

PEACE AND SPORT 15<sup>th</sup> ANNIVERSARY

# EDITORIAL REPORT



**PEACE  
AND  
SPORT  
FORUM**

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PRINCIPALITY  
**OF MONACO**

# SPORT IS AN ANSWER FOR PEACE

Peace is not the absence of war: peace can be taught, learned, and transmitted. It is a balance that allows people to live together, accepting each other's differences. In its neutrality, fairness, and universality, **sport is a formidable vehicle for dialogue to promote peaceful coexistence and represents a powerful lever for building a culture of peace.**

Since the creation of Peace and Sport in 2007, there is a growing recognition of the role of sport in maximising peace and providing solutions. However, as the resurgence of international conflicts characterises the 2022 global context, it is necessary to recall the contribution of sport to conflict prevention, resolution and reconciliation processes.

The 13th International Peace and Sport International Forum, "**Sport is an answer for peace**", brought together world experts to present how sport can respond to conflicts and divisions. They shared measures that can be put in place to develop impactful field programs and support peace educators' professionalisation in using sport as a tool for peaceful coexistence. Capacity-building, pedagogical support, program monitoring and evaluation, and an integrated approach are key elements to strengthen the development of sport as a tool for peace.

## BROAD DEFINITIONS

The **culture of peace** is a set of values, attitudes, behaviors, and lifestyles that inspire social interaction, avoid violence and prevent conflict, focusing on dialogue and negotiation between individuals, groups, and States (UN Resolution A/RES/52/13).

**Sport for peace** refers to the intentional use of sport to achieve specific objectives to build a culture of peace through transmitting values, attitudes, and behaviors that inspire social interaction and sharing.



## SESSION 1

# DEMONSTRATING THE IMPACT OF SPORT FOR PEACE WITHIN COMMUNITIES



This session, moderated by **Benjamin Boukpeti, Champion for Peace and Togolese Olympic Medallist in kayak**, highlighted the challenges and best practices related to the impact evaluation of sport for peace programs at the community level.



### **The importance of stakeholders' networking to support sport as a tool for development**

**Layne Robinson, Head of Social Policy Development of the Commonwealth organisation**

Layne Robinson opened the Forum by explaining that it is extremely important to integrate sport policies into global and local goals and implementation mechanisms, as he firmly believes that sport can transform each individual's life by changing behaviour or attitude and bringing people together at the scale of a community which is crossed by various conflicts and tensions. To reinforce the unifying role of sport and ensure wide-ranging development outcomes, the various stakeholders need to work together to establish common indicator benchmarks and social assessment tools for majoring in how sport can contribute to making societies better.



### **The Organizing Committee's key role in supporting impactful projects**

**Sophie Lorant, International Relations Director of Paris 2024**

Sophie Lorant presented how the Organising Committee of Paris 2024 Olympic Games is a vector to accelerate the inclusion of sport in public policies. Indeed, events such as the Olympic and Paralympic Games, and particularly Paris 2024, constitute a window of opportunity to demonstrate how sport can be a vector of social cohesion, promotion of peace, but also promotion of women's participation in sports. In its legacy, by supporting programs at the national and international level, illustrated by the Impact 2024 international program, the Committee initiates sport and development micro-projects in Africa which can be taken up at the public policy level in the future. In this regard, Paris 2024 and AFD are joining forces to finance only projects that have an impact assessment process.

## SESSION 1

# DEMONSTRATING THE IMPACT OF SPORT FOR PEACE WITHIN COMMUNITIES



### Pooling each actor's resources is the key to increase the social impact of field programs

**Pierre Gony, Founder and Director of Terres-en-Mêlées**

After presenting the Terres-en-Mêlées association, Pierre Gony demonstrated the importance of pooling resources. Since 2010, the Terres-en-Mêlées coalition has been able to develop educational programs through rugby on the African continent, by mutualising the governance, human and financial resources. Pierre Gony also addressed the importance of measuring the social impact of sport programs in the field to legitimate and to convince private and public donors to support the organisation's actions. As such, in collaboration with Peace and Sport within the framework of the Peacemakers Project, impact assessment indicators are being developed for the Alafia program, deployed in Togo since 2021 and sponsored by the Société Générale.



### The need of using a scientific methodology to monitor and evaluate field programs

**Julien Sorez, Researcher at the University Paris-Nanterre, sports Historian, and Head of the UNESCO SPORTSD&P Chair**

Julien Sorez presented his methodological choice to monitor and evaluate scientifically the social impact of the Alafia program. The use of quantitative and qualitative methods, collecting the experiences, the doubts, the real needs of the actors in the field, can ensure that the programs are adapted to the needs of the communities. For instance, the interviews conducted with beneficiaries of the Alafia program deployed by Terres-en-Mêlées Togo show that rugby does not only have a positive effect on physical and psychological well-being: it also helps young women to emancipate and empower themselves.

**"Community is where livelihood starts, community is what shapes a Nation"**

Layne Robinson

**"Rugby helps me feel better. Not just physically, but also relationally because now I know how to communicate with others and gain respect without being too intimidated and ashamed to speak up"**

Quote from a young beneficiary of the Alafia program.

**"Like in rugby [...] it is by joining forces, by combining our strengths, by pooling our expertise, that we will be able to assess the impact of sport for peace programs"**

Pierre Gony



This roundtable was co-organised with ENGSO, the European Sports NGO. It was moderated by **Jennifer Browning, Member of ENGSO - Equality Within Sport (EWS) Committee, International Relations Advisor at UK Sport**, who addressed in preamble central issues to widespread gender equity into peace-through-sport programmes.



**Best practices for gender equality in SDP programmes**  
**Shaima Al Hussein, Saudi Sports for All Managing Director**

For Shaima Al Hussein, sharing best practices for more equality in sport for development and peace programs is essential. She highlighted the importance to focus on mass participation and the "3As": raising Awareness on sport as a way of life, promoting Accessibility through safe places and Affordability through the creation of proximity with sport in public spaces. She also reminded the importance of considering the cultural particularity of communities and the specific needs of women, and to rely on international standards such as the SDG for greater beneficiaries' acceptance of the programmes.



**Mainstreaming gender equality in public policy**  
**Vitor Pataco, President of the the Portuguese Institute for Sports and Youth (IPDJ)**

Vitor Pataco recalled the importance of promoting women in leadership roles to mainstream gender equality in sport and in sport for development and peace programmes. He highlighted the importance of introducing public incentive policies at the national level or by mandatory quotas in sports governing bodies. He also invited males in leadership positions to create pathways to open opportunities for women.

## SESSION 2

# SPORT AS A VEHICLE FOR GENDER EQUITY



### **Relying on women and sport to reach sustainable peace**

**Felicite Rwemarika, AKWOS Executive Director and IOC Member**

According to Felicite Rwemarika, sport for development and peace programmes can change behaviours on gender discrimination in communities, and sport-based programmes are a safe place to raise awareness about women's rights and gender-based violence in an integrated approach with institutional partners. She also outlined that development programmes, and particularly SDP programmes, must rely primarily on women as the main vehicle for change, because of their capacity to build relationships. Empowering women by training them in sports-related jobs, for example, creates sustainable peace, and economic opportunities for this vulnerable part of the population. Finally, Felicite Rwemarika called on decision makers to include even more the youth and men in the fight against gender discrimination.

**"Everyone needs to take their responsibility to ensure that gender equality is promoted."**

Felicite Rwemarika, AKWOS Founder and IOC Member

## SESSION 3

# THE UNIVERSAL SPORT : FOOTBALL FOR THE GOALS

How can the power and influence of sport help to achieve the Sustainable Development Goals? Several key actors from the football community shared their approaches: behavioural change, vision and initiatives to raise the profile of social inclusion goals and build a culture of peace.



### **Mobilise the football community to participate in the achievement of the Sustainable Development Goals**

**Maher Nasser, Director of the Outreach Division of the Global Communications Department of the United Nations**

If sustainable development is progressing since the creation of the Agenda 2030' objectives, the global pandemic and the recent international conflicts have created a break. In response, the United Nations designed an initiative which mobilises the global football community towards achieving the Sustainable Development Goals in the football industry. With the Football for the Goals platform, federations, national associations, leagues, clubs, players, media, commercial partners, foundations, and civil-society organisations are gathered to mutualise and use their outreach power to adopt a human-right, equality and climate best approach.



### **The importance of media and clubs to change sport's perception** **Laurent Prud'homme, CEO of the Group L'Equipe**

Laurent Prud'homme explained how media platforms can be impactful. Sports media such as L'Equipe, have a huge responsibility in their choice of whether or not to highlight sustainable development topics, as they are followed by millions of people. This year, their collaboration with Peace and Sport and H.S.H. Prince Albert II of Monaco has resulted in the creation of the Socrates Award, which rewarded for the first time the invisible work of footballers committed to sustainable development during the 2022' Ballon d'Or ceremony, which has reached the best audience ever seen.



### Sportsmen as role models

**Jean-Emmanuel De Witt, CEO of the AS Monaco football club**

Jean-Emmanuel De Witt also engaged AS Monaco in this process. As an international football club, it represents a fantastic media platform which can be a force for the promotion of best practices, providing “much more than sport” to its followers. If clubs have a role to play in achieving the Sustainable Development Goals through their influence, this goes by the players' education too. Therefore, the famous training centre of the AS Monaco trains much more than young people, “[it] trains men [...] who can become ambassadors.”



### Using the athletes' voice to spread a peace message

**Didier Drogba, Vice-President of Peace and Sport and Football Legend**

Didier Drogba noticed his influence as an international football player could help to spread a peace message. On October 8, 2005, in Khartoum, Ivory Coast qualified for the first time in its history in the FIFA World Cup. The victory came as civil war raged on and clashes between supporters of Laurent Gbagbo and Alassane Ouattara had left thousands of dead in the country. From the locker room, Didier Drogba invited the players of the selection to kneel down and he called on all Ivorians to lay down their arms and organize elections. Six months later, the two opposing political parties were gathered to agree a ceasefire.

**"Our victory in Khartoum was a ray of hope after three years of civil war. It has proved that Ivorians and people around the world can unite, through sport, to achieve the same goal. The universality of sport brings people together, regardless of ethnic origins, religions or political beliefs."**

Didier Drogba

## SESSION 4

# THE LEGACY OF MAJOR SPORTING EVENTS

PART 1: "THE JOURNEY OF FIFA WORLD CUP QATAR 2022 LEGACY FROM BID TO DELIVERY AND BEYOND"



The session, moderated by **Champion for Peace and Corporate Communications Manager at FIFA Honey Thaljeh**, focused on the legacy of the FIFA World Cup Qatar 2022.



### **The journey of the FIFA World Cup Qatar 2022 - Legacy from bid to delivery and beyond**

**Nasser Al Khorri, Director of Generation Amazing**

Generation Amazing was created 12 years ago and it was a part of Qatar's bid for the Football World Cup 2022. Generation Amazing's aim is to use sports as a catalyst for change, gender equality and sustainability. As a result, Nasser Al Khorri explained that they have been able to reach over a million young children, notably through projects implemented in partnership with the International Federation of Red Cross and Red Crescent Societies (IFRC), FIFA, and UEFA. With the Generation Youth Festival, they promoted leadership and teamwork between football players and people from different backgrounds. The main focuses of Generation Amazing are the promotion of diversity, inclusion, and gender equality through sport.



### **Being a role model and promoting living together**

**Mutaz Essa Barshim, Champion for Peace and Olympic Champion**

Olympic Gold Medallist Mutaz Essa Barshim believes that "sport is the best tool to display messages of peace". He stated that being a high-level athlete, a person of influence, and a role model, implies to assume responsibilities and to be an example for the youth.

## SESSION 4

# THE LEGACY OF MAJOR SPORTING EVENTS

PART 2: "BE BOLD BE BIRMINGHAM": A LEGACY PROGRAM EMPOWERING COMMUNITIES. THE EXPERIENCE OF BIRMINGHAM CITY WITH THE COMMONWEALTH GAMES 2022.



### **The importance of hosting a major sporting event that influences the local communities**

**Dan Luger, former England Rugby player and Champion for Peace**

Dan Luger discussed the Commonwealth Games and the impact they had on the city of Birmingham. The Commonwealth Games and the Olympics are inspiring not only because of the opportunity you get to play the sport but also for the people you get to meet. Dan Luger perceives the Commonwealth Games as an opportunity to create a lasting legacy.



### **The "Be Bold Be Birmingham program", a legacy program empowering communities**

**Ian Ward, Birmingham City Councillor**

Councillor Ian Ward explained how hosting the Commonwealth Games has transformed the image of the city of Birmingham around the world. Birmingham faces many challenges, one of them being a 10-year difference gap in life expectancy between the wealthiest and poorest areas of Birmingham. With "Be Bold Be Birmingham", the aims were to inspire people to choose more active lifestyles and to celebrate the diversity of the city. Birmingham City Council set aside £6 million to help integrate communities with events in order to connect the Commonwealth Games to the communities. These community-based events were so successful that they are planning to pursue the legacy of this events next year. Birmingham's ambition is to become a major sporting event city by 2042, with the hope to host more sporting events such as the Invictus Games and the Women's Rugby World Cup.

**"Sport can truly transform lives. It can bring communities together and it can build friendships between the cities and countries around the world."**

Councillor Ian Ward

## SESSION 5

# THE ROLE OF SPORT IN BUILDING SUSTAINABLE PEACE

## PART 1



### **Sport as a vector for peace**

**Pascal Boniface, Director of the International Institute for International and Strategic Relations (IRIS)**

Using the example of the symbolic gestures of reconciliation that took place between Qatar and Saudi Arabia during the FIFA World Cup in 2022, Pascal Boniface demonstrated that sport is a powerful tool to transmit strong messages. He also outlined that sport can be a vector of peace in different phases of the conflict.



### **Fighting poverty and social exclusion through sport**

**Philippe Rio, Mayor of the city of Grigny and President of AFCD RP - Mayors for Peace**

Philippe Rio emphasised the benefits of sport in reducing violence and fighting poverty. While getting young people from rival gangs to play together reduces brawls, sport also provides great professional opportunities. He demonstrated that sport is a right, in the same way as culture, and that local actors can seize the opportunity provided by major sporting events to become actors of change. For example, at the local level, by leading a territorial sports project and by creating an ecosystem between schools, clubs, federations, and cities. Thus, Grigny is committed to the creation of a new program to train peace educators in sport.

**"In New York, in 2010, Former UN Secretary-General Ban Ki Moon stated that 'peace is not only made in New York or Geneva: it starts in villages, neighborhoods and cities'".**

Philippe Rio

## SESSION 5

# THE ROLE OF SPORT IN BUILDING SUSTAINABLE PEACE

## PART 2



After an armed conflict that caused the death of 250,000 people in Colombia, a historic peace agreement was signed in September 2016 between the FARC and the Colombian Government. Since then, the country has been building peace, often using sport as an innovative approach to peacebuilding. To transmit these experiences to the international community, **Communications and Press Manager at Peace and Sport and former Field Officer at the United Nations Verification Mission in Colombia (UNVMC) Ana-Lina Thoueille** gave the floor to Colombian actors who are developing sport for peace programs.



### Using sport in government-wide peace policies

**Ernesto Lucena, Delegate for Human Rights and Sport at the Colombian Ombudsman Office for Human Rights and former – and first ever – Minister of Sports**

Ernesto Lucena demonstrated how the creation of a Ministry of Sports in Colombia has allowed to put more resources into sports for education in the context of the implementation of the peace agreement. In this sense, he emphasised that the Ministries of Sports, Education and Health must work together to integrate all issues related to the reconstruction of the country after the conflict. Ernesto Lucena strongly believes that sport fosters teamwork, teaches resilience, and makes people more empathetic. The qualities of sport are thus essential in the reconciliation process of a country. Ernesto Lucena finally called on governments to integrate sport as an instrument of peace.



### Including the most vulnerable populations through sport

**Camilo Iguarán, Colombia's Vice Minister of Sports**

The Vice Minister of Sports closed this roundtable by recalling that the current government understands the importance of sport for the construction of human beings with integrity, and as a tool for peace and social transformation. He added that sport can also be an important tool to reach victims of the conflict in the entire Colombian territory, including in the remote regions of Colombia.

## SESSION 5

# THE ROLE OF SPORT IN BUILDING SUSTAINABLE PEACE

## PART 2



### Rely on the values of sport to open up new opportunities

**Gerson Florez, Founder of Cop Colombia International and human rights activist**

For Gerson Florez, it is important to train youth in sports to open up new opportunities. Indeed, he began his activism for children affected by landmines in Colombia at the age of 11, following the death of one of his soccer teammates. After 15 years of peace-through-sport field programs with his organisation Cop Colombia, he is convinced that sport can accelerate social transformation. The practice of sport and the Peace and Sport Methodology allows the children to develop essential values to build a culture of peace. A broader and longer-term view of the benefits of this type of sport practice also shows that these skills are beneficial in the professional world. Finally, sport for development and peace programs also offer the opportunity to include parents and thus extend the benefits of the programs to the whole community.

**"I strongly believe that sport fosters teamwork, teaches resilience, and makes people more empathetic. Physical activity also allows one to see - regardless of the ideology one believes in - the other not as an adversary but as an ally who leads to victory"**

Ernesto Lucena

## SESSION 6

# CONTRIBUTING TO PEACE THROUGH SPORT, A PARADIGM SHIFT? STRENGTHENING THE ECOSYSTEM AND MEETING THE EDUCATORS



In this session moderated by **Champion for Peace and Taekwondo Olympic Medalist Marlene Harnois**, men and women who implement programs at grassroots, national and international levels shared their stories and their recommendations for optimising the use of sport for peace.



### **Mutualise the sport ecosystem's resources to follow SDP's best approaches reference framework**

**Ollie Dudfield, Associate Director of Olympism 365 at the International Olympic Committee**

Ollie Dudfield presented the Olympism 365 initiative as a driving force behind the achievements of SDG's. The platform aims to take advantage of the dynamics of the Olympic Games to promote the Olympic values and the role of sport in society 365 days a year. Indeed, the Olympic Agenda 2020+5 gathers and connects the sport's ecosystem around a common agenda, to follow SDP's best approaches reference framework. The objective is to provide a collective response to the social and environmental challenges to connect more people, more communities to the benefices of sport everywhere and every day.



### **Using sport to empower women and build local capacity**

**Lisa Travella Murawsky, Sports Director at Naandi Foundation**

If Naandi Foundation was created in 1988 to educate children and especially young girls in need, it was only in 2018 that Lisa Murawsky decided to use the springboard of sport. Winner of the 2019 "NGO of the Year" Peace and Sport Award, Naandi's actions now reach more than 180,000 girls in 6,000 villages from 9 regions of India. By participating in an annual national event, these young girls, some of whom have never left their village, become aware of the strong cultural diversity of the country while practicing all together a same sport, as a common language. Furthermore, 17 of them followed a capacity building program to become independent coaches and take part in the Women FIFA World Cup.

## SESSION 6

# CONTRIBUTING TO PEACE THROUGH SPORT, A PARADIGM SHIFT? STRENGTHENING THE ECOSYSTEM AND MEETING THE EDUCATORS



### **Sport as an educational tool in an insecurity climate**

**Aminata Makou Traoré, 2011 Taekwondo African Games winner and Founder of APJS Mali**

After overcoming many difficulties to access and practice sport due to her gender and the conflicts in Mali, Aminata Makou Traoré decided to create APJS Mali to facilitate access to sport for women and to use it against the increase in violence at school and university. The organisation relies on the technical support of Peace and Sport to permit over 500 kids to play football thanks to peace through sport trained coaches.



### **The importance of involving politics and sports organisations in peace through sport programs**

**Vénuste Niyongabo, only Olympic Champion in Burundi's history and Champion for Peace**

Vénuste Niyongabo has been involved with Peace and Sport since 2009. While the Great Lakes region was experiencing ongoing tensions, he participated in the 9th edition of the Friendship Games in Bujumbura in 2018 which brought together 150 children from youth centres in the border regions of Burundi, Rwanda and the Democratic Republic of Congo under the eyes of local authorities and international sports federations. This true demonstration of cross-border cooperation to promote intercultural dialogue through sport is, in his view, proof of the importance of involving political authorities, religious communities and sports organisations in sport for peace actions.

**“Involving sports organisations and political and religious authorities is the only way to carry out effective actions, to educate and create future champions both in sport and in life.”**

Vénuste Niyongabo

## SESSION 7

# NEGOTIATION OF PEACE AGREEMENTS, SPORT AS A FACILITATOR? MEETING WITH A DIPLOMAT



The session was moderated by **Pascal Boniface, Director and Founder of the Institute of International and Strategic Relations (IRIS)**, who questioned Staffan de Mistura, United Nations Special Envoy, about the unifying role of sport in the negotiation of peace agreements.



### **Staffan de Mistura, UN Special Envoy**

In fifty years of career, Staffan de Mistura has witnessed that sport diplomacy has been increasingly used by international organisations or even Olympic Committees to pacify conflicts on various scales. The Special Envoy encourages governments to give more importance to programs using sport as a tool for peace and development as the impacts are undeniable. The rules of sport, such as fair play or the cooperation of two teams to achieve future goals together, are thus conclusive for peace agreements. This was for example noticeable in August 2021, when the Union Cycliste Internationale (UCI) enabled the evacuation of 165 women refugees from Afghanistan following the capture of Kabul by the Taliban. They became key players in new actions such as Afghanistan Women's Road Cycling Championship 2022 last October, proving once again that even if women see themselves as excluded from the direct negotiating table, their mobilisation through other types of actions remains intact.

**"The diplomacy of sport combined with humanitarian diplomacy manages to ensure that when the Security Council is paralysed, the world still moves (...) In sport, even when we loose, it does not mean defeat as next time we could win. Sport has all the elements that one looks for in a dialogue, in a negotiation."**

Staffan de Mistura

## SESSION 7

# FROM LOCAL TO GLOBAL, THE PREREQUISITES FOR SCALING UP

Expanding the reach of programs is a critical issue for project managers and fund donors. This specialised masterclass shared data and recommendations about the challenges related to developing pilot programs in order to expand the structures in line with the realities on the ground.



### **Gabriela Ramos, UNESCO Assistant Director General for Social Sciences**

"Never has collective, international action in sport for development and peace been more important than today. We are at the crossroads of crises in physical health and inequalities, magnified by the COVID-19 pandemic. This is a call to action, and UNESCO is calling for sport to be a core part of our collective response. (...) If we really believe in sustainable development through sport, we must invest in sustainable development through sport. (...) I want to celebrate the actions that Peace and Sport is already taking in these directions. I am pleased to hear that your Peacemakers Project has had early success in promoting life skills for those most in need. The 'Fit for Life' programme shares the "glocal" approach of this work."



### **Statement by the European Commissioner for Innovation, Research, Culture, Education and Youth - Mariya Gabriel**

"The European Union – as a project of peace and unity – draws on the universal language of sport as a powerful tool to foster positive values and to strengthen our communities. Sport, from grassroots amateurs all the way to elite, helps us to bridge barriers, cultures, and languages – and to promote our shared fundamental values and our commitment to peace. It remains central to the European Sport Model that underpins the work that we do and central to the way our societies are built. (...) Together, we must work to uphold the values of sport that we all hold so dear here in Europe, in Monaco, and across the world. This is the precious work that the Peace and Sport Forum has done for many years, and I am particularly honoured to join you to reach this ambition, together."

## SESSION 9

# INVESTING IN PEACE THROUGH SPORT FOR TOMORROW'S WORLD



This roundtable, moderated by **Noémie Claret EMEA Olympic and Paralympic Lead, Salesforce**, outlined that sport has become a structuring investment. To put sport at the heart of private and public investment actions plan, several levers need to be activated. The stakes are to showcase the challenges and benefits of social impact programs in these investment mechanisms.



### **The importance of promoting sport to help communities**

**Daniel Aceves, Director of the Alfredo Harp Helu Foundation for Sport**

The Alfredo Harp Helu Foundation for Sport was created 15 years ago to support individuals so they are able to achieve their potential, and to offer the stimuli required so they can drive change in their communities. Focused on education, the Foundation also provides support in the area of sports. Through an important mobilisation event on April 6 2022, they showcased the power of a coalition of stakeholders, including civil-society, companies, and institutions such as the Mexican Senate. The Foundation wishes to serve as a model to develop other philanthropic organisations with the aim of promoting social projects.



### **Supporting athletes to bridge the gap between private sector and sport**

**Thierry Brillard, Director of the Fondation du Sport Français**

Thierry Brillard outlined the role of athletes in investment strategies for the private sector. In one hand, concerned by performance impact, the Foundation supports athletes to obtain financial sponsoring from companies for their whole career. So far, they have achieved over 300 athletes being sponsored by companies. In another hand, the Foundation works closely with the private sector to integrate sport in their CSR initiatives, especially through the positive impact for a brand to endorse athletes' social commitments.

## SESSION 9

# INVESTING IN PEACE THROUGH SPORT FOR TOMORROW'S WORLD



### Promoting the use of sporting equipment and community engagement

**Henry Nidecker, CEO of the Nidecker Group**

Venues may have the pitches or courts but they may not have other necessary equipment. As a result, the Nidecker Group decided to distribute sports materials like balls at the venues once they realised that some sporting venues in cities do not have them readily available. With this innovation, people can use sports products easily, unlocking the box with their phone. With the data collected through the mobile app, Henry Nidecker highlights that they can improve the knowledge related to sport's practice, and, that way, contribute to empower communities. The Equip Box is an inclusive tool which allows everyone to practice sports.



### How can sport be included in policies that promote social inclusion

**Amine Zariat, Founder of TIBU Africa**

Amine Zariat explained that TIBU Africa focuses on human development and women and girls' empowerment. It works with international donors from the private and public sector such as the EU. They value sustainable partnerships and they want their products/events to be environmentally sustainable. Amine Zariat insisted on the need of finding innovative solutions to promote the use of sport in public developmental policies. TIBU has a new programme which improves young girls' confidence and leadership skills. It gives access to sport to young girls coming from rural areas and working in grocery shops. In Morocco, around 1.5 million young people are either not enrolled in school or working, so they developed a programme to teach them sport-related jobs, leadership, and management skills. TIBU coaches are currently using the Peace and Sport by MyCoach Mobile App, within the framework of the Peacemakers Project, which gives access to a methodology that ensures the quality of the training sessions and its follow-up.

**"I invite new investors to come to a field visit so they can directly talk to the people on the ground. This kind of field visit has a bigger impact than emails and PowerPoint slides, as it allows the investors to see the full extent of the impact of sport. It demonstrates that peace through sport is a concept that works"**

Amine Zariat



## **H.S.H. Prince Albert II of Monaco**

"I remember the 1st Forum held in Monaco on November 2007, 15 years ago. The Forum aimed high as it rose the challenge. It spoke about peace to actors for peace, it spoke about peace to actors for sport. It assumed to build sustainable actions. The time was unprecedented, and it was far from being easy (...) People who, from East Timor to the African Great Lakes region, from Ivory Coast to Colombia and other countries, discovered that they shared the same ideals, that they lived the same difficulties, that they were looking for the same solutions. Yes, that day, I had the feeling that a global community was being formed to support a most worthy cause."



## **George Manneh Weah, President of the Republic of Liberia and 1995 Ballon d'Or**

"My experience has thought me that sport can be used as an instrument for peace and coexistence. It is the force that can unify people from diverse backgrounds and beliefs. The title of this 13th edition of the PSIF "Sport is an answer for peace" is therefore meaningful and relevant to the time in which we live. My country Liberia can attest to this. I just spent a year in Monaco when the civil war broke out, in December 1989. It was a very brutal and savage war. But throughout war it was sport, particularly soccer, that will cause all the warring factions to ceasefire so that people could attend football games. (...) It was a strong testimony of the power of sport to unite the people of Liberia".



## **Joël Bouzou, President and Founder of Peace and Sport**

"Demonstrating that sport is a tool for peace is great but it is not enough. We must dedicate ourselves to teaching, educating, evaluating and financing peace. In a word, we must become more professional. We need to support program managers on the field. They are the ones who can help spread a culture of peace through sport within communities."



**Rai Oliveira, President of the Jury of the Peace and Sport Awards and Football legend**

"Socrates today is a concept, he became a concept of democracy, of freedom, and social justice. So when we talk about peace and sport that embodies Socrates (...) I am sure we have the necessary strenghts to change the world."



**Laurent Prud'homme, CEO of L'Equipe group**

"The essence of the Ballon d'Or is not only about rewarding the performance of the player. It is also about rewarding the behaviour, and we wanted to put forward the work that is not seen, the work behind the scenes of all these great players."



**Jean-Jérôme Perrin Mortier, CEO of Peace and Sport**

"We often see that football players are surrounded by people from the finance industry, or by people helping them to increase their performance. They are very rarely mentored regarding their social commitment, and they don't have spaces to talk about it. At Peace and Sport, when we bring athletes on board, we try to give rise to vocation. This is what the Socrates Prize is about."



**Rai Oliveira**  
President of the Jury  
Football Legend



**Daniela Bas**  
Director of the Division  
for Inclusive Social Development  
UNDESA



**Felicite Rwemarika**  
IOC Member  
Founder of AKWOS Rwanda



**Guillaume Rose**  
CEO of the Monaco  
Economic Board (MEB)



**Laurent Prud'homme**  
CEO of L'Equipe Group



**Patrick Dauguet**  
CEO of Banque Havilland



**Stéphane Diagana**  
World Champion  
Champion for Peace



## **Champion for Peace of the Year - Ons Jabeur**

"It is an honour and a pride to receive this Award. To be seen as an athlete who brings a message of peace to the world is a real reward for me. I have always wanted to share my story, my background, and inspire young people to achieve their dreams. I want to show everyone that anything is possible, no matter where you come from, what your condition is or what you can afford. Sport unites us all and conveys values of exchange and sharing."



## **Special Jury Prize - Union Cycliste Internationale (UCI)**

"When all this people have their hope on you, you have only one way to succeed. (...) Even governments told me: how it is possible? This is the power of sport" - David Lappartient, President of the UCI.

"I am feeling very happy and I just want to take the opportunity and tell this: please don't forget about Afghanistan, especially about Afghan women who are deprived of their basic rights" - Benafsha Faizi, Former Media and Spokesperson of the Afghan NOC.

"I am so happy that UCI and Mr. Lappartient received this Award because I believe that he has done a tremendous work for Afghan cyclists" - Wahida Gull, Afghan Cyclist.



## **Institution of the Year - Birmingham City Council**

"This is a great honor to receive this Award from Peace and Sport. In the celebration of sport, of youth, and of culture, we saw how sport can bring communities together, build friendship between cities and countries around the world, how it can unite the people of the world and transform lives" - Councillor Ian Ward.



## **April6 Initiative of the Year - Alfredo Harp Helu Foundation**

"Peace is not only the absence of war. Peace and Sport through an Olympic Champion like Joël Bouzou is not only fighting poverty through sport and physical education (...) it gives above all a sense of resilience to humanity" - Daniel Aceves, Director.



## **NGO of the Year - 4-H Zimbabwe Foundation**

"I really appreciate Peace and Sport organising this Awards Ceremony. I want to dedicate this Award to all the nominees because in peace we don't talk about competition, we talk about participation. This Award is for us all" - John Muchenje, Executive Director.



## **CSR Initiative of the Year - Les Eaux Minérales d'Oulmès**

"Thank you for your support. It is a beautiful Award that Eau Minérales d'Oulmès is very happy to receive. (...) We contribute to educating young girls with our brand with a program for emancipation through sport with the NGO TIBU-Africa. Throughout this model, the goal is to develop academic results performance of this young girls" - Saad Filali, Marketing and Fundraising Manager.

# CONCLUSION

Today, stakeholders on sport for development and peace have highlighted that **sport can contribute to building a culture of peace by promoting gender equity, cultural and religious understanding, peace education, social inclusion, reconciliation, coexistence and youth empowerment.**

Nowadays, sport has become a social fact and it is omnipresent in local, national and international policies. **Sport's universality and simple use makes it an ideal tool for the pacification of relations, whether at the international level or between and within communities.** The international sports system is characterised by an abundance of resources and a multiplicity of actors who could thus commit themselves to development and peace. Over the years, many programs led by a great diversity of stakeholders have been developed across the world.

However, the visibility of the sport for peace programs remains limited. A relatively young movement, it is not clearly led at the international scale, but rather fragmented and unknown from the general public. Moreover, **if sport is increasingly used as a tool in development and peace programs, few scientific evidences exist on the subject and, therefore, few funders are willing to invest in this area.**

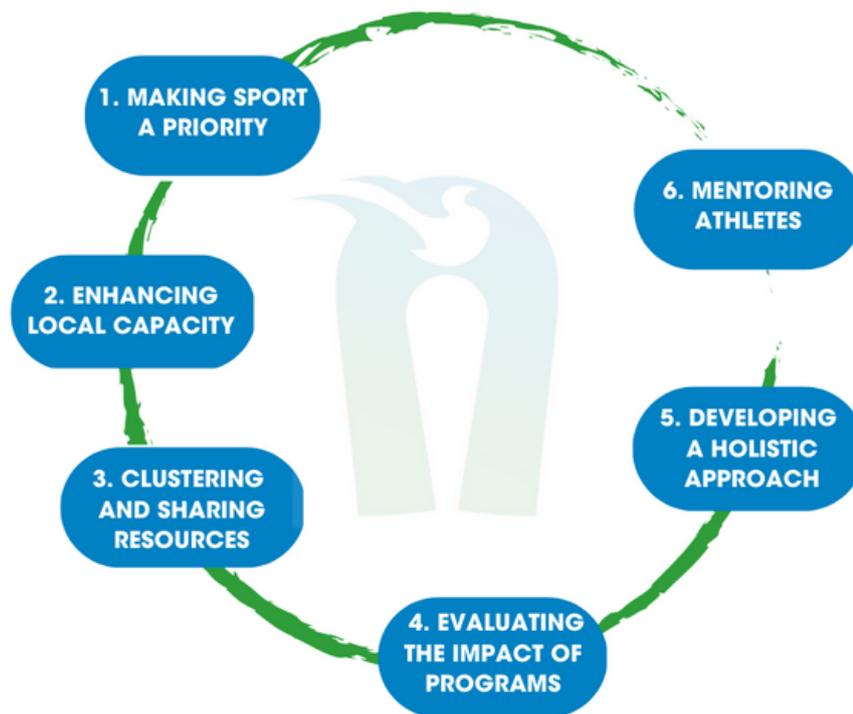
The Peace and Sport International Forum had the objective to gather stakeholders in the specific field of sport as a solution to build a culture of peace. **These discussions reinforced Peace and Sport's call on international decision-makers to deploy the intentional use of sport as a tool for transmitting values for peace.**



# CONCLUSION

To scale-up peace-through-sport programs, Peace and Sport shares 6 recommendations:

- Engage political and sport's world actors** to prioritise sport in policies and education programs for peacebuilding, violence reduction, and social inclusion.
- Build local capacity and capitalise on athletes** to strengthen their expertise and employability in this field.
- Cluster and share the resources** to coordinate actions and spread best practices.
- Evaluate the impact of peace-through-sport programs** at the community level to be closer to their field actors' real needs and gain credibility.
- Develop an integrated approach** with other sectors (such as education) to achieve optimal results.
- Mentor athletes simultaneously with their sporting careers** in order to raise their awareness from an early age and to offer them frameworks for action and expression.



It is only by following these recommendations that sport can contribute to conflict prevention, to conflict resolution, and to reconciliation processes. **The pooling of information and resources is necessary and must continue through the creation of platform of exchanges such as the Forum and the implementation of common actions promoting a culture of peace through the power of sport.**