Sri Lanka has made considerable progress in developing sports in the last decade and has gained prominence in swimming, volleyball, cricket, and track and field. Sri Lankan athletes have won medals in international competitions such as the Commonwealth Games and the Olympics. These successes create interest around sport within the country, which the government believes is an important precursor to the adoption of Sport for Development and Peace activities.

CHALLENGES AND LESSONS LEARNED

The key lesson learned is that Sri Lanka must give priority to the creation of a national Sport for Development policy. The Ministry of Sports and Public Recreation asserts that such a policy would help to achieve unity where there is diversity, address challenges such as conflict resolution among key groups, and bridge gaps and divisions through participation in sport.

One identified challenge is creating a connection between the sport sector and people's everyday lives, generating opportunities for people to participate in physical activity in the workplace, where they shop, and in cooperation with other community facilities, such as health clinics.

Facilities for sportsmen and sportswomen are currently inadequate. International trainers, equipment, and high tech training methods are limited to urban areas.

Existing sport facilities for the general populace, particularly in rural areas, are insufficient to achieve mass participation.

FUTURE VISION FOR SPORT FOR DEVELOPMENT AND PEACE INTERNATIONALLY

More international recognition of Sport for Development and Peace is required, and more countries must develop policies in this area. This would contribute to nation building and conflict resolution in many regions. Participation in forums such as the SDP IWG is essential for countries to share best practices and resources.

GENESIS OF THE GOVERNMENT'S INVOLVEMENT IN SPORT FOR DEVELOPMENT AND PEACE

Within the Swiss government, two bodies jointly lead the government's involvement in Sport for Development and Peace: The Swiss Agency for Development and Cooperation (SDC) and the Federal Office of Sport (FOSPO). Because SDC is responsible for Switzerland's overall coordination of development activities and humanitarian aid, SDC leads activities on the international level. The SDC focus within this discussion is due to the international nature of the SDP IWG.

The genesis of the Sport for Development and Peace movement in Switzerland is closely linked to the leadership of: Adolf Ogi, former President and Special Advisor to the UN Secretary-General on Sport for Development and Peace; Walter Fust, Director-General of the Swiss Agency for Development Cooperation (SDC); and Heinz Keller, former Director-General of the Federal Office of Sport (FOSPO). In addition, there is a high level of interest in sport in Switzerland, giving the concept of Sport for Development and Peace a natural impetus and appeal. Also contributing to enthusiasm for Sport for Development and Peace is the fact that Switzerland is a host country to many high-profile international sport federations.

In 2003, SDC, FOSPO, and the UN office of Adolf Ogi organized the first International Conference on Sport and Development in Magglingen. Perhaps the main success of this conference was that it brought together a number of high-level UN and government officials with the goal of putting sport as a tool for development and peace on the international agenda for discussion. This high-level attendance was in part due to the support of Adolf Ogi, then Special Advisor to the UN Secretary-General, and to former UN Secretary-General, Kofi Annan. This support legitimized the Sport for Development and Peace movement in the eyes of UN agencies and governments. At the time, it was the largest and perhaps most important event on the issue. The conference culminated with the Magglingen Declaration that reiterated the importance of sport as a tool for development and peace.

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As a natural progression from the First Magglingen Conference, the Second Magglingen Conference (2005) brought together a broad range of actors. In addition to the delegates from multilateral agencies and governments, it now included representatives from the Global South, Ministers and officials from developing countries, and numerous representatives from international non-governmental organizations (INGOs), and grassroots initiatives. This allowed the conference to illustrate reality, and to provide donor governments with tangible examples of successful Sport for Development and Peace initiatives. The outcome document of this conference — the Magglingen Call for Action — established a roadmap for the use of sport as a tool for development and peace.

The high-level attendance at these conferences, the demonstration of work underway in the field, and the widely adopted outcome documents, all contributed to firmly positioning sport within today's SDC development framework. These conferences were important milestones in developing and understanding the Swiss context around Sport for Development. For many Sport for Development and Peace actors, Magglingen is now firmly associated with Sport for Development. Equally, the Magglingen conferences are now well known to many Sport for Development and Peace advocates.

In 2003, SDC adopted a policy concept entitled Sport and Development that, for the first time in Switzerland, conceptualized and formalized links between sport and development, and brought together SDC and the Ministry of Defence through the Federal Office on Sport. This concept was the first step toward merging the development and sport perspectives. Subsequently SDC prepared and published the book Sport for Development and Peace which was presented at the Second Magglingen Conference in December 2005. The book highlighted success factors in projects, and introduced a model for sport and development that illustrates the interwoven nature and complexity of Sport for Development and Peace, as seen from the Swiss experience and that of other governments and stakeholders. Furthermore, it illustrated SDC's conviction that this holistic approach could bridge the gap between the sport and development communities.

The conceptual framework elaborated in the book demonstrated that development plus sport and sport plus development are the poles of a complete Sport for Development continuum, and sport and development are not antagonistic — they already work in close partnership. This understanding of the Sport for Development continuum led to a degree of integration of sport 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 critically important to have concrete examples and coherent work in the field that can inform the policy discourse.

POLICY

Since January 1, 2007, sport has been embedded as a development theme within SDC's Social Development Division. This illustrates that sport has gained recognition as a theme on par with other development themes such as education, health, water and sanitation, culture, etc. The program now has a formal duration until 2009.

Although there is no formal definition of Sport for Development within the SDC, a comprehensive definition of sport has been adopted that includes mass sport, as opposed to simply 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 participation in sport is not intended to undermine the importance of the involvement of elite athletes as role models and active actors in development cooperation.

The MDGs are a conceptual framework for SDC's overall work and therefore the program is linked to all the MDGs. 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 yet to be fully realized.

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 potential, SDC emphasizes proper project management and supervision, which is particularly important given the newness of the Sport for Development and Peace field.

From SDC's perspective, the 2007–2009 Program Concept on Sport and Development¹ is an important new development. This Program Concept addresses the use of sport as a tool for development domestically and internationally. Whereas Sport for Development used to be a freestanding program with its own budget, it has now been integrated into the Social Development Division within SDC. Sport will have to compete with other themes and instruments for funding in the countries where Switzerland is active. The 2007-2009 Program Concept specifically calls for increased focus on building the acceptance and use of sport as a tool to enrich the development work of government programs and project partners, NGOs, bilateral agencies, and international organizations. The main goals of the program are to support Sport for Development and Peace through validation, systematization, operationalization, integration, sensitization, documentation, and finally cooperation and coordination.²

In terms of integrating sport into broader development activities, the moment of truth will come when those who make decisions about country strategies and programs will choose, or not, to allocate funds for integrating sport into their programming. Sport proponents therefore must make the case around the added value of sport to those responsible for country programs. While the program on Sport for Development itself no longer has an operational budget to directly finance projects, there is a significant opportunity and a potential for leveraging as soon as country directors and those responsible for programming recognize the value of sport as an instrument in the context of their strategic planning.

Within the Swiss government, the Federal Office of Sport (FOSPO) is increasingly recognizing the importance of sport's instrumental capacities. As a result, SDC and FOSPO are in the process of establishing a Memorandum of Understanding (MOU) on principles for a future collaboration. This MOU will elaborate on the institutionalization of Sport for Development

within two governmental agencies — FOSPO and SDC. Both agencies have joined forces to ensure a systematic and consistent approach to the use of sport as a tool for development and peace.

SDC's interest in Sport for Development and Peace arises from the government's national development policy and must be viewed as part of this larger framework. SDC's perspective in the field of sport and development includes the following objectives:

- Healthy child and youth development
- Strengthening education
- Health promotion and disease prevention
- Conflict prevention/peace-building
- Poverty reduction/economic development
- Gender equity
- Inclusion of persons with disabilities
- Social inclusion/cohesion
- Community development
- Building individual/social capital
- Advancement of human rights
- Post-disaster/post-conflict normalization

Empowerment of individuals and communities is a key benefit. Sport is conceived as a potential antecedent to development in the sense that participation in sport can contribute to making individuals and communities "development ready."

Using sport as a tool for HIV and 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 to post-disaster and post-conflict normalization, are particularly important to the Department of Humanitarian Aid, which is primarily focused on these issues. Emphasis on gender equity has a dual impact. 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.

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The 2007–2009 Program Concept on Sport and Development specifically underscores the potential of sport to contribute to personality development and social integration, advancing peace and solving conflicts, improving health, and as a tool for health promotion, improving gender equity, and supporting economic development.³

PROGRAMS AND INITIATIVES

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, persons with disabilities, children, youth, refugees, drug users, soldiers).
- Organizations and institutions serving the above populations (specialized NGOs, aid organizations, national sport colleges, etc.).

SDC development cooperation efforts, including Sport for Development and Peace, are focused on the poorest and most underprivileged people in any region in which SDC works.

PARTNERSHIP AND COORDINATION

At the present time, within the Swiss Government, SDC is the lead agency on Sport for Development and works in close collaboration with the Federal Office of Sport. SDC is part of the Foreign Ministry, which leads all international relations.

Traditionally, inter-departmental coordination within the government has been good. The SDC and FOSPO have embarked on the process of drawing up an MOU to formalize principles and relationships, and to create a solid legacy of cooperation.

The Swiss Working Group on Sport for Development is in a process of reorganizing. It still has a large number of members, including the Office of the Special Advisor on Sport for Development and Peace, the Swiss Olympic Committee, the

Swiss Academy for Development, FOSPO, and SDC. Until 2006, SDC provided the Swiss Working Group with a budget of approximately USD 1 million per year to co-finance projects as appropriate. However, going forward the Working Group might continue to operate as a sounding or advisory body only, with no operational budget.

The Swiss Working Group will continue to serve as a coordination mechanism between stakeholders at the national level. SDC, however, has additional networking and coordination functions.

In 2005, to facilitate Switzerland's activities during the International Year of Sport and Physical Education (IYSPE), FOSPO, SDC, the Federal Sports Commission, the Swiss Olympics, and the Federal Office of Public Health aligned to form a steering group to coordinate the activities planned by Switzerland as part of the IYSPE. The steering group was spearheaded by FOSPO. The steering group allowed for a cross-sectoral national action program, with SDC representing the development and peace dimensions of the program.

To mark the IYSPE, the Education and Development Foundation, the Swiss Coalition of Development Organizations, and SDC launched a national education campaign for Swiss schools. The focus was on the social and development policy aspects of sport as a global phenomenon.

SDC is also part of the Sport for Development and Peace International Working Group and initiated the New Yorkbased Group of Friends of the IYSPE (now known as the Group of Friends of Sport for Development), which includes UN Ambassadors and national Permanent Representatives to the UN from different countries. The Group of Friends continues to meet on a regular basis and discuss policy and practice issues around Sport for Development.

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.

Finally, SDC participates in the strategic direction and funding of the International Platform on Sport for Development (www.sportanddev.org), an online resource and a community forum for Sport for Development and Peace advocates, researchers, government representatives, and NGOs.

ANNUAL INVESTMENT

Given the integration of Sport for Development and Peace in the development programming of SDC, it is difficult to track overall spending. The budget of the Sport for Development program currently totals about USD 1 million per year. However, the program does not support operational activity, but instead supports networks, policy initiatives, and the development of instruments. Due to the integration of sport into development programming, operational spending will now come out of various budgets from programs across the SDC spectrum, including humanitarian aid and foreign assistance programs. Hence, it will remain difficult to isolate spending for Sport for Development, especially at the field level where sport is an additional complimentary activity within existing projects.

MEASURING IMPACT

All individual development projects and SDC-funded programs go through a standard project evaluation cycle but are not evaluated under a specific sport perspective — largely because sport is seen as an additional and complementary module within broader systemic development programs.

The Special Program for the International Year of Sport 2005 was evaluated in the first half of 2006. The results of this evaluation contributed to the discussions about the 2007–2009 sport and development program, together with other evaluations of SDC projects in the field of sport and development.

SUCCESS STORIES

SDC is convinced that local project partners have recognized the value of Sport for Development and have become interested in second-stage efforts such as developing manuals and train-the-trainer models. There has been a shift from one-time events or short-term projects to longer-lasting solutions where partners and participants have continued to make progress themselves.

The integration of Sport for Development into the social development division of SDC should be viewed as an achievement because it indicates the extent to which this thematic field is becoming recognized and accepted.

The fact that government and public interest in Sport for Development has continued beyond the high profile year of IYSPE is another important achievement. Continued activity and sustained investment in future will be the most important test.

CHALLENGES AND LESSONS LEARNED

The lack of evidence with regard to the impact of sport in the development context remains a key challenge. This absence of evidence makes it difficult to advance sport as a priority nationally and internationally. As well, there are few tailor-made instruments for decision-makers on the programming level. Finally, there is an increasing need for coherence among different actors.

One consequence of this absence of evidence is that some countries, organizations, and companies are exploiting the currency of Sport for Development and entering the arena in a very shallow manner, mostly through advertising that misrepresents Sport for Development and puts the cause itself at risk.

An additional issue is the close association of Sport for Development with specific high-profile national champions who are, or were, able to generate significant momentum. It

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raises the question of whether the same momentum can be sustained in the long run, without these particular advocates. It is now time to shift from person-centered approaches to institutionally embedded strategies.

It is 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 then rigid formal structures in this respect.

FUTURE VISION FOR SPORT FOR DEVELOPMENT AND PEACE INTERNATIONALLY

The need for a common framework and understanding must be re-emphasized. Thus far, coordination and learning around the world has been sporadic, but has functioned because of the relatively small size of the Sport for Development community. Up until this point, individuals and groups have been able to move Sport for Development and Peace initiatives forward largely by taking advantages of opportunities and chance.

Moving forward, a normative coordination network is needed to synergize Sport for Development programs and content. This role does not necessarily need to be filled by a UN body, however, the respective body would benefit from a multi-level, multi-stakeholder approach that would bridge the gaps and seek creative partnerships.

¹ 2007-2009 Program Concept on Sport and Development, Version 2.1, Swiss Ministry of Foreign Affairs [unofficial translation].

² Ibid. at 11, section 4.1 [unofficial translation].

³ Ibid. at 7, section 2.2 [unofficial translation].

GENESIS OF THE GOVERNMENT'S INVOLVEMENT IN SPORT FOR DEVELOPMENT AND PEACE

During his Presidency, Benjamin William Mkapa delivered a national speech declaring that sport was vital to development and calling for the inclusion of sport in Tanzania's national programs and policies. More recently, current President Jakaya Mrisho Kikwete reinforced this view by declaring sport a national priority. Emphasizing sport as an essential component of children's overall education, President Kikwete called for physical education and sport to be taught at all educational levels from primary school to university.

In Tanzania, recognition of the concept of Sport for Development and Peace has been fostered by its growing acceptance globally. In 2005, the ruling Chama Cha Mapinduzi (CCM) party published a manifesto to drive government policy. This document, available only in Kiswahhili, devoted two pages to the topic of sport, establishing it as a priority focus.

POLICY

The United Republic of Tanzania introduced a National Sport Policy in 1995 to clearly acknowledge sport as a tool for development. The policy identifies sport as a multi-dimensional issue within the country, asserting that every government department has a role to play. The lead department within the government is the Sport Development Department, established in 1962 and located within the Ministry of Information, Culture, and Sports. The Sport Development Department coordinates implementation of the National Sport Policy. The Ministry of Education, the State Department of Youth, and the Armed Forces are all key actors in the development of national sport programs. The objectives of the national policy are to:1

- Achieve mass participation of citizens in sports and physical exercise;
- Improve the availability of playing fields and the tools needed to strengthen sports development;
- Prepare and train adequate numbers of experts in different sports fields and professions;

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- Ensure strong performances by teams and players in international sporting competitions;
- Conduct research on traditional games to revive and develop them; and
- Cooperate with other nations to provide and enhance physical education and sporting activities.

The government is currently reviewing its National Sport Policy 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. When updated, the new National Sport Policy will include a formal definition of Sport for Development — something the current policy does not explicitly refer to. At present, the Sport Development Department informally defines sport as physical activity initiated with a goal to develop physical fitness, mental fitness, and social well-being — with the achievement of all three goals being ideal.

In accordance with President Kikwete'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 also being revised to incorporate sport and physical education. Teacher training colleges are incorporating physical education into their curriculum so that all future graduates will have the ability to teach physical education at the primary school level.

The National Sport Policy emphasizes the development of professional sport as a means of employment and poverty eradication. Some football clubs in Tanzania are able to pay their players and coaches, providing employment, and some players from Tanzania are employed with teams abroad. There are also opportunities in professional boxing. The policy encourages Tanzanians to participate in sporting activities to improve their own health and productivity, because these are vital to poverty reduction.

The CCM's 2005 manifesto declares that the government will encourage international competition, will set aside land for sporting grounds and facilities so that more people can participate, and that it will build a large stadium. Further, the

government will create sport federations and develop more colleges to train coaches, administrators, sport officials, and sports medicine practitioners. The declaration states that sport competition will be initiated at the grassroots level and that government will promote effective leadership within sports associations and clubs. In addition, the government will insist on the promotion of sports for women and attention to traditional sports.

The government continues to work actively to promote the inclusion of persons with disabilities. In 2004, the Ministry of Health and Social Welfare put forward a policy to ensure that persons with disabilities would be given opportunities to participate fully in sport and recreation. The policy further compelled sport associations to facilitate the participation of persons with disabilities in sport, thus reinforcing the government's National Sport Policy.

There is increased interest in Tanzania in the Paralympic and Special Olympic Games. Tanzania recently attended a Paralympic Committee meeting in Cairo, and sport associations working with persons with disabilities have been asked to adapt their game rules to reflect the rules of international Paralympic competition.

Sport is mentioned in Tanzania's Poverty Reduction Strategy Paper and is acknowledged as a vehicle to advance economic, social, and cultural development. While the national policy was adopted five years before the introduction of the Millennium Development Goals, its contents can be linked to, and used to attain all eight MDGs, particularly the following:

MDG 2: Both sport and education are national priorities for the Government of Tanzania. Sport and physical education have therefore been positioned as an essential component within primary education curriculum, with the aim of promoting attendance.

MDG 3: Gender empowerment is facilitated through the establishment of women's committees within all sport associations. Associations also strive to include 50 percent

female participation in leadership and development opportunities.

MDG 6: HIV and AIDS prevention and awareness are also key priorities for the Government of Tanzania. To fight the spread of HIV, the Sport Development Department delivers the *Peer Coach Program*, which equips youth leaders with the training and tools they need to act as peer promoters on HIV and AIDS issues within their communities.

PROGRAMS AND INITIATIVES

Peer Coach Program

The Sport Development Department uses sport to fight HIV and AIDS through its *Peer Coach Program*. In selected districts, two out-of-school youth (one male and one female) ages 14–24 are chosen from each ward (there are 10–25 wards per district) to participate in a 30-day training course on sport coaching (soccer, netball, volleyball, and traditional games). Participants also receive training about HIV prevention and how to include and care for people living with, or affected by HIV and AIDS. At the end of the course, the trainees are provided with sports equipment that enables them to provide sport training to others within their respective wards. Upon returning to their communities, many participants go on to develop local programs for their peers, using sports as a vehicle to educate young people about HIV and AIDS awareness and intervention.

Inclusion of Marginalized Groups

The government has asked all of the country's sport associations to establish women's committees to increase the participation of girls and women in sport. Associations have also been asked to strive for 50 percent female participation in all its leadership development and training opportunities. To encourage senior citizens to remain active by walking or jogging, the government promotes jogging clubs across the country.

National Sport Associations

In accordance with the 2005 CCM manifesto, the government has supported the formation of sport federations to promote

individual sports. So far there are 25 active National Sports Associations, including football, netball, basketball, track and field, volleyball, boxing, tennis, table tennis, cycling, judo, cricket, Paralympics, and Special Olympics.

National Sports Day

Beginning in 2005, the government of Tanzania instituted a National Sports Day, held annually, on September 21. A key element of this event is the World Harmony Run. The goal is to promote peace and understanding and reduce conflict. In 2006, about 2,000 people participated, with more participants expected each year. The government of Tanzania encourages its citizens to participate in the run to build goodwill among people while contributing to the goal of large-scale participation in physical activity and sport.

Refugee-Focused Initiatives

Tanzania is host to many refugees affected by conflict in neighbouring countries (e.g., Burundi, the Democratic Republic of 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 introducing refugee children from different groups in sport and play activities, encouraging them to form friendships across ethnic and cultural boundaries. Many sporting activities for refugees are offered as part of National Sports Day. These programs have been successful in building bridges between different refugee communities.

PARTNERSHIP AND COORDINATION

The lead government department for sport-related issues 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 other key participating ministries are the Ministry of Education, the Ministry of Community Development and the Ministry of Defence.

The Sport Development Department also works closely with the National Sports Council, an independent agency established

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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 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 seeks to create links between staff within different ministries and to raise the profile of sport among all government employees. To do this, the government holds an annual internal sport competition, the Interministerial Games, for all of its employees, regardless of age or gender. Separate competitions are also hosted by interstate organizations and the Armed Forces. The Sport Development Department provides technical assistance for these events and coordinates the selection of national teams through various national sport associations.

To develop the National Sport Policy (1995), the Sport Development Department consulted the following stakeholders:

- National sport associations
- NGOs
- Donor governments working in Tanzania
- Private sector
- Other government departments

The government works with many internal partners to design its Sport for Development and Peace policies and programs: the Prime Minister's Office, the Ministry of Culture, the Ministry of Youth Development, local women's and youth organizations, the National Sports Council, the National Olympic Committee, national sport associations, provincial governments, and journalists. Externally, the government works closely with Right To Play, UNESCO, and UNICEF.

The government's primary delivery and implementation partners are:

- All Tanzanians who participate in sport-for-all initiatives;
- National sport associations;
- Local governments (through the construction of sport grounds and coordination of local competitions); and
- 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. There are 25 people on staff at the national level, one person at each regional office and one or two at the district level.

ANNUAL INVESTMENT

The 2006–2007 budget for sport activities for the Sport Development Department was USD 700,000 from general government revenues. This is significantly more than previous budgets, for example the 2005–2006 operating budget of the Department was USD 80,000. The National Sport Policy also requires local governments to make a contribution in-kind by providing local sport grounds for public use.

The cost of introducing sport into the national education system required a large investment. The majority of this investment was covered by the government's education budget. Specific figures on sport programming within schools are not available.

In 2006, an investment of USD 56.4 million was announced for the construction of a new stadium in Dar Es Salaam. The funding for the stadium was provided in part from general government revenues and in part from a loan from China. The stadium, which opened in 2007, is of Olympic Standard with a seating capacity of 60,000 people.

MEASURING IMPACT

Impact is measured in several ways. More than 120 District Sports Officers collect data at the district level on the number of sport groups (including associations and clubs), technicians (coaches, referees, sport clinic doctors, and instructors), competitions at different levels, and sport grounds. This data

is compiled at the national level by the Sport Development Department to allow the government to measure sport development. The Ministry of Health keeps statistics on HIV infection rates that can be tracked and compared with and without Sport for Development activity. In 2006, a meeting of peer coaches from previous years was held to gather information about the impact that the program had on them. Data collected from the peer-coach program shows that the project is a success.

SUCCESS STORIES

The Sport Development Department has been able to use sport and the *Peer Coach Program* as a successful intervention to fight HIV and AIDS. The government's Sport for Development and Peace initiatives with refugees from neighbouring countries is also a success story.

The Sport Development Department also works closely with the Youth Department on a program to help unemployed youth. These youth form sport teams that play in the evenings. During the day, participating youth form economic clubs and are assisted in finding work in small businesses which enables them to become self-supporting. By playing together as a team in the evenings, the youth develop the relationships and trust necessary to function successfully in their businesses. This program is designed to help the many Tanzanian youth without secondary education who are at risk of unemployment. Although detailed impact data is not available, the government believes that the program has been successful in reducing poverty levels among unemployed youth.

CHALLENGES AND LESSONS LEARNED

The National Sport Policy provides a solid framework for the expansion of Sport for Development and Peace policies and programs. Since the establishment of the National Sport Policy, the Sport Development Department has been better equipped to regulate sport operators and administrators and to foster more democratic governance within sport associations.

In practice, the implementation of the policy has been limited by some of the ambiguities that the policy contains. These ambiguities are currently being corrected. As a result of this process, the government has realized that policy documents are dynamic and require frequent revisiting.

A key challenge to Sport for Development and Peace in Tanzania is a shortage of facilities and equipment. Although there may be funding available to implement sport programming, the resources needed to run sport programming, such as facilities and equipment, may not be available. This is often the case within the school system — while recent policies have mandated sporting activities within schools, there may not be enough funding to purchase equipment and/or facilities.

FUTURE VISION FOR SPORT FOR DEVELOPMENT AND PEACE INTERNATIONALLY

To maximize the impact of Sport for Development and Peace programs and policies, developed (donor) countries must assist developing countries by sharing their expertise and supporting sports infrastructure development. As well, programs should be developed with sensitivity to the current lack of sports infrastructure within the developing world. Moreover, the development of sporting facilities and equipment must be emphasized in the formulation of policies. It is not realistic to assume that mass participation in sport can be achieved without the availability of necessary space and equipment.

A second key area to be addressed is expertise. The government of Tanzania welcomes assistance in securing expert coaches for different sports — such as swimming, volleyball, football, boxing, track and field, etc. — at the grassroots and high-performance levels. Experts are also needed at the Malya College of Sports Development and teacher-training colleges must play a role by providing physical education training to all aspiring and current teachers.

¹ Sport Development Policy, Section 4.0, Ministry of Education, The United Republic of Tanzania, at 10–11.

GENESIS OF THE GOVERNMENT'S INVOLVEMENT IN SPORT FOR DEVELOPMENT AND PEACE

The Royal Thai Government has been involved in Sport for Development activities for more than 60 years, since the establishment of the Department of Physical Education housed within the Ministry of Education. Games and sports with educational or social value play a central role in Thai culture. Many Thais participate in sports in their spare time, and the government's efforts to promote Sport for Development complement Thais traditional love of physical activity.

Several years ago, the Department of Physical Education was integrated into the newly established Ministry of Tourism and Sports, and was renamed the Office of Sports Development and Recreation. This new body was given an expanded mandate, moving beyond the formal school system, and taking responsibility for all Sport for Development activities, including mass participation in sports and physical activity for young people inside and outside school.

POLICY

Sport was named in the Tenth National Economic and Social Development Plan of 2007–2011¹ as one of the tools supporting "the strategy on building communities as a strong foundation of society." The use of sport has been adopted as a strategy for establishing a culture in which people live together peacefully. The Royal Thai Government recognizes the value of sport in building a harmonious and united country. The government uses sport to promote communication, understanding, and tolerance among communities recovering from conflict. By bringing people together in a non-partisan context, sport can stimulate understanding and respect for cultural differences, foster partnerships, and increase awareness of social issues such as human rights, the role of women, and the importance of a holistic vision of health.

To implement the Sport for Development policies outlined in the Tenth National Economic and Social Development Plan, the Ministry of Tourism and Sports has developed its own policy, the Fourth National Plan for Sport Development of 2007–2011. The plan calls for the involvement of Thais of all ages in regular physical activity and sports to improve health, develop teamwork and cooperative skills, and strengthen community and national spirit. The plan established six national strategies that call for:

- Development of basic sports (targeting children and young people);
- Development of sports administration;
- Development of sports for the general public;
- Development of sporting excellence;
- · Development of sporting professionalism; and
- Development of sport science and technology.

The plan is implemented by the Sports Authority of Thailand (SAT), one of three governmental agencies under the Ministry of Sports and Tourism.² The other two bodies are the Office of Sports and Recreation Development and the Institute of Physical Education. The first three national strategies listed above contribute directly to Thailand's Sport for Development policies.

The Sports Authority of Thailand is empowered to construct and renovate the country's sports facilities, to cooperate with sports organizations and federations inside and outside Thailand, and to supervise all sporting activities in Thailand. The SAT is divided into four departments:

- Policy and Planning, which formulates and implements sport policies, plans the budget, and evaluates implementation of policies and plans;
- Sport Promotion, including the Basic Sports Division, Sports for All Division and Sports for Excellence Division, collectively responsible for sport among youth, providing physical education teachers to schools, inclusive sport for persons with disabilities, and exchange of expertise with other National Sports Associations;
- Sports Science, which conducts and disseminates research on sport and sport medicine and provides medical services to the SAT administration and Thailand's national team athletes and coaches; and
- Office of Sport Personnel Development, responsible for capacity building with sports administrators, coaches,

referees and SAT officials, gathering information on sport participation through sport associations, and promoting sport rules and regulations throughout the country.

The Royal Thai Government, the World Bank, and the Office of the National Economic and Social Development Board (NESDB) support the implementation of poverty reduction goals under Thailand's Poverty Reduction Strategy and the Tenth National Economic and Social Development Plan of 2007–2011. Sport is specifically referenced as a tool for social development and peace-building in the Tenth Plan.

Thailand's Sport for Development policies and programs are linked to the following Millennium Development Goals:

MDG 6: Thailand is combating HIV and AIDS, malaria, and other diseases by using sporting activities and sport-for-all programs to deliver health messages and by encouraging people to participate in sports to improve overall health.

MDG 8: Global partnerships are promoted through Sport for Development initiatives that allow the government to develop relationships with international NGOs such as Right To Play. Relationships are also developed with international bodies such as the United Nations High Commissioner for Refugees (UNHCR) and the Sport for Development and Peace International Working Group.

PROGRAMS AND INITIATIVES

The Sports Authority of Thailand is the government agency responsible for implementing Thailand's Fourth National Plan for Sport Development of 2007-2011, part of the broader policy outlined in the Tenth National Economic and Social Development Plan 2007-2011. The Sport Development Plan contains six national strategies, three of which contribute to Thailand's Sport for Development programming: the Development of Basic Sports, the Development of Sports Administration, and the Development of Sports for the General Public.

THAILAND

The Development of Basic Sports

The Development of Basic Sports targets school-aged children and youth inside and outside the formal school system. Its goal is to teach young people basic sport skills, instil a sense of teamwork and cooperation, and prevent drug use among youth. Policy targets include: increased training for physical education teachers at all levels; regular sporting activities scheduled in primary, secondary, and tertiary educational institutions; and the provision of at least one sports venue in each school and community, outfitted with appropriate sporting equipment.

The Development of Sports for the General Public

The Development of Sports for the General Public is a sport-for-all initiative, encouraging people of all ages and abilities to participate in exercise, sport, and traditional games on a regular basis. In this context, the Royal Thai Government targets sport as a means to promote health care, recreation, and community and national solidarity. Volunteers receive training from the Office of Sports and Recreational Development and the Ministry of Tourism and Sport's Office of Sports Science on an ongoing basis. These volunteers organize sporting events for the community at large and stage special events for children, persons with disabilities, and girls and women.

The Development of Sports Administration

The Development of Sports Administration plan aims to establish a strong and efficient network of sporting organizations at the local, regional, and national level. The goal is to integrate community groups, the private sector, and other sports organizations. The government sees community involvement as key to the success of this initiative, and encourages decentralization of administration. Regular public meetings are held to gather input from community groups and local government. These groups are also key implementation partners.

Sport Programs for Refugee Camps

Sport-for-all is a key approach to forge a more peaceful society within Thailand and between Thailand and neighbouring countries. There are nine refugee camps located along the Thai-Myanmar border. The UNHCR estimates the camps house approximately 140,000 people, ethnic minorities who

have fled fighting and oppression in Myanmar since 1996.³ The Royal Thai Government views sport as an important strategy for promoting peace in these communities and supports several Sport for Development projects run by NGOs in the refugee camps.

Right To Play, in cooperation with the Thai Ministry of the Interior, runs SportWorks refugee projects in Nu Po, Tham Hin, and Ban Don Yang refugee camps. SportWorks targets refugees from Myanmar, specifically children and young people under 19. Sporting activities stress the importance of life skills such as leadership, discipline, fair play, and conflict resolution. Right To Play's Live Safe Play Safe is an activity-based health education module designed to teach information and the decision-making skills necessary for maintaining a healthy lifestyle. Trainers, coaches, and sport committee members are drawn from communities and trained in sport planning, delivery and administration. Right To Play also supports the upgrade and repair of existing facilities to create a safe environment for regular sport and play activities. In addition to collaborating with the Thai Ministry of the Interior, Right To Play runs SportWorks in cooperation with UNHCR, the American Refugee Committee International, Zuid-Oost Azie, Catholic Office of Emergency Relief and Refugees, Thailand Burmese Border Commission, and Handicap International.

PARTNERSHIP AND COORDINATION

Three agencies under the Ministry of Tourism and Sports are responsible for Sport for Development and Peace policies and programs: the Office of Sports and Recreation Development, the Sports Authority of Thailand, and the Institute of Physical Education. The Sport Authority of Thailand is the primary implementation agency, cooperating with local sport associations and clubs and promoting sport among youth, people with mental and physical disabilities, and participants of all ages and skill levels.

The Ministry of Tourism and Sport organizes regular public meetings to coordinate and solicit input from different government stakeholders, such as the Ministry of Public Health, the Ministry of the Interior, and the Ministry of Social Welfare and Human Security. Non-governmental agencies are involved in the implementation process at provincial centres for tourism, sports, and recreation. Through the NGOs, the Ministry has contact with local authorities and community groups.

ANNUAL INVESTMENT

In 2008, the Office of Sports and Recreation Development has an allocated budget of THB 477 million (approximately USD 15 million) for Sport for Development activities.

MEASURING IMPACT

The SAT's Administrative Board conducts research, including monitoring and evaluation of Sport for Development projects. Two of the four SAT departments are directly involved in collecting statistics, conducting studies, and performing analyses that aid evaluation of Sport for Development activities. The Policy and Planning Department formulates sport policies and evaluates the implementation of these policies for effectiveness. In addition, Policy and Planning is responsible for planning and monitoring project budgets. The Office of Sports Personnel Development, responsible for capacity building among SAT officials, referees and coaches, conducts regular surveys on registration in workshops, courses, and seminars. The Office maintains a database tracking the qualifications and effectiveness of sports personnel in Thailand.

SUCCESS STORIES

The Royal Thai Government promotes Sport for Development and Peace at the local, national, and international levels, recognizing the importance of bringing people together in a positive and healthy context. The government has had success in its sport-for-all initiatives, increasing participation among all people, particularly in primary and secondary schools.

In 2007, the Development of Sports for the General Public strategy, part of the Ministry of Tourism and Sport's National Development Plan, achieved its goal of involving 41 million people in sport and physical activities. The goal for 2008 is to increase this number by five percent, to a total of approximately 43 million regular participants.

As part of the Development of Basic Sports strategy, the Thai government is focusing on developing sport skills for primary school-aged children and is building the capacity of physical education teachers. To compensate for the shortage of physical education teachers, teachers without a physical education background receive 120 hours of training to ensure school children's access to physical education lessons. It is expected that 4,250 additional physical education teachers will have been trained by the end of 2007.

Internationally, the Ministry of Tourism and Sports has been promoting sport and traditional games as a tool to build friendship and mutual understanding between Thais and the peoples of neighbouring countries. The immediate focus is the six countries in the Greater Mekong Sub-region, namely Cambodia, China, Laos, Myanmar, Vietnam, and Thailand. The Mekong Goodwill Games are hosted in an annual rotation by each of these six countries. In August 2007, Thailand hosted the Games in Mukdaharn Province.

The Thai government reports great success with the Mekong Goodwill Games, held between the border provinces of Malaysia and Thailand, and co-chaired by the Malaysian Minister of Tourism and the Thai Minster of Tourism and Sports. These Games have increased trust and fostered closer cooperation between the peoples and government agencies of both countries. Both countries take turns hosting the Games, with Thailand hosting in 2008. Thailand and Malaysia also launched a special sports tournament to mark the occasion of His Majesty King Bhumibol Adulyadej's eightieth Birthday on December 5, 2007. The Games included both contemporary and traditional sports and games and promoted cooperation and peace between the two nations.

THAILAND

CHALLENGES AND LESSONS LEARNED

Establishing sport and physical activity as a facet of everyday life requires long-term, continuous national efforts by policy makers and project implementers. Poverty presents a significant barrier to some people's participation in physical activity. People struggling to meet their basic food and shelter needs do not have the luxury of being able to make choices for a healthier lifestyle. Poverty also prevents people from acquiring an education that would lead to steady employment, allowing better access to nutritional and lifestyle choices.

It is an ongoing challenge for the Royal Thai Government to promote healthy lifestyle choices, including regular sport. Reports indicate that an increased number of people in Thailand are engaging in regular physical activity in public parks and sport facilities. Reports also indicate that workplaces are increasingly promoting group exercises led by volunteers. These health improvements have accompanied the overall social and economic development in Thailand.

FUTURE VISION FOR SPORT FOR DEVELOPMENT AND PEACE INTERNATIONALLY

The Royal Thai Government places a high priority on partnership and cooperation with neighbouring countries in Asia, working through organizations such as the Association of Southeast Asian Nations (ASEAN), with its ten member nations. Sport can be used to promote and further these relationships. In 2004, the government organized a now-annual youth football match to promote the Bay of Bengal Initiative for Multi-Sectoral Technical and Economic Cooperation (BIMSTEC), an initiative committed to regional economic, technical, and cultural cooperation. In 2005, the Asia-Europe Meeting (ASEM) was also celebrated through a youth football match organized by the Royal Thai Government.

The United Nations should exploit the range of expertise that exists across the UN agencies to establish a global agenda for Sport for Development and Peace for all members.

The Royal Thai Government sees the potential for collaboration on regular and annual activities with the Sport for Development and Peace International Working Group, provided these activities do not carry a budget burden for member nations.

¹ Information on the Tenth National Economic and Social Development Plan can be found on the National Economic and Social Development Board's website at www.itd.or.th. Krirk-krai Jirapaet's summary of the Plan, available at www.itd.or.th/en/node/256, and other commentary can be accessed at the site's Articles section.

 $^{^2}$ The Sports Authority of Thailand's website details the history and policies of the agency at www.sat.or.th/sat.en/.

³ UNHCR, Press Release, "10,000 Refugees Leave Thailand in Biggest Resettlement Programme" (27 July 2007), reported on Relief Web, online: Relief Web

<www.reliefweb.int/rw/RWB.NSF/db900SID/EGUA-75HPQU?OpenDocument>.

GENESIS OF THE GOVERNMENT'S INVOLVEMENT IN SPORT FOR DEVELOPMENT AND PEACE

The Government of Uganda's interest in Sport for Development and Peace was prompted by the influence that talented local sportsmen and sportswomen have had on national development. Through their successes, national ambassadors such as Dorcus Inzikuru, Ouma Kasim, Biniface Kiprop, and John Akii Bua have united Ugandans of different religions and ethnic groups. These athletes have encouraged people of all socio-economic backgrounds, particularly women, to explore their full potential.

Uganda's Sport for Development policies focus on the importance of sport in developing healthy and literate citizens and building a united and patriotic nation. A Physical Education and Sport Department has been established to plan, manage, and administer sporting activities, and to build the capacity of all athletic personnel (administrators, coaches, doctors, officials, etc.) to contribute to these development goals.

POLICY

The Government of Uganda specifically addresses the value of sport in their Poverty Reduction Strategy Paper, particularly its contribution to national unity and poverty reduction. Sport for Development is included in the Physical Education and Sports Policy (PESP) of 2004, a sub-section of the National Development Process, a policy document of the Ministry of Education and Sports. The PESP articulates the government's commitment to using sport as a tool for achieving the country's main development objectives. This policy defines key target issues, including health, education, and community development, and employs an integrated approach to planning, implementing, monitoring, and evaluating program activities across all sectors.

Sport is currently used for social mobilization in the community development, health, and education sectors and will be further integrated into these sectors' policies.

UGANDA

The government is committed to three main objectives:

- Improving the planning, management, and administration of physical education and sports;
- Increasing access to and improving the quality of physical education and sports, especially for girls and women and persons with disabilities; and
- Developing high-performing national athletics on a sustainable basis.

The PESP seeks to strengthen and provide a legal basis for developing physical education and sports under the Strategic Framework for Development, part of the government's National Development Agenda included in the document Uganda Vision 2025.

The PESP states that physical activity plays an important role in developing the potential of individuals and nations. The benefits of sports to the individual include:

- Improving physical health and coordination among people of all ages;
- Improved self-esteem and reduced tendency toward risky behaviour;
- Enhanced academic achievement and increased likelihood of school completion;
- Higher productivity; and
- Opportunity for wider social interaction and commitment to a group or team.

The PESP asserts the importance of sport and physical activity in nation building. Its mission statement calls for the:

"Creation of a healthy, united, democratic and productive nation through physical activity and excelling in sports."

Sport can foster patriotism, national pride and unity, promote the ideals of teamwork, fair play, and discipline, establish an enabling environment for mass participation in sport across the country, and provide a profession and a source of employment and income. The policy calls for the rehabilitation of existing sports facilities and the enforcement of physical planning laws that promote development of more physical education facilities.

The PESP also emphasizes shifting the government from direct involvement in productive sectors in which NGOs and the private sector can play a more effective role. The policy encourages cost-effective expenditure in priority sectors, and re-orienting the government's role toward policy formulation and facilitation of the private sector. The Local Government Act of 1997 emphasizes decentralization, empowering local authorities and communities to budget and plan for many sectoral needs and issues, including Physical Education and Sports.

The main objectives of Uganda's Sport for Development policies are healthy child and youth development, strengthening education, improving gender equality, and raising awareness of HIV and AIDS prevention and treatment. Uganda's Sport for Development policies and programs are therefore linked to the achievement of the following Millennium Development Goals:

MDG 2: Universal primary education is addressed under the Universal Primary Education Programme, which acknowledges the important role of sport in attracting and retaining students in the school system. All education levels, from pre-primary to tertiary, include regular physical education classes and teachers are supported by structured curricula.

MDG 3: The Ministry of Education and Sports links and coordinates activities with other ministries, including the Ministry of Gender, Labour, and Social Development (MGLSD). Gender equity interventions include introducing national level competitions specifically for girls, such as U14 Football, Girls' Cricket Week, and Girls' Rugby Competition. In addition, National Sports Associations and schools promote sports among female students and community members.

MDG 8: Global partnerships are facilitated by bilateral, multilateral, and international sports associations and federations, through which Ugandan athletes and athletic personnel have had opportunities to acquire knowledge and experience. The National Council of Sports (NCS) in Uganda maintains strong links with the Supreme Council for Sports in Africa. Connections with NGOs and international

bodies are facilitated through sports initiatives and projects being carried out in Uganda.

PROGRAMS AND INITIATIVES

Capacity-Building

Training specialized personnel is a key activity to promote the future growth of Sport for Development. In 2005–2006, two seminars were held for paraplegic sport instructors, ten courses for coaches, referees and judges were completed, and two capacity-building sessions for sports administrators were organized. Management by sports administrators was strengthened and more teams qualified for regional and national competitions. The government supports these activities as part of the Sport for Development initiative, because they bring together opposing political parties, ethnic groups, and communities in a positive and constructive environment. National Sporting Associations began implementing the constitutional requirement for having active district associations; sporting literature was distributed to the new District Sports Officers to support their ongoing capacity building.

School-Based Initiatives

The Ministry of Education and Sport collaborates with the Ministry of Health through the National Curriculum Development Centre to provide curriculum and training for teachers at the pre-primary, primary, and secondary levels. The *School Health Program* aims to provide comprehensive and preventative health services to children and youth ages 5–24, including an education component which emphasizes healthy choices and active living.

The PESP targets children and youth with an emphasis on girls and young women. The government recognizes the value of sport in attracting and retaining students at all levels of the school system, from pre-primary to tertiary. The *Universal Primary Education Programme* prioritizes the provision of facilities and equipment to schools and the training of teaching staff in coaching techniques.

Higher-Education Initiatives

The PESP focuses on developing formal sports skills among

athletes and coaching personnel, allocating resources to sports and recognizing and awarding achievements in sports. The development of formal sports skills includes both theoretical and practical skills in a range of different sports, delivered through a comprehensive and relevant curriculum. The government plans to increase the number of specialized higher education facilities for those interested in pursuing sports or coaching as a profession. Currently, Uganda lacks sufficient coaches, trainers, officials, and physiotherapists.

Employer-Based Initiatives

Groups of civil servants, such as the police, prison staff, and the armed forces traditionally provide sports training and facilities for employees. Increasingly, private sector employers such as construction firms, factories, and manufacturing plants are providing sports opportunities for employees. The government strongly supports these initiatives as a way to increase the population's access to sporting facilities.

HIV and AIDS Awareness

HIV and AIDS is a prominent theme within the Ugandan government. Sensitization activities, advocacy and awareness-raising sessions have been introduced among coaches, teachers, and sportsmen and sportswomen by the National Council of Sports. Activities include:

- Integration of HIV and AIDS messages into National Sports competitions for schools and colleges;
- Development of HIV and AIDS monitoring indicators in the education sector;
- Distribution of HIV and AIDS readers' kits produced in local languages;
- Development of the draft Education Sector HIV and AIDS directory; and
- Integration of HIV and AIDS activities into regular outreach by ministries, including the Ministry of Education and Sports.

PARTNERSHIP AND COORDINATION

Each ministry in the Ugandan Government decides how to mainstream and integrate Sport for Development activities into its mandate and areas of responsibility. The Ministry of

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Education and Sports (MOES) has primary responsibility for developing physical education and sports and the National Sports Council (NSC), a semi-governmental agency created by an Act of Parliament, coordinates sports in the country. The National Sports Associations are responsible for organizing and administering individual sports and the Uganda Olympic Committee (UOC) coordinates the activities of the Olympic movement. A National Commission for UNESCO with an office based in the MOES coordinates with UNESCO on matters relating to sports, culture, and education.

The MEOS coordinates sports with other ministries such as the Ministry of Local Government (MLG), the Ministry of Finance, Planning and Economic Development (MFPED), the Ministry of Gender, Labour and Social Development (MGLSD) and the Ministry of Health.

At the implementation level, the government's key partners have been sporting bodies such as the National Sports Federations and NGOs, including the International Alliance for Youth Sports (*Game On! Programme*), Right To Play, and Mile Associates.

ANNUAL INVESTMENT

The Education Sector Annual Employment Report notes that the total approved budget for the Education and Sports sector in fiscal year 2005–2006 was UGX 635.72 billion (USD 362 million), including direct donor project support of UGX 57.03 billion (USD 32.5 million). This represents an increase of 2.5 percent in the budget allocation over the previous financial year, mainly due to a wage increase of 7.7 percent.

The government has pledged its ongoing commitment to providing an appropriate budget for sports, within the educational system and for elite sports figures who contribute to nation-building efforts.

The Sports Development Fund was established in November 2005 to provide resources for sports that are unable to generate sufficient funds, including athletics, basketball, and netball. In

addition, the government has secured private sector sponsorship for competitions (17 competitions in 2006) and sport disciplines, including rugby, football, badminton, tennis, and boxing.

The government actively encourages the commercialization of sport through sponsorship of teams, athletes and competitions. In addition, sporting associations are encouraged to invest in income-generation activities to increase their own sustainability.

MEASURING IMPACT

Formal impact assessment has not yet begun, because the first National Sports Policy was only established in 2003.

The government is establishing mechanisms to begin tracking the funding from both public and private sectors that goes toward Sport for Development activities.

SUCCESS STORIES

Uganda's success in Sport for Development initiatives has been two-fold. The success of Ugandan athletes and national teams at international sporting events such as the African Cup of Nations has resulted in a positive outpouring of national unity.

As well, sport contributes greatly to attracting and retaining students in primary and secondary schools under the Universal Primary Education Programme. Investments in teachers, students, and schools have resulted in young sports talent increasingly emerging from the school system.

CHALLENGES AND LESSONS LEARNED

A principal challenge in Uganda is inadequate funding, especially to support and monitor sporting activities. In addition, limited resources mean inadequate physical facilities and equipment for training: basic facilities are available in some districts of Kampala, including the Nelson Mandela Stadium, the only stadium which meets international standards.

Some NGOs and community groups have developed their own facilities but the majority of the population has no access to basic physical education or sports facilities. There are no dedicated facilities for persons with disabilities.

Another key organizational challenge is the national coordination of Sport for Development programs by different sectors and agencies. Each ministry coordinates its own Sport for Development activities and institutional arrangements for physical education and sport are based on an outdated legal structure: the National Council of Sports Act, the major law governing sports in the country, was passed in 1964. Supplemental legislation has since been passed, but there is a lack of clear hierarchy and structural linkages.

The Ministry of Education and Sports faces a significant ongoing challenge in convincing the government to elevate sports into the PESP priority bracket, a step that would formalize the government's commitment to sport as a tool for development.

FUTURE VISION FOR SPORT FOR DEVELOPMENT AND PEACE INTERNATIONALLY

A strong universal case should be made, documented, and circulated internationally for various national stakeholders to use in promoting the Sport for Development and Peace agenda. Information about the role of sport in development should be circulated and adapted into charters at international forums like the United Nations and the African Union.

GENESIS OF THE GOVERNMENT'S INVOLVEMENT IN SPORT FOR DEVELOPMENT AND PEACE

UK Sport is a semi-independent agency of the Department of Culture, Media and Sport (DCMS) and the United Kingdom's lead body for international activity in and through sport. It is mandated through its Royal Charter to foster international cooperation and to encourage and assist sport education and development internationally. Application of this mandate has evolved over time and taken different forms.

Domestically, the United Kingdom has used sport for social development since the 1960s and 1970s through initiatives such as Football in the Community. Professional football clubs were often the only resource-rich sports facilities in disadvantaged communities around which other programs could be built. A notable example is Playing for Success, an initiative that used the power of football and later other sports to engage reluctant learners in education. Sport was also used to integrate new immigrants and was gradually mainstreamed with the help of local agencies and authorities. In the early 1980s, the development of sport talent was also seen to affect local communities. This was part of a growing awareness of cultural activities (including sport) and their relationship to social challenges.

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. The major shift of emphasis toward international development occurred with the launch by the UK Prime Minister and Nelson Mandela of the UK-Africa Sports Initiative, the aim of which was to extend access to sport to communities that had been disadvantaged by apartheid. This gave Sport for Development and Peace a high profile. However, it was difficult for UK Sport to sustain resources as a single player, and partnerships became the best means to leverage available funding. UK Sport partnered with Voluntary Service Overseas (VSO) and the British Council, the government's international cultural arm, convincing the Council to expand its arts focus to include sport.

The UK Football Association's loss of the 2006 World Cup bid created further impetus because 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 and AIDS program in Malawi.

Domestically, there is strong political recognition of the power of Sport for Development and Peace, 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 international potential of Sport for Development and Peace. UK Sport is making progress in presenting the case, especially in its sponsor department, DCMS, where the Secretary of State is very supportive.

Influential champions have played a role in building the profile of Sport for Development and Peace, particularly Sue Campbell, 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 Chair of the Commonwealth Advisory Committee on Sport for Development. John Scott, Director of International Sport, has also played an important role. He saw international sport programs in action in Canada in the 1980s and brought them back to the UK.

POLICY

UK Sport's current approach includes both domestic and international programming, rooted in the Council of Europe's definition of sport:

"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." However, it does distinguish between sport and, more generally, play and physical activity, viewing sport as a more structured activity and more of a focus for the organization.

UK Sport supports 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 Program* (IDAP).

UK Sport's IDAP priorities are:

- Education and youth development, including coach education;
- Promotion of equity in and through sport;
- HIV and AIDS education and awareness;
- Enhancing good governance, including conflict resolution;
- International research, monitoring, and evaluation; and
- Building global partnerships.

UK Sport was guided by the MDGs in formulating its current priorities and key themes and, in 2005, submitted a response to the UK Commission on Africa consultation focusing on the use of sport to achieve the MDGs. UK Sport was guided, in particular, by MDG 2, MDG 3, MDG 6, and MDG 8, which address universal primary education, gender equality and empowerment of women, combating HIV and AIDS, malaria, and other diseases, and global partnerships.

UK Sport's development interventions overlap with the international strategies of the Department for International Development (DFID), the Department for Education and Skills (DFES), the Foreign and Commonwealth Office (FCO), and UK Trade and Investment. While there are shared objectives, there is no formal overarching government strategy. Within the limitations of this context, UK Sport endeavours to ensure a consistent and holistic governmental approach to programs. Sport for Development and Peace has not formally been integrated into DFID's international development strategies.

UNITED KINGDOM

PROGRAMS AND INITIATIVES

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 about its distinct role and core competencies. It is not a delivery agent and must continue to work primarily through partnerships. Due to limited resources, IDAP'S geographic 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 International Paralympic Committee's Women in Paralympic Sport Development Initiative and to the Kicking Aids Out! Network, an international alliance of organizations using sport and physical activity to raise youth awareness of HIV and AIDS and motivate behaviour change.

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 expand IDAP as more resources become available.

In general, IDAP target population groups vary, but the primary targets are youth, including those at risk, girls, women, persons with disabilities, and people living with HIV and AIDS. Increasingly, teachers are a target group as well. 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.

While direct program funding is provided, IDAP also tries to build capacity and community development through systematic and thoughtful planning, shared expertise and learning, new international partnerships and investment in leaders worldwide.

International Development Through Sport UK

IDAP's charitable trust, International Development Through Sport UK (IDS UK) was recently revived after many years of inactivity. Despite some key staff changes in the early months, the Board is now strong and the organization has begun raising and spending money. Bureaucratic knots related to restricted funds have been untied, several bids for funding have gone to the National Lottery for consideration, and the organization won a grant of GBP 380,000 (USD 787,000) over three years from the charity Comic Relief.

IDS UK currently funds: a project in Zambia that uses sport in schools to promote HIV and AIDS education and awareness; The Case for Sport, a research program in southern Africa with results anticipated in 2008; and a cricket program in northern Sri Lanka providing post-tsunami trauma relief with a conflict resolution and reconciliation dimension.

IDAP and IDS UK are currently exploring how best to work together. One approach being considered is that IDAP will focus on strategic programs across southern Africa, providing a strategic framework and identifying strengths, while IDS will make small grants to smaller organizations that further these goals.

Dreams and Teams

In addition to IDAP and IDS UK, the British Council, the United Kingdom's international organization for educational opportunities and cultural relations, also invests over GBP 3 million (USD 6.2 million) annually in its *Dreams and Teams* program, which uses sport to develop leadership skills in young people in more than 50 countries. Volunteers participate in a basic training module on sport leadership and then organize community sport festivals. Participants also engage in an exchange component with their British counterparts.

London Olympics Youth Initiative

Former Prime Minister Tony Blair and 2012 London Olympic Organizing Committee Chair, Sebastian Coe, together pledged that the 2012 Olympics would serve as a vehicle to provide sport opportunities to youth around the world.

As a result, the Olympic and Paralympic Games Delivery Programme Plan contains the stated objective of offering:

"Young people in countries worldwide, particularly those in development, the opportunity to participate in and excel at sport."²

UK Sport will lead this initiative, although its scale and how it is to be implemented are not yet clear.

PARTNERSHIP AND COORDINATION

UK Sport is the lead body in developing Sport for Development and Peace policies and programs and is building alliances with British Council and the Department for International Development.

Recently, UK Sport and DFID published a joint report, Tackling AIDS Through Sport. This report was distributed at the 2006 World AIDS Summit in Toronto. There are further plans to develop a joint policy and initiative on HIV and AIDS.

UK Sport and the British Council are in regular contact and collaborate frequently. UK Sport's sponsor department, DCMS, has also established a new body comprising all government departments with international interests to coordinate implementation of international commitments made in relation to the London 2012 Olympics. The roll-out of Olympic-related programming may, therefore, serve as a platform for building additional ties.

The Foreign and Commonwealth Office (FCO) is another partner. Their in-country embassies have been helpful in identifying opportunities and making connections. Working through embassies has been especially successful in South Africa and Cuba.

UK Sport is in constant dialogue with its partners. Its preferred IDAP delivery agents are locally based NGOs, but it sometimes works with schools, universities, and sport councils and, in some countries, with the National Paralympic Committee. There is

increasing interest in working with local sport federations and regional organizations.

UK Sport also has partnerships with VSO and UNICEF and with programs delivered by their partners in the field. The Norwegian Olympic Committee and Confederation of Sports (NIF) and Commonwealth Games Canada are its close partners in southern Africa, where UK Sport recently signed a Memorandum of Understanding with the regional body for 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 and priorities of host countries. In determining IDAP priorities, UK Sport built on existing knowledge, experience, and partnerships with other international practitioners.

UK Sport created and manages the UK Sport for Development Alliance that links government departments, UK-based NGOs, and sport federations — about 30 partners in all. The Alliance functions virtually for the most part. Its aims are to: maximize the effectiveness of resources; strengthen Sport for Development professional, advocacy, and policy capacity; and establish a comprehensive resource centre on the Alliance web site.

UK Sport requests activity reports twice a year and plays a matchmaking role, helping to link partners with shared areas and activities of interest.

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.

The Next Step Conference is a biannual event that brings together a wide range of partners and participants from the international sport and development community. The 2007 Next Step Conference was held September 19–22, 2007 in Windhoek, Namibia, and was hosted by the UK government. The conference focused on sport's contribution to the building of a peaceful and better world by empowering young sports leaders to champion the Olympic values of friendship and fair play and become the leaders of tomorrow.

UNITED KINGDOM

ANNUAL INVESTMENT

UK Sport receives its funding through the Department of Culture, Media and Sport. UK Sport is also a lottery distributor, one of five "good cause" bodies receiving a proportion of UK National Lottery funds.

Last year's IDAP budget was GBP 460,000 (approximately USD 1 million) but the organization has benefited from additional funding from non-government sources. The Comic Relief sponsorship will be GBP 380,000 over three years.

The British Council *Dreams and Teams* program spent approximately GBP 3 million (USD 6.2 million) over the past three years. In 2005 they adopted a developmental budget model, and because the bulk of the program's funding now comes from their 13 regional budgets, it is difficult to track the precise amount. The program now operates in 42 countries with plans to extend to 50 over the next year. DFID has invested in sport in other countries as a means of achieving their poverty reduction objectives, but again through individual country offices. As they do not recognize sport as a funding stream itself, nor are likely to do with their devolved model there is no available global measure of their investment.

MEASURING IMPACT

UK Sport has produced a Sport for Development evaluation tool developed by Professor Fred Coalter of Stirling University. It is based on the concept that sport's success in achieving development outcomes depends to a large degree on effective organizational planning and project design processes. UK Sport requires evaluation of all of its funded projects and, where possible, prefers that organizations use this new tool.

Despite recent improvements in the Sport for Development and Peace research and evidence base, there is a constant demand for more evidence. Because Sport for Development and Peace is increasingly used within the United Kingdom, in such programs as Positive Futures³ and Playing for Success⁴ for example, there are now some excellent social development resources.

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. UK Sport also supported the UK-based International Federation of Netball Associations (IFNA). With marketing help, it acquired sponsorship through Standard Chartered Bank for a program in India called GOAL which emphasizes female leadership development and the role of young female netball players as HIV and AIDS peer educators.

UK Sport sent three Premier League footballers to Malawi, which made the headlines in UK newspapers. However, for longer-term effects to be achieved, high-profile visits like this need to be linked to ongoing community interventions and activity.

CHALLENGES AND LESSONS LEARNED

Monitoring and evaluation remains a challenge. The best thing for Sport for Development and Peace would be the emergence of a conclusive piece of evidence regarding its impact. This would allow development agencies and government to buy into the concept wholeheartedly.

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 and AIDS education and awareness work, for example, delivery skills are often inadequate when women 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 must 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 negotiating international assistance packages for their countries. As a result, sport is not funded at a level that would help it to achieve its potential.

As a government body, UK Sport has influence with other national governments and sees advocacy as an important function; however, it is limited by a shortage of human resources in this regard. 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.

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. UK Sport has learned the importance of knowing its competencies and its 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 identifying what other partners offer in turn.

Needs assessment processes sometimes create unrealistic expectations at the outset of programs. Proponents must beware of overselling the role of sport in development. Assessment requires careful management and cultivation of local leaders. As well, expectations of what sport can do have to be balanced with ensuring the sport system is sufficiently developed to carry these initiatives and deliver on expectations. Sport for Development and Peace initiatives must be accompanied by parallel investment in the mainstream sport system. Many of these systems have weaknesses in governance and access, focusing only on elite and high-performance sport. This may mean adapting the type of sport offered. In all, sustainability is an enormous challenge. Despite good

groundwork and local partnerships, activity often ceases with the withdrawal of external project funds.

As part of the UK government's promotion of its Olympic bid, commitments were made to help young people around the world to access sport. There is now a weight of international expectation arising from those promises and the UK government will be challenged to meet these expectations. The Chair of the 2012 Games organizing committee has said it is vital that more efforts be made to increase the accessibility of sport to millions of children around the world who live in desperate poverty or in war zones and have neither the resources nor the physical energy to play. There is no formal commitment to leaving an international legacy, but UK Sport hopes to set a precedent whereby all future successful bids are expected to include a commitment to a global legacy in sport.

FUTURE VISION FOR SPORT FOR DEVELOPMENT AND PEACE INTERNATIONALLY

Continued momentum from the UN's International Year of Sport and Physical Education (IYSPE) is important. IYSPE was inspiring, but declarations and commitments must be translated into action. This includes being more explicit at conferences about what has not worked, as well as what has. There is a need to focus on a realistic and honest approach to learning.

There is also a need for core research and monitoring and evaluation systems that are adaptable to different contexts. Similarly, 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 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 be useful to have a virtual "marketplace" to identify more potential partnerships like this.

UNITED KINGDOM

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 UK Sport for Development Alliance 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 conducted in-country training on Sport for Development and Peace for journalists in Malawi, in partnership with the BBC World Service. This was very effective.

UK Sport is working with Right To Play to develop a basic coaching education standard and to have Sport for Development and this standard adopted by large actors like UNICEF. Other actors such as governments, UNICEF, the IOC and FIFA are very powerful as well. One way to harness this power would be to create an expectation that bids for the Olympics and the World Cup should commit to creating a legacy for world sport. If UK Sport can use the platform of London to set a precedent for that, it will be a worthwhile achievement.

Finally, we need to build up sport federations in host countries. We also need to build the quality of the physical and human sport infrastructure (particularly human infrastructure such as 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.

¹ 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).

 $^{^2}$ Olympic and Paralympic Games Delivery Programme Plan [document not publicly available].

³ Positive Futures is a national social-inclusion program using sport and leisure activities to engage disadvantaged and socially marginalized young adults.

⁴ Playing for Success is an initiative of the Department for Education and Skills. It establishes study support centres (outside school hours) at football clubs and other sports grounds. The centres use the environment and medium of football, rugby, and other sports as motivational tools, and focus on raising literacy, numeracy, and ICT standards among KS2 and KS3 students who are struggling and are often unmotivated.

GENESIS OF THE GOVERNMENT'S INVOLVEMENT IN SPORT FOR DEVELOPMENT AND PEACE

The Government of Vanuatu first referred to Sport for Development in the Third National Development Plan (1992–1996). The plan contains a specific policy on youth and advocates strengthening sport and youth through the development focus of the Ministry of Youth and Sports' National Youth Council (NYC). Sport for Development is featured in the General Policy Objectives, drafted by the Council of Ministers in September 1996, and is prominent in current government policies, including the National Sports Policy for 2007–2011.

POLICY

The Vanuatu Sport for Development Programme is specifically referenced in the Corporate Plan for 2002–2004 and in the National Sports Policy for 2007–2011. The Corporate Plan is a guiding document for the Ministry of Youth and Sports.

Sport-for-all is recognized as an essential tool for social and economic development in Vanuatu through programs that promote social cohesion, teamwork, good health, and employability. Expected outcomes include economic development, peace, unity, and mutual respect.

The Vanuatu Sport for Development Programme is intended to contribute to the long-term social development of ni-Vanuatu (people of Melanesian background originating from Vanuatu) through participation in organized sport and physical activity. Focused in two provinces, this program has the following objectives:

Primary objectives

- Healthy lifestyles and physical fitness
- Youth leadership
- Education and skill development

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Secondary objectives

- Reducing antisocial behaviour
- Enhancing unity

The Government of Vanuatu defines sport 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."

The term "sport" is used interchangeably with "physical activity."

The Strategic Framework for Youth and Sports Policy prioritizes Sport for Development activities that contribute to national development. Key to achieving this goal is constructively harnessing the energy of young people through traditional and modern activities and technologies, and supporting financial, physical, and social needs at the individual and community level.

Policies for youth and sport in Vanuatu are divided into the following key areas:

- Organizational development Policies include creating resources and data banks on sport and youth policy and disseminating them through media and the Internet; networking with youth and sport organizations at the local, state, national, and international levels; advocating for youth and sport programs; and providing training in organizational management for these groups.
- Research and planning Policies include extending youth policy through organizations like the Ministry of Education and the Vanuatu Association of Sports and National Olympic Committee (VASANOC); supporting the development of policies for sport and health, sport and culture and other areas; and registering and coordinating youth and sports groups.
- Education Policies include incorporating sports into parenting, community development, and health programs such as substance abuse-avoidance and -recovery projects, and building stronger networks for coaching and sporting education.

- Cultural development Policies include developing and supporting traditional sports and promoting knowledge of them among young ni-Vanuatu; encouraging youth groups to incorporate traditional sports and games into their activities; and merging the Ministerial portfolio for culture with the portfolios for youth and sport.
- Counselling and treatment Policies include incorporating sports into youth services for substance abuse avoidance, HIV and AIDS prevention and treatment, pregnancy and sexual health counselling, and life skills education programs.

The Government of Vanuatu acknowledges the role of sport in achieving the following Millennium Development Goals:

MDG 1: The National Sports Policy for 2007–2011 promotes sport as a tool for economic development. The Government of Vanuatu defines poverty as a lack of access to essential services such as health and education. While approximately 80 percent of Vanuatu's population still survives on subsistence farming, urban migration is increasing rapidly. The urban population is expected to double within the next 15 years. Urban unemployment is estimated at 85 percent. The government is seeking innovative strategies to reverse these trends and create employment in rural and urban areas. Building and maintaining sport infrastructure can create jobs in remote rural areas and in towns and cities. Providing increased training in sport-related professions such as coaching and administration increases employment opportunities.

MDG 2: A new physical education curriculum is currently being drafted. The curriculum embraces a holistic view of child development, prioritizing physical and mental growth in the school context. Though sport is not presently a core subject in Vanuatu's national curriculum, its link to students' attendance and academic performance is recognized, and most schools offer 30–60 minutes of physical activity per day. In addition, each school has an annual inter-house sport competition and the National Secondary School Games are organized biennially.

MDG 3: Gender equality and the empowerment of women is a priority of the Ministry for Women's Affairs, which directly manages some sporting activities and coordinates others through the Vanuatu Association of Sports and National Olympic Committee (VASANOC). VASANOC also encourages each sport association to have women represented at the executive level.

MDG 8: Global partnerships are promoted through partnerships with national and international sport stakeholders such as the Australian Sports Outreach Programme and the FIFA/Oceania Football Federation.

The Government of Vanuatu began drafting its National Poverty Reduction Strategy with the Asian Development Bank in 2003 and has continued the process in cooperation with the United Nations.

The national development strategy is outlined in the government's Priorities and Action Plan (PAA), the most recent of which sets policies for 2006–2015. The PAA calls for "an educated, healthy, and wealthy Vanuatu." Though sport is not explicitly mentioned in the policy, "health, nutrition, and social protection" is a prominent category. Many Ministries, including the Ministry of Youth and Sports and the Ministry of Education, promote the value of sport in achieving these development goals.

PROGRAMS AND INITIATIVES

Sport for Development programs in Vanuatu are part of the government's policy of promoting and protecting the population's rights to equal access and participation in physical activities in a healthy and safe environment. The government promotes sport-for-all, regardless of physical and mental capabilities, gender, and age.

Some programs are specifically aimed at girls and women, children, and youth at risk, particularly out-of-school youth, persons with disabilities, the unemployed, and people with HIV and AIDS. Programming priorities include healthy child

and youth development, strengthening education through sport, conflict resolution, health promotion and disease prevention.

The Ministry of Youth and Sports also supports stand-alone recreational or national activities in collaboration with other organizations or institutions, including:

- Annual Provincial Games
- Annual Round Island Relay
- Ocean Swim
- Melanesian Arts Festival
- PISSA Games
- ESSSA & Torba Games
- Pikinini Pleiplei program

Programs focusing on Sport for Development include the FIFA/Oceania Football Confederation partnership, through which the United Nations works with seven National Football Federations in the region. In Vanuatu, the program focuses on using sport, particularly football, to create a neutral space in which to unite communities in conflict. Sport also provides the context in which conflict resolution can occur.

The Australian Sports Outreach Programme (ASOP) is the Australian Government's principal international Sport for Development program, with activities in the Pacific region, southern Africa, and the Caribbean. ASOP operates the Pacific Junior Sport project in Vanuatu, aimed at increasing physical activity and improving basic motor skills among children 6–12. The program targets health outcomes, raising awareness of the importance of regular exercise, but also teaches children about the importance of teamwork, communication, and decision-making skills. In addition, the program seeks to make sports "user friendly" for all, regardless of age, location, or the availability of resources. ASOP staff train local teachers, coaches, and volunteers to run inclusive and participatory sport activities.

PARTNERSHIP AND COORDINATION

At the national level, the Ministry of Youth and Sports is responsible for all sport and Sport for Development activities,

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including physical education in schools. Outside the capital, Port Vila, the Ministry's sport officers conduct programs and competitions. Other government bodies involved in Sport for Development include the Ministries of Sport and Training, the Vanuatu Association of Sport and National Olympic Committee, and the National Sports Council. The National Sports Council's role is to manage the development and maintenance of sporting facilities. A National Coordinator oversees these groups.

Implementing partners include the Australian Sports Outreach Programme, which has identified Vanuatu as a priority country for its programs in the Pacific, and the FIFA/Oceania Football Confederation Partnership, through which the United Nations uses football to bring together communities in conflict.

ANNUAL INVESTMENT

The government allocates VUV 25 million (approximately USD 270,000), or 0.92 percent of the country's annual budget to youth and sport programs. Of this, 54.6 percent goes to salaries and 46.4 percent to programming costs. Separate figures for Sport for Development programs are not available at this time.

The government provides annual sport funding grants of VUV 100,000 to 200,000 to national sport federations (approximately USD 1,000 to USD 2,000). The federations train young men and women to deliver organized physical activities for children and youth in rural communities. The activities, based on traditional games, promote social inclusion and teamwork and provide employment for young people in the field of sport.

MEASURING IMPACT

The Government of Vanuatu monitors expenditure on stadiums, sports clubs, and the National Games, as well as other programs on an individual basis. The National Youth Council (NYC), part of the Ministry of Youth and Sports, is a

coordinating body for activities focusing on youth, overseeing government programs, sporting activities, youth councils and NGOs with a youth focus. The NYC monitors programs relating to youth, tracking the number of young people involved in training, sports and youth organizations, as well as monitoring a decrease in youth crime (relative to population).

SUCCESS STORIES

The government considers the Vanuatu Sport for Development Programme a success in many areas: promoting healthy choices, stimulating economic growth through infrastructure development, training personnel such as coaches, encouraging students to stay in school and supporting their academic achievements. The program continues to grow and has an increasingly high profile among Ministries and community groups.

CHALLENGES AND LESSONS LEARNED

Funding represents an ongoing challenge to the long-term sustainability of Vanuatu's Sport for Development initiatives. Cost is also a potential barrier for individuals who want to participate in sports: annual registration for a sport club and competition fees amount to approximately 8–10 percent of the average wage.¹

The contrast between different leadership structures (traditional and modern) or different levels of leadership (local and provincial) can lead to duplication of efforts or ambiguity for participants and employees.

There are more than 80 languages and dialects in Vanuatu. This must be taken into consideration when planning resources, training and programming activities, particularly outside urban areas.

FUTURE VISION FOR SPORT FOR DEVELOPMENT AND PEACE INTERNATIONALLY

An international sports academy that offered scholarships for promising athletes and socially active youth would be a valuable institution, if created.

Education should not be based solely on traditional academic subjects but should also include support for physical fitness, mental well-being, and positive social interaction.

International conventions should target global efforts toward developing healthy people and societies. Barriers between people and communities can be broken down with sports. Physical activities can bring together people of different languages, cultures and abilities.

¹ Pacific Sporting Needs Assessment, Australian Sports Commission (2004), at 90, online: Australian Sports Commission <www.au sport.gov.au>.

GENESIS OF THE GOVERNMENT'S INVOLVEMENT IN SPORT FOR DEVELOPMENT AND PEACE

The Government of Zambia's interest in Sport for Development and Peace was brought about by the inauguration of the Sport for Development and Peace International Working Group. In response, a Cabinet Memorandum was prepared on the topic and submitted to Cabinet, but it has not yet been approved. In the meantime, although Sport for Development and Peace is a new concept in Zambia and there are differing opinions about its implementation, since 2006 it has been included in the national budget and given its own budget line within the Ministry of Sport, Youth and Child Development.

To increase understanding and acceptance of Sport for Development and Peace within the government, each Ministry in the country has designated one person to act as the point of contact on key Sport for Development and Peace issues. These representatives have received training and attended workshops on Sport for Development and Peace issues. The government is linking these representatives by hosting sport days to bring together the key contacts on Sport for Development and Peace (including civil servants and representatives from local NGOs), to participate in sports.

POLICY

In Zambia, sport is defined as all forms of physical activity that contribute to physical fitness, mental well-being and social interaction. That activity includes play, recreation, organized or competitive sport and indigenous sport and games. Sport for Development and Peace is well articulated within the National Sports Policy. The National Sports Policy is guided by the following principles:

- Equity ensure equal opportunity for all Zambians to participate in sport at all levels from recreational to elite sport;
- Gender inclusiveness promote participation of men and women and eliminate all forms of gender discrimination and gender-based violence;

- Inclusion of persons with disabilities promote access and full participation of persons with disabilities in sport at all levels, including elite sport;
- Communication and Accessibility ensure access to information by conducting activities and publishing policies and communications in all local languages;
- Partnership and Networking promote partnerships by involving all stakeholders in planning, implementation, monitoring, and evaluation of activities;
- Combat HIV and AIDS promote policies and programs to raise awareness of prevention strategies and focus attention on HIV and AIDS issues; and
- Transparency and Good Governance ensure that sport is managed in a transparent, accountable, and efficient manner.

Zambia's Sport for Development and Peace program has numerous objectives:

- Facilitate youth development, particularly for rural youth, through the Focus on Youth Sport program;
- Strengthen education through the mandatory inclusion of sport in schools;
- Encourage youth to stay in school by providing sport opportunities in conjunction with educational curriculum;
- Promote healthy lifestyles and disease prevention through health-related messages at sport festivals and competitions;
- Contribute to economic development by improving sport facilities;
- Emphasize the inclusion of girls, using programs such as Go Sisters to increase female participation in sport and improve leadership abilities; and
- Contribute to community development and mass participation, through the Sport for All program, which focuses on community development and provides a forum for sports teams to participate at the community level.

Sport is now used as a catalyst in most of the government's health promotion activities. For example, sport is used to promote immunization and teach HIV and AIDS prevention. Celebrity sportsmen and sportswomen are deployed to spread health messages in conjunction with government programs. Posters of sportsmen and sportswomen are used to help advertise health promotion messages at national sporting events.

Since 2004, Zambia has used the national Poverty Reduction Strategy Paper (PRSP) as a tool to achieve the MDGs through various sectors. Although sport was not specifically mentioned in the PRSP document, sport is being used as a tool to achieve the MDGs, particularly the following:

MDG 1: In 2006, the Government of Zambia launched its Fifth National Development Plan 2006–2010, with the theme "Broad Based Wealth and Job Creation Through Citizen Participation and Technological Advancement." The chapter concerning children and youth contains a sport development section concerned primarily with sport infrastructure development. Under this plan the government proposed building three new stadiums.

MDG 2: Universal primary education is addressed through sport curriculum, to encourage school attendance. Community groups also promote the importance of regular school attendance at their sporting events. All schools in Zambia are expected to spend one period per day on physical education.

MDG 3: A number of NGOs actively promote women's participation in sport in Zambia. These NGOs include EduSport (*Go Sisters*), the National Olympic Committee, Sports in Action, and the Kalusha Foundation.

MDG 4, MDG 5, and MDG 6: The goals of reducing child mortality, improving maternal health, and combating HIV and AIDS, malaria, other diseases, are all advanced as the government uses the convening power of sporting events to disseminate health messages and encourage people to get tested for viruses and other health complications.

MDG 7: Environmental sustainability is advanced as sporting organizations become active in promoting and organizing events like tree planting. For example, trees were planted at the Olympic Africa Center during a visit by the International Olympic Committee President and the Minister of Sport, Youth and Child Development.

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MDG 8: Global partnerships are furthered as Sport for Development and Peace initiatives allow the government to develop relationships with key agencies, including UNICEF, UK Sport, Right To Play, and other international bodies, such as the SDP IWG.

PROGRAMS AND INITIATIVES

Sport for All

Mass participation in sport is promoted and encouraged through the *Sport for All* program. This program targets underprivileged segments of the population and promotes sport development at the community level.

The Sport For All program operates nationally through the Provincial and District Advisory Sports Development Committees. An officer from the Ministry of Sport, Youth and Child Development is a member of each of these committees at the provincial level. The membership of up to 15 people is comprised of representatives of sports associations and active sportsmen and sportswomen within the provinces. This program promotes mass participation in sport, seeks ways to maintain sport infrastructure, and conducts fundraising for sports tournaments.

Focus on Youth Sport

The recently launched *Focus on Youth Sport* program is underway in three rural provinces to increase sport participation in these regions. The program promotes the participation of boys and girls ages 9–14 in football and netball. In each of the three pilot provinces (Eastern, Western, and Luapula provinces), three schools have been identified in each of three districts. Each school has been given sporting equipment such as footballs, cones, and bibs, and three sports teachers at each school have been trained in coaching skills. The program encourages these schools and their local communities to work in partnership to form sport clubs. So far 32 clubs have been formed in Luapula and there are 40 clubs in the Western province. An evaluation of progress in the Eastern province is not yet complete. The program also encourages the re-integration of out-of-school children and youth into the

school system. Monitoring in Luapula and Western provinces indicate increased school enrolments and increased school attendance at the schools spearheading this program.

Go Sisters

In partnership with UK Sport, EduSport funds the *Go Sisters* program. *Go Sisters* trains girls as leaders in sport and education. This program ensures that young girls are given the opportunity to participate in physical activity and that strong female role models are visible in sport. As well, the program promotes healthy living by addressing health issues relevant to girls and women. The program includes female youth-peer leadership training: targeting girls who will act as mentors within schools' physical education departments to provide encouragement and guidance to other girls. The program also seeks to build confidence among the girls and to challenge traditional female roles.

Capacity Building

The Government of Zambia has embarked on two key activities to increase its Sport for Development and Peace activities. The government is training designated people within all ministries to serve at the forefront of the initiative and champion recognition and understanding of Sport for Development and Peace. As well the government is developing a training manual for local authorities.

Inclusion of Persons with Disabilities

Children and youth are targeted through sport programming in schools and through inter-provincial competition. Street children and youth are targeted through the considerable sport activity organized by sport associations. By supporting the Paralympic Committee and the Special Olympic Committee, the government targets persons with disabilities. Still under development is an effort to encourage people living with HIV and AIDS to participate in sport activity in the week preceding World AIDS Day.

PARTNERSHIP AND COORDINATION

The Department of Sport, under the Ministry of Youth, Sport and Childhood Development, is the lead ministry in Zambia's Sport for Development and Peace activity. A committee has been established to foster collaboration. The committee is comprised of representatives from the Ministries of Youth, Sport and Childhood Development, Education, Health and Defence, as well as NGOs, local governments, and sport associations. This committee meets quarterly.

The work of the Sport for Development and Peace International Working Group has contributed significantly to the development of current policies and programs.

At the implementation level, the government's key partners have been local sport associations and NGOs such as Right To Play, UK Sport, and UNICEF. Some local programs are run by provincial and District Advisory Committees, with funding from the Ministry of Youth, Sport and Childhood Development.

ANNUAL INVESTMENT

Currently, exact figures for Zambia's spending on Sport for Development and Peace are not available. While the draft policy is still before Cabinet, the Ministry of Youth, Sport and Childhood Development has gone ahead and allocated funds for Sport for Development and Peace activities from its overall budget. This funding comes from general government revenues. Once the Cabinet Memorandum now under review is approved, it is possible the funding available for Sport for Development and Peace programming will increase.

MEASURING IMPACT

In 2006, the government created a four-person unit with the Sport Department to monitor the impact of Sport for Development and Peace policies and programs and to assess how local sport associations use the funds they are given. The first monitoring and evaluation reviews targeted the *Sport for All* and *Focus On Youth Sport* programs. These reviews found that in some districts the Sport for All advisory committees were no longer active. In response, measures have been taken to revamp and re-launch the program in those areas. The *Focus on Youth Sport* program has received full support from the relevant schools and communities. As a result, work is underway to increase the opportunities in already active communities by buying additional sports equipment and re-training the coordinators. In addition, the government is considering expanding *Focus on Youth Sport* to other provinces.

The government is currently researching the monitoring and evaluation tools that are available internationally.

SUCCESS STORIES

At this stage, Zambia's primary success is in increasing civil servants' and government employees' participation in workplace sport events organized by the designated "point people" within each Ministry. In a related vein, Cabinet has approved the plan proposed by the Department of Sport to set aside one afternoon per week to allow workers to participate in sport activities.

Also successful are efforts to bring out-of-school children back into school system. There is also improvement in the enrolment rate and school attendance in schools where Focus on Youth Sport program is run.

CHALLENGES AND LESSONS LEARNED

The principal ongoing challenge in Zambia is funding. Resources for Sport for Development and Peace come from general government revenues and there are many competing priorities. Even within the field of sport there is sometimes tension around whether available funds should be allocated to supporting community programs or allowing Zambia's elite teams to participate in international competition.

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Another key challenge is a general lack of sport infrastructure. Increasing mass participation in sport is difficult when there are few sport facilities for people to use.

FUTURE VISION FOR SPORT FOR DEVELOPMENT AND PEACE INTERNATIONALLY

More education and awareness about the role of sport in development and peace is needed internationally. Governments must provide education about the connections between sport and culture and sport and human rights.

To further educational efforts, traditional sport should be showcased during traditional or cultural festivals. This will help to engage people and make the concept of Sport for Development more relevant in rural areas where local people are better able to relate to traditional sports than modern sports.

DISCLAIMER

Contents Disclaimer

This report was prepared by Right To Play in its capacity as the Secretariat to the Sport for Development and Peace International Working Group. The information contained in this report has been drawn from personal interviews conducted with targeted representatives from 34 governments (collectively, the "Contributors").

While the contents of this report contain the opinions of the individual Contributors, and the national overviews were generally approved prior to this publication, this report makes no representation with regards to the factual accuracy of the information contained herein and the opinions expressed in this report do not necessarily state or reflect those of the Contributors, their government or those of Right To Play.

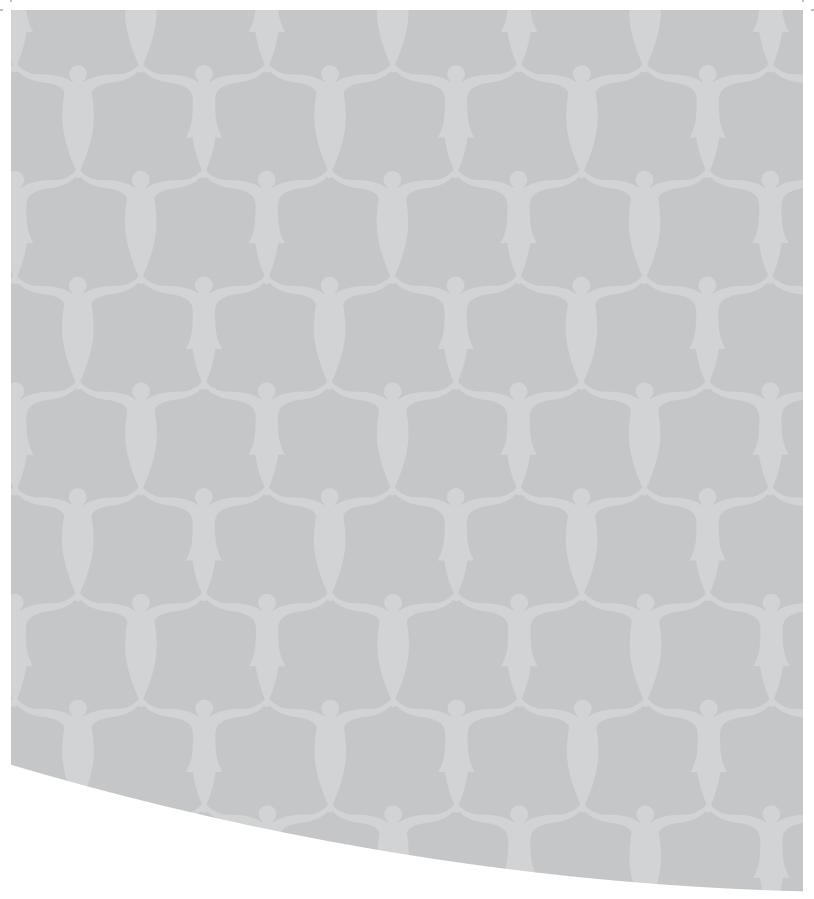
As the interviews were conducted in English, French, German, Spanish, Portuguese and Russian, some of the meaning might have been unintentionally altered during translation and editing.

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