

INTERNATIONAL CRICKET COUNCIL 'CATCH THE SPIRIT' PROMOTING PEACE THROUGH CRICKET



Overview

The International Cricket Council (ICC) recognizes the power that sport has to bring people together to address key issues and encourage social change. While developing the sport and captivating and inspiring more people to enjoy the game, the ICC aims to build bridges between continents, countries and communities.

The ICC's peace through cricket programme - 'Catch the Spirit' - grew out of the collective willingness of the worldwide cricket community to support the families of the victims of the tragic Lahore terrorist attack on the Sri Lankan cricket team and ICC match officials on 3 March 2009.

The 'Catch the Spirit' match which took place during the warm up to the ICC World Twenty20 England 2009 brought people together from across the world to raise awareness of the unifying capacity of cricket. The event raised 100,000 USD of legacy funding which will be used to support the families of the victims of the attacks and to promote peace through cricket across the Asian sub-continent through projects in Bangladesh, India, Pakistan and Sri Lanka.

About 'Catch the Spirit'

The *spirit of cricket* is a central part of the sport which is enshrined in the laws of the game. 'Catch the Spirit' is one of the themes of the ICC Centenary year. It highlights the respect, spirit and diversity in which the game is played around the world. 'Catch the Spirit' therefore serves as the natural platform to promote peace and understanding in conflict areas and disadvantaged communities in cricket playing countries.

The 'Catch the Spirit' Match

The ICC's peace and sport programme began when the ICC designated the ICC World Twenty 20 2009 warm-up encounter between India and Pakistan at The Oval on 3 June as a 'Catch the Spirit' match. With the backing of the Board of Control for Cricket in India (BCCI), the Pakistan Cricket Board (PCB) and the hosts, the England and Wales Cricket Board (ECB) and the Surrey County Cricket Club the sell out game took place with added significance. The match promoted a positive message of peace which was witnessed by over 20,000 fans at the stadium and millions of TV viewers around the world.

In addition to the message of peace, through the online and broadcast promoted auction and donations, the ICC raised 100,000 USD to kick start its 'Catch the Spirit' projects. Significant donations were also received from the international cricket community including: the Bangladesh Cricket Board (BCB), Marylebone Cricket Club (MCC), Sri Lanka Cricket (SLC), Surrey County Cricket Club and the West Indies Cricket Board (WICB).

The ‘Catch the Spirit’ Projects

Education Fund

40,000 USD has been donated to the families of the victims of the Lahore terrorist attacks which took place on 3 March 2009. This fund will be used to assist the education of the young family members of those who lost their lives in the attacks. The education fund will be managed by the Pakistan Cricket Board (PCB) who will administer and monitor the grants.

‘Catch the Spirit’ Community Projects

Before the initiative was announced at ICC World Twenty20 2009, the ICC engaged *Cricket for Change* and *Peace and Sport* to provide advice and support, and both organisations have been tasked as the chief delivery agents for the projects. *Cricket for Change* are leading on researching and planning the initial ‘Catch the Spirit’ projects; with the focus on enhancing development programmes in each of the Test playing cricket nations in the Asia sub-continent: Bangladesh, India, Pakistan and Sri Lanka. As well as scoping the local partner on the ground, the partners have been in touch with the following organisations to maximise the impact of the projects across a wider community: UK Sport, UNICEF, the British Council and the British Foreign and Commonwealth Office.

Project Aims and Objectives

Aim The aim of all four programmes is to use cricket to tackle the effects of conflict on disadvantaged young people and promote the concept of peace. *Objectives* To promote the spirit of cricket, mutual respect and peace to capacity build the local partner to deliver a sustainable cricket development programme To inspire, train and give confidence to coaches/teachers/youth workers To equip local partners to deliver the development programme

Development Programme Aspects

Each project will include a number of aspects to ensure consistency across the programme, local capacity building and exposure:

Meeting and agreeing working practices with local partners

Setting up of a project management group

Agreeing a three year development plan for each project

Training of coaches and officials

Coaching of young players

Press conference to publicize the programme

Exhibition match or festival to promote the skills of the players

Reception at the end of the programme to celebrate the achievements of those involved

Short promotional film documenting the programme and interviewing key partners

The Projects

Sri Lanka – Working with Child Soldiers Scoping visit: 19-23 Oct 2009 Development programme: *Pakistan/India Border – Linking youth groups in the cities of Lahore and*

7-13 Feb 2010

Amritsar Scoping visit: May 2010
Development programme: 4-10 Oct
2010

Bangladesh – Empowering Girls Programme
Scoping visit: May 2010 Development
programme: 7-14 Nov 2010

India – to be confirmed Scoping visit:
November 2010 Development
programme: February 2011