



peace
and
sport

L'Organisation pour la Paix par le Sport
Under the High Patronage of H.S.H. Prince Albert II of Monaco



HOST CITY PROPOSAL

PEACE AND SPORT INTERNATIONAL FORUM

THE MOST COMPREHENSIVE EVENT ON PEACE THROUGH SPORT

Since its inception in 2007, the annual Peace and Sport International Forum has brought together the highest level representatives from governments, the international sports movement, non-governmental groups, civil society and the private sector involved in action for peace through sport.

IT AIMS TO:

- Put peace through sport centre-stage and make it a key issue on the global agenda
- Encourage dialogue to match international needs with solutions from sport
- Generate tools and a body of evidence to help practitioners on the ground
- Build a unique support network of individuals and organizations dedicated to peace through sport
- Initiate and consolidate partnerships to deliver outcomes



THE FORMAT

- **Date:** between mid October and mid November
- **Duration:** 3 days
- **Attendance:** 500 delegates
- **Program:** Workshops, Plenary and Networking sessions
- **Social events:** Opening Ceremony and Gala Dinner



WHO ATTENDS THE PEACE AND SPORT INTERNATIONAL FORUM?

- **Governments:**
 - Heads of state
 - Royal family members
 - Ministers of sport
 - Senior officials
- **Sport:**
 - Olympic movement
 - International federations
 - Sport event organizers
 - Athletes & clubs
- **International organizations and intergovernmental agencies:**
 - United Nations
 - Council of Europe
 - World Bank
 - CONFEJES...
- **Civil society:**
 - NGOs
 - Charities
 - Associations
- **Private sector:**
 - Foundations
 - Philanthropists
 - Corporations
- **Academics:**
 - Universities and colleges
 - Strategy institutes
 - Think tanks
- **Media:**
 - International broadcasters and print media
 - Sports media
 - National media

Building Sustainable Peace through Sport. Together.

A GROWING SUCCESS...

The Peace and Sport International Forum has grown to a point where it has become a major annual event on the diplomatic stage. It provides a guarantee of complete neutrality and independence encouraging open discussion between all sides of political, ideological and ethnic divides.

KEY FEATURES OF THE EVENT:

- Attracts more than **500** high-level and diverse delegates representing **95** countries including heads of state, world champions, government ministers, IOC members, UN leaders
- Produces sustainable and productive partnerships through the cooperation platform
- Generates extensive media coverage – over **150** accredited journalists have attended the 4 editions
- Covered by international newspapers and magazines, major broadcast networks and global newswires on **5** continents
- More than **178,000** items of print and online media coverage
- Website traffic of at least **3000** unique visitors per day
- This amount of coverage alone equates to an advertising return of USD **2.3 million**



For more information about the last edition of the Peace and Sport International Forum, you can download the Forum 2010 report at www.peace-sport.org/forum-2010/reports.html

THE PEACE AND SPORT AWARDS

LAUNCHED IN 2008 and held annually at a ceremony during the Forum, the Peace and Sport Awards reward seven initiatives which have made an extraordinary contribution to peace and social stability at a grassroots level. Awards are given in the following categories:

- Best International Sports Federation project
- Sport for Peace event of the year
- NGO for Peace of the year
- CSR Initiative of the year
- Champion for Peace of the year
- The Peace and Sport Image of the year
- Special Jury prize



INVITATION TO BID

EXPANDING GLOBAL AMBITIONS

AS PART OF its vision to contribute to sustainable peace through sport on all five continents, Peace and Sport will hold its International Forum outside Monaco every alternate year.

Sochi (Russian Federation), the Host City of the Winter Olympics in 2014, will be the destination for the first ever Peace and Sport International Forum outside Monaco in 2012.

Bringing the Forum to new territories aims to encourage an even wider participation and to reinforce international cooperation for sustainable peace.

Peace and Sport is now inviting bids from candidate cities who would like to host the Peace and Sport International Forum in 2014 and 2016.

HOSTS OF THE Peace and Sport International Forum make a tangible contribution to the cause of peace around the world as well as gaining significant benefits themselves. These include:

- A strengthened position as a key player for geopolitics and sport in a politically-neutral environment
- Reinforcement of a socially responsible image and association with a lasting legacy of programs using sport as a tool for peace
- The opportunity to welcome world leaders: Heads of State, Government Ministers, Nobel Peace Laureates, IOC Members, and high-ranking UN Officials
- The considerable and tangible benefits of a wide-ranging publicity campaign and media coverage
- The chance to showcase event organization capabilities and the character and attraction of your city



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WHO CAN APPLY?

All cities around the world are welcome to apply provided they can welcome guests without country restrictions, they can offer framework for open discussions, and they have a high level of expertise in event organization.

HOW TO APPLY

Interested host cities should send an initial letter of Interest to Peace and Sport containing the following:

- The applicant city and body (the contracting organization)
- A letter of interest to host the 8th or 10th International Forum
- Specific motivating factors
- Benefits for Peace and Sport, L'Organisation pour la Paix par le Sport
- Confirmation that city representatives are registered for the 5th Peace and Sport International Forum

The closing date for expressions of interest is January 2012 for the 2014 edition. The bid book containing detailed specifications and bid requirements will be sent to the interested cities.

Peace and Sport will run a workshop for all shortlisted potential hosts to go through the specifics of the bid process and to answer questions regarding production of a bid book.

COOPERATION

PEACE AND SPORT will issue a Cooperation License to the Host City in order to:

- Formalize the right to host the Peace and Sport International Forum
- Establish a process of cooperation with the designated Organizing Committee
- Give the Host City the benefit of an exclusive set of rights:
 - Peace and Sport's resources
 - Marketing rights
 - Communication and public relations (PR) rights
 - Legacy program



THE ORGANIZATION



AN INTERNATIONAL COLLABORATION

THE ESTABLISHMENT AND ROLE OF THE ORGANIZING COMMITTEE

AN ORGANIZING COMMITTEE will be set up combining the expertise and experience of Peace and Sport with the practical and operational approach of the Host City. The Organizing Committee is responsible for implementing and adapting the Specification Document for the Peace and Sport International Forum to the environment of the event.

The result will be a fully collaborative process between both parties on all decisions related to the organization of the event (program, protocol, management...).

A. PEACE AND SPORT RESOURCES:

DEDICATED TEAM: Peace and Sport undertakes to make its logistics, administration, communication and creative editorial teams (15 people) available to the Organizing Committee during the 2 years of preparation for the Peace and Sport International Forum.

Database: Peace and Sport will make available to the Organizing Committee its database of 6,000 contacts of individuals and organizations concerned with peace through sport.

Operational and communications tools: administration, communication, programming, design tools, master plans developed by Peace and Sport for previous Forums will be shared with the Organizing Committee

B. PEACE AND SPORT INTERNATIONAL FORUM MARKETING RIGHTS:

FUND-RAISING: The Organizing Committee will propose a strategy for funding and promoting the Peace and Sport International Forum.

This strategy will enable the Host City to generate funds which will be exclusively dedicated to contributing to the Host City's costs. The funds will typically come from the financial support of Official Partners, fund-raising campaigns and the logistical assistance of Official Suppliers.

C. PEACE AND SPORT INTERNATIONAL FORUM COMMUNICATION AND PR RIGHTS:

COMMUNICATION RIGHTS: The Host City will benefit from the official designation «XXX – Host City to the Peace and Sport International Forum 20YY “ and the corresponding composite logo for all communication.

A joint global communication plan and media campaign will be developed to promote the Peace and Sport International Forum Host City.

Branding: Communication material (publications, press releases, website, digital etc.) will be branded jointly by the Host City and Peace and Sport. The Host City will benefit from a high level of visibility throughout the event with its logo displayed prominently on all signage and

promotional material in all parts of the venue and for each component of the event.

PR Rights: Peace and Sport will allocate a set of PR rights to the Host City. The Host City will be given high visibility throughout the conference, for example Host City representatives will participate as key speakers during all ceremonies and corporate hospitality will be provided.

D. LEGACY PROGRAM:

PEACE AND SPORT and the Host City will define jointly a Legacy Program that will:

- Improve the social well-being of the most vulnerable communities from the local region on a long term basis by implementing field projects dedicated to young people through sport
- Ensure high visibility and awareness of the Host City's Social Responsibility policy

The Legacy Program will be conceived based on the expertise of Peace and Sport's field projects with the active support of all the different members of the Peace and Sport Platform from various backgrounds. A specific communication strategy will be developed to promote these activities (future Peace and Sport International Forums, conferences, events ...).



WHO ARE WE?

PEACE AND SPORT works to build sustainable peace, promoting sport as a tool for reconciliation and social stability in crisis-stricken communities around the globe.

- Founded in 2007 by Joël Bouzou, Olympic medalist and Modern Pentathlon World Champion, President of the Organization
- A global initiative under the High Patronage of H.S.H. Prince Albert II of Monaco
- A neutral and apolitical Organization based in Monaco



WHAT IS OUR MISSION?

PEACE AND SPORT makes sport the cornerstone of concerted and effective policy making by establishing strategic and operational cooperation between leaders of all stakeholder groups. It brings together global sports governance, private sector, civil society opinion leaders and political decision-makers through:

- Awareness raising among political decision-makers as to the potential for sport to act as a powerful vehicle for peace
- Encouraging the international sports movement to make a valuable contribution to peace
- Creating synergies between public and private sectors, both on a strategic level and in the field
- Fostering and deepening international corporation

A WIDE SCOPE OF ACTION TO MEET A RANGE OF NEEDS

Both unifying and action-oriented in four main areas:

INTERNATIONAL FORUM:

- A unique platform for stakeholders and decision makers to develop partnerships

LOCALLY-BASED PROJECTS:

- Pilot programs based in the field designed to develop best practice

CHAMPIONS FOR PEACE:

- A club of famous sports champions supporting peace activities

PEACE AND SPORT AWARDS:

- Recognizing initiatives which have contributed to peace and social stability

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BUILDING SUSTAINABLE PEACE THROUGH SPORT. TOGETHER

Contacts

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