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# Sport is an answer for Peace الرياضة مفتاح السلام



PEACE  
AND  
SPORT  
MIDDLE EAST  
FORUM

## EDITORIAL REPORT

Kingdom of  
Saudi Arabia



2023

Sport is an answer for Peace  
الرياضة مفتاح السلام



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# The Peace and Sport Middle-East Forum

POWERED BY THE SAUDI OLYMPIC AND PARALYMPIC COMMITTEE

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 unique 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 has been a growing recognition of the role of sport in maximizing peace and providing solutions. However, as the resurgence of international conflicts characterises the 2023 global context, it is necessary to recall the contribution of sport to conflict prevention, resolution and reconciliation processes.



**This vision, which Peace and Sport has championed worldwide for more than 15 years, is at the heart of achieving the goals of Saudi Arabia's**

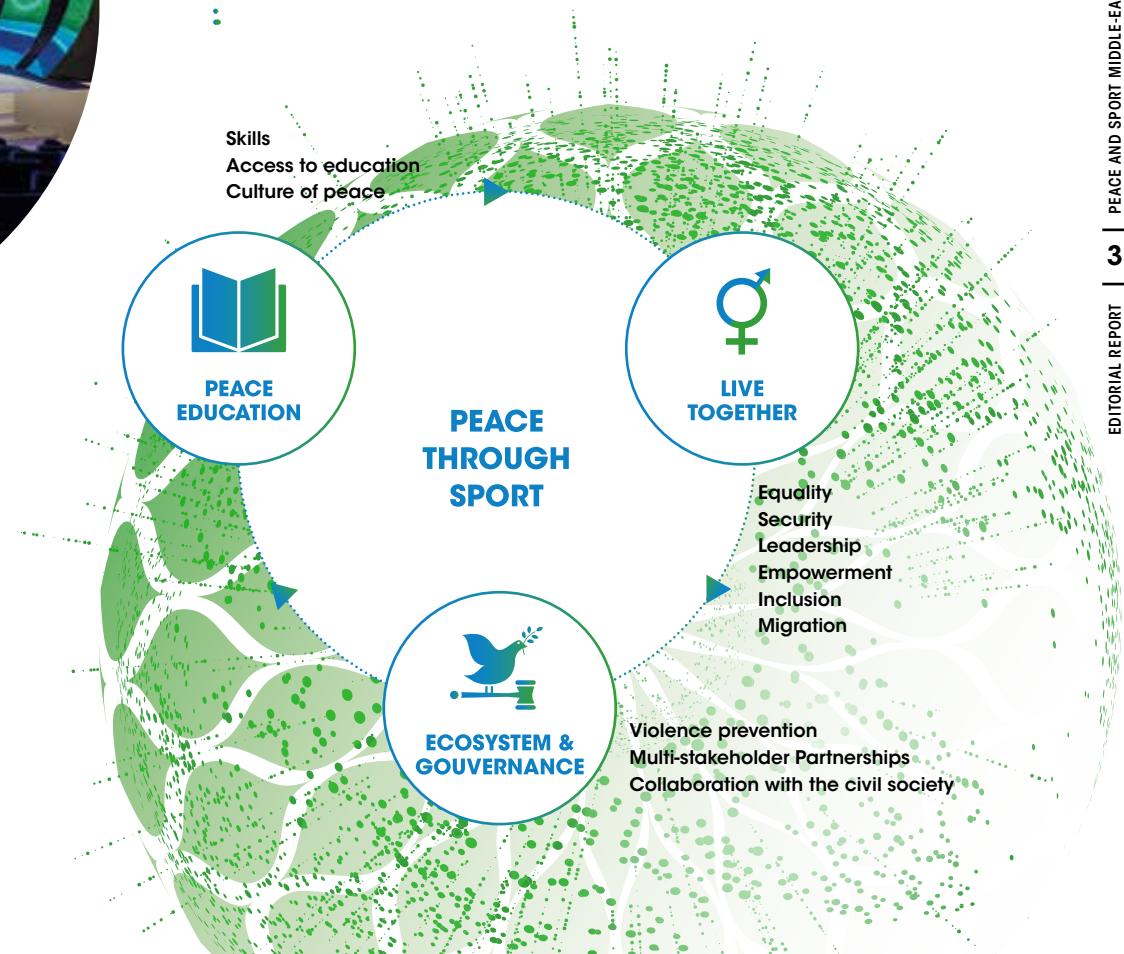
**Vision 2030.** Sport has played a significant role in driving change in the Kingdom of Saudi Arabia, fostering a thriving, and inclusive society. In addition to hosting prestigious sports events and developing high-level athletes, the Kingdom's goal has been promoting community sports and creating an active nation. With almost 70% of its population under age 35, sport can cultivate a widespread sense of belonging, inspiring future generations in the long run.

The first edition of the Peace and Sport Middle East Forum has been powered by the Saudi Olympic and Paralympic Committee under the theme **"Sport is an answer for peace"**. It brought together international experts to present how sport can address conflicts and divisions. **These topics have been at the core of Peace and Sport's advocacy globally since its creation and were declined according to the regional context.** They shared policies that can be implemented 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.





## Mr. Joël Bouzou

*President and Founder of Peace and Sport*

Today is a unique occasion to explore with the Saudi Olympic and Paralympic Committee our shared vision of sport to contribute to the objectives of Vision 2030. To move forward together, it will be essential to invest in three pillars:

- Supporting athletes' social commitment;
- Strengthening the social impact of major sporting events;
- Building a "coalition" of public and private actors to foster best practices.

Recent events confirm that historical tensions have been passed on and crystallized. We must remember that peace is not just the absence of war, but it comes from acknowledging others, accepting their differences. For this there is no better universal tool than sport and, its fair rules, to establish or maintain the conditions for dialogue.

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

*Patron of Peace and Sport*

I would like to congratulate the Olympic and Paralympic Committee of the Kingdom of Saudi Arabia for powering this first Middle-East Forum, which I hope will lead to many more collaborations with Peace and Sport to promote the impact of sport as a tool for peace, particularly towards athletes and major events. (...) Peace through sport is a concept that is gaining ground. I believe that the title of this Forum, "Sport is an answer to Peace", is particularly appropriate to the context of the Kingdom of Saudi Arabia. I encourage you all to work concretely and effectively throughout the day to identify the initiatives that need to be taken and to rise to the challenge posed to our community of Peace through Sport.



## H.R.H. Prince Abdulaziz bin Turki Al-Faisal

*Minister of sport  
President of the Saudi Olympic and Paralympic Committee*

The hosting of this Forum reflects the continuous commitment to spreading the message of compassion and promoting the effort of realizing peace worldwide. (..)

The Kingdom of Saudi Arabia continues to consolidate its leading position on the global sports scene, welcoming the world to numerous major sporting events on its soil. Today's Forum reflects our unwavering commitment to harness the transformative power of sport.

It offers a unique platform to explore ways for sport to create a new dialogue and deepen understanding among nations. I trust we will make the very most of our time together as we all look to pave the way for a more peaceful and inclusive world.



# What's next?

In the framework of the 2030 Vision, the Peace and Sport Middle East Forum gathered distinguished decision-makers and speakers, highlighting to what extent sport can contribute to building a culture of peace by promoting gender equity, cultural and mutual understanding, peace education, social inclusion, coexistence and youth empowerment.

**To ensure the long-lasting legacy of this inaugural Forum, Peace and Sport recommends focusing on:**



## Supporting athletes' social commitment.

Athletes have a unique capacity to contribute to developing a culture of peace through sport. It is fundamental to mentor them simultaneously with their sporting careers to raise their awareness early, offer them frameworks for action and expression, and strengthen their impact as peacemakers.



## Maximizing the social impact of sport events.

Major sporting events can catalyse social inclusion, development, a sense of belonging, and engagement by promoting a healthy and balanced lifestyle.



## Building coalitions to foster best practices.

Today, multi-partnerships and coalition approaches are crucial and widely recognized as a multiplier for the impact of sport and its values.



## Promoting the #WhiteCard as a symbol for peace.

The #WhiteCard is an iconic symbol of peace through sport created by Peace and Sport. While raising a WhiteCard, people show their support for peace through sport actions. Since 2014, this worldwide has reached over 900 million persons.



# SESSION 1

## VISION 2030: SPORT IN SAUDI ARABIA

This first session tackled sport as a national priority in the Kingdom of Saudi Arabia and a crucial component of Vision 2030.



### Mrs. Jan Paterson

Managing Director of Sport at NEOM, Moderator of part 1 - Strategy and governance of sport in Vision 2030

**"The Kingdom of Saudi Arabia is using sport in its broadest sense, (...) to inspire a young, dynamic nation to view life in a different way, to unite communities, to shape lifestyles, to initiate dialogue and understanding and most importantly, to drive a sustainable economy to ensure that there is a long-lived legacy."** In the session's introduction, Jan Paterson emphasized the historical significance of sports as a dynamic force, citing its positive impact on social development, economic growth, and various societal facets.



### Mrs. Adwa Bint Abdulrahman Al-Arifi

Assistant Minister of Sport Affairs and Board Member of the SOPC

**"Today, we are living our dreams, doors are open, sports is accessible for all. (...) This is what Vision 2030 means to us."** Mrs. Al-Arifi shared her personal journey of overcoming limited access to sports in her youth by forming a community of women dedicated to breaking boundaries. She then described the national sports strategy, focusing on mass participation, amateur to elite sports, and elite athletes, has remarkably increased physical activity in Saudi society from 13% in 2016 to an impressive 48% today, surpassing expectations.



### H.H. Prince Fahad Bin Jalawi

Vice-President of the Saudi Olympic and Paralympic Committee (SOPC)

**"Sport had transcended an entire society while being a key pillar of Vision 2030. It is a powerful enabler for positive social progress, growth, tourism, health, and education in Saudi Arabia."** His Highness described how the Kingdom emerged as a major host for global sports events, with a significant increase in sports federations from 32 in 2016 to 97. Women's empowerment in sports is on the rise, constituting 30% of the SOPC workforce, and there is a notable emphasis on inclusivity, with dedicated paralympic programs integrated across all federations. His Highness expressed hope for a lasting legacy driven by this dynamic approach to sports.



### Mr. Jerry Inzerillo

CEO of Diriyah

**"If you want to nurture optimism for your future, it's essential to understand your roots because they are a source of pride and national identity. (...) Physical activity and fitness are a direct contributor to self-esteem."** Mr. Inzerillo credited Crown Prince Mohammed Bin Salman Al Saud for enabling Vision 2030 and emphasized the core idea of understanding Saudi roots. Diriyah integrated extensive sports facilities and community engagement, coupled with 40 sports events this year alone, contributing to the Kingdom's optimistic future.







### Mr. Abdulaziz Al Baquous

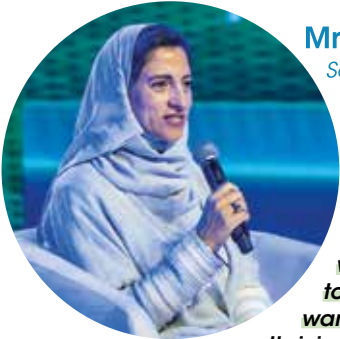
Executive Director of Marketing and Communication of the SOPC, Moderator of Part 2 – Practical implementation of Vision 2030.



### Mr. Barry Bremner

Qiddiya's Executive Director of sport strategy

**"As we will host most of the Asian Games, we embedded the sports structures within our community. We will provide infrastructures for athletes to compete globally and new pathways for career in sports."** Mr. Bremner outlined Qiddiya's pivotal role in realizing the goals of Vision 2030 as a major giga project. Situated 40 km outside Riyadh, the project focuses on three pillars: Entertainment, Sport, and Culture, comprising 78 core assets, including 27 sports assets. He shared his ambition to include Qiddiya in the top-ten living cities globally.



### Mrs. Noora Youssef

Senior Advisor of the International Cooperation for the Quality of Life

**"A sign of a healthy community is when kids are outdoors, playing in a safe ecosystem. The whole neighborhood comes together, and that's what we want to see. We want to see thriving communities, and sport is at the core of this DNA."** Mrs Youssef highlighted the Quality of Life Program's essential role in realizing Vision 2030's goals, focusing on livability and lifestyle with an emphasis on diversity in sports, culture, entertainment, and recreation. She underscored the collaborative, cross-sector nature of the program, involving public, private, and nonprofit stakeholders. Alyusuf emphasized that it is not the job of a single person or entity, expressing plans to issue over 2500 licenses for sports facilities by the end of 2023.



### Mr. Turkey Ben Ouadah

General Manager of Sport Sector and Development of the Royal Commission for Riyadh City (RCRC)

**"In Riyadh, we have more than 60% of the population under the age of 35 years old. The participation level has been tripled since 2017."** Turkey ben Ouadah, highlighted Riyadh's unique position to leverage the power of sport, with a growing population. He emphasized RCRC's role in the city's sport transformation, aligning with the National Sport Strategy and collaborating across sectors to meet the current and future needs of Riyadh's population. Additionally, Ouadah discussed the integration of sports into daily life through the Green Riyadh program, aiming to create over 3 000 parks with sports infrastructures across the city, promoting active lifestyles for both citizens and visitors.



## Key Factors of Success

- **DEVELOPING** a holistic sporting vision in achieving Vision 2030's diverse societal and economic goals in Saudi Arabia
- **EMPOWERING** women and embracing inclusivity in Saudi Sports
- **INVESTING** in giga projects like Qiddiya, Diriyah and Neom to elevate Saudi Arabia's global standing, fostering active communities, and hosting major international sports events
- **BUILDING** strategic collaboration across sectors to create a dynamic and empowered sporting society



VIDEO

## SESSION 2

# SPORT FOR GENDER EQUALITY: WOMEN'S EMPOWERMENT

### Mrs. Lama Al Fozan

Board member of the Saudi Athlete Committee and the Saudi Olympic and Paralympic Committee, moderated this session to illustrate policies, programs, and initiatives that play a significant role in advancing gender equality and empowering women and girls through sport.

**"Female empowerment is at the core of the Kingdom's vision. We have now over 5 000 active female athletes, trained coaches and referees. But there are also a set of challenges, such as safeguarding, not just in Saudi but globally."**



### H.R.H. Princess Reema Bint Bandar Al Saud

Ambassador of Saudi Arabia in the United States and IOC Member

**"When women participate in sport, they challenge societal norms and break discriminatory attitudes. Thus, by promoting diversity and inclusivity, sport becomes a force for social change and a catalyst for a more inclusive and peaceful society."** According to Her Royal Highness, providing opportunities for young girls to develop their skills and leadership through mentorship is fundamental. H.R.H. Princess Reema also insisted on offering safe and supportive spaces where women could build resilience and confidence. Princess Reema pointed out the importance of becoming role models to inspire other women and become real changemakers in their communities.



### Mrs. Aya Medany

Champion for Peace, Olympian, Member of the IOC Athletes' Commission and Member of the Egyptian Parliament

**"As a female high-level athlete, I faced many obstacles in my career, but I overcame all of them. I want to address all young girls: persevere and never give up."** Aya's first challenge was pursuing education, as she emphasized that many high-level sportswomen had to choose between sports and education. She also mentioned the hurdles she faced regarding wearing the hijab and swimsuit and how she successfully became the first athlete to compete in the Olympics wearing a hijab in London. After marriage and having children, she resumed fencing to prove she could continue competing and supporting her family.



### H.R.H. Princess Delayel Bint Nahar Al Saud

Advisor at Saudi Olympic and Paralympic Committee

**"We need to create equal opportunities for girls and boys and thus ensure that all athletes have equal chances in Saudi Arabia."** Her Royal Highness insisted on having safe spaces to train and compete for young girls and women. Princess Delayel eventually stressed the significance of mental health with young girls because digesting victory and defeat can be very difficult.



### Ms. Asma Aljasser

Vice-President of the Saudi Cycling Federation and Director of Misk Skills

**"Trust has been given to you, girls, find your passion, set a goal, and run for it. Your country is supporting you. And believe in yourself!"** Ms. Aljasser recalled Saudi Arabia's focus on empowering women through sport, quoting the launch of the Saudi Female League in 2022. She described and praised the authorities' strong support on this matter.







### Mr. Xavier Malenfer

Director of Institutional and International Relations of the International Automobile Federation (FIA)

**"Only 7% of girls are practicing motorsports. We cruelly lack role models to inspire girls practicing motorsport, so we decided to capitalize on the inspirational power of female mentors."**

This initiative relies on the commitment of successful female drivers who mentor the program and address a message to encourage girls to participate and engage in motorsport.



### Ms. Tegla Loroupe

Champion for Peace, Head of mission Olympic Refugee Team

**"I think education and sports can unite many people. I want to encourage the women of Saudi Arabia because they have a lot of facilities. A flag cannot show only for women, but it will show for the whole country. Let's use sport for peace so we don't have new refugees in our countries."**

After sharing her journey, Ms. Loroupe recalled the capacity of sport to open doors for girls. She noticed that empowering a mother impacts the whole family and community. While recalling the mission of the Olympic Refugee team, she invited everyone to use the platform of sport to talk about peace and education to unite people.



## Key Factors of Success

- **PROVIDING** safe spaces, physical and mental, for girls and women to practice sport
- **INCREASING** the numbers of trained female educators
- **ENGAGING** the sport governing bodies and public authorities' official support
- **PROMOTING** accomplished female athletes as role models



VIDEO



## SESSION 3

# CHAMPION ON AND OFF THE FIELD: THE JOURNEY OF NADIA NADIM

In this unique dialogue highlighting the importance of elite athletes as role models, **Anne-Laure Bonnet**, French Sports Journalist and TV Host, conducted a special interview with Nadia Nadim, a UNESCO Champion for Girls and Women's Education, an International Football Player, and recently graduated as a surgical doctor.

After recounting her tragic and epic journey from Afghanistan to Denmark, Nadia shared her introduction to football.

**"It was fate. The refugee camp where I lived was next to this football club with amazing football fields. I never knew that girls and women could do sports until that moment when I was eleven years old. I knew that was my calling. I wanted to be like these girls and to be free."**

Nadia described how football symbolized a pathway and an opportunity to transcend the limitations of the camp, become a part of society, and integrate by learning the language.

Nadia completed her medical degree last year, expressing her desire to be in a position where she could assist others.

**"It hasn't been easy, being a professional football full-time player and studying medicine, I wouldn't say it was a bed of roses. But there's a famous saying when there's a will, there's a way, and I really wanted to be in a position where I can help people."**

Furthermore, as a UNESCO Ambassador for Girls and Women's Education, she stressed the vital role of education, which she characterized as a weapon in life.

**"Without education, you don't understand the world; you are lost. Football and education are the same. Football became a gateway to learning various languages for me. Through my sport, I acquired language skills and a wealth of knowledge. It instilled confidence and values and constantly challenged my limits. I knew where my boundaries were and how far I could push them. Also, many people prefer sports to studying, which is why it can sometimes have the upper hand."**

She regarded the establishment of the women's league in Saudi Arabia as a highly positive development. In her view, having a league highlighting women's sports is essential.

**"For me, it's crucial to have a women's league because you want to give these girls access, either to pursue this career, but also to inspire Saudi women, and to be that trailblazer for countries around."**

Nadia eventually concluded that sport can play a massive role in uniting people.

**"Sport is such a beloved thing that brings people to the same table. With this shared language, it's easier to find solutions. I love that more and more people are using it for the good. Even outside the field, for instance, at the World Cup, everyone comes together and forgets their problems for a month. Sport has the power to unite people, and when shared values align, finding solutions becomes more accessible, paving the way for establishing a sustainable culture of peace."**



## Key Factors of Success

- **PROVIDING** safe spaces, physical and mental, for girls and women to practice sport
- **INCREASING** the numbers of trained female educators
- **ENGAGING** the sport governing bodies and public authorities' official support
- **PROMOTING** accomplished female athletes as role models



VIDEO



## SESSION 4

# SPORT FOR YOUTH EMPOWERMENT: FROM KIDS TO YOUNG LEADERS

*Ms. Rasha Al Khamis, Vice-President of the Saudi Arabia Boxing Federation, served as the moderator for this panel, which aimed to showcase the influence and significance of sports in empowering young individuals and to highlight the value of educating and training young adults through sports.*



### H.R.H. Prince Khaled Bin Alwaleed

*President, Saudi Sports for All Federation*

**"Sport is a pivotal pillar of the 2030 Vision and plays a huge role in activating youth in a very young country. It is an essential tool for empowering children and turning them into emerging leaders, as it imparts the ability to handle setbacks and transform them into opportunities, making them more resilient."** According to His Royal Highness, Sport develops new social skills and social bonds among the youth. H.R.H. Prince Khaled explained how sport improves society's interactivensess and well-being.



### Ms. Al-Batool Baroom

*CEO, Saudi Olympic Academy*

**"I believe in the power of sports and its impact on societies and individuals, not only on the kids' physical, mental, and well-being but also in character building and development of leadership skills."** Mrs. Baroom underlined that through sports, kids learn the importance of hard work, discipline, and commitment, and they build resilience by learning how to fail and to win humbly and modestly. Sport can break stereotypes and barriers as long as coaches are trained to reap the benefits of a smart education through sport.



### Dr. Abdullah Al Fozan

*Secretary General, King Abdulaziz Center for National Dialogue*

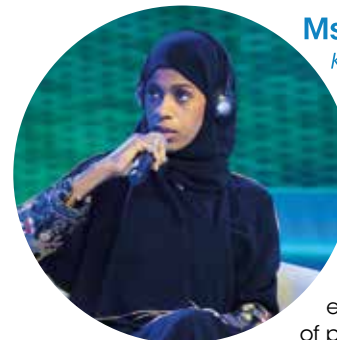
**"Sport plays a crucial role by enhancing coexistence, social cohesion and tolerance among the youth. In a diverse country such as Saudi Arabia, composed of different tribes, national dialogue is crucial to reach a ground of understanding, cementing the society."** Dr. Al Fozan emphasized sport as a fantastic tool that provides a powerful platform for meaningful dialogue and communication and fosters social unity.



### Ms. Dunya Abutaleb

*KSA Champion, the first female athlete from Saudi Arabia to medal at a World Taekwondo Championships*

**"I grew up at a time when there was no support for women to practice sport here. And now, feeling that there is a collective moment towards sport is amazing because it inspires the youth to be part of this momentum and to practice sport."** Ms. Abutaleb recalled that her father was her only support. She used to be a dreamer, and she is still, but what has changed today is that she is making people, especially young girls, dream. She insisted on the importance of participating and not only watching and encouraging.







### Dr. Steffen Sommer

Director, Misk Schools

**"Using sport as an educational tool to train future leaders allows them to hand over fundamental values such as discipline, resilience, and acceptance to fail. Many of the world's foremost leaders excelled in sports, as it emphasizes teamwork. Therefore, they not only learned how to lead a team but also how to follow leadership."** Dr. Sommer emphasized the importance for kids to learn at a very early stage how to accept their strengths and be dependent on the strength of others. He finally recalled how top education was essential for elite athletes since they are seen as role models, engaging in leveraging the youth through sports.



### Mr. Husein A. Alireza

Captain of the KSA Rowing team

**"Sport can shape you as a person. When you practice sport, you understand that hard work is the key. And from my experience, hard work beats talent every time. So I encourage everyone to train hard to push their limits and become better persons."** Husein praised the unifying power of sport, regardless of your background. He mentioned the great family of sport, which, through brotherhood and sisterhood, enables a genuine possibility of dialogue and understanding. He then acknowledged that thanks to sport, he became much more peaceful and humbler.



## Key Factors of Success

- INCLUDING sport within global education policies and programs
- INVESTING in sport to transmit life-long skills, values and leadership abilities
- PROVIDING sport-based capacity-building tools to educators



VIDEO





## SESSION 5

# CULTURE OF PEACE THROUGH SPORT: BEST PRACTICES FROM THE FIELD

Champions for Peace and Taekwondo Olympic Medallists **Marlene Harnois** and **Cheick Cissé** met with heroes of the field who implement grassroots programs. They shared their stories and best practices using sport as a powerful tool adjusted to their needs.



### H.H. Princess Abeer Al Saud

Founder and Chairwoman of TALGA

**"Sport has the ability to break misconceptions and is a tremendous instrument for peace to inspire positive decisions, behaviors, and actions for everyone."** In Her keynote speech and, recalling the Football World Cup in South Africa in 2010 as a symbol of togetherness, Her Highness described it as an arena, a platform where people from diverse backgrounds gather and exchange ideas through a common language. Princess Abeer added that sport contributes to changing the world by inspiring people and creating hope where there is only despair.



### Mrs. Rohinee Mukherjee

Head - Global Partnerships and Strategy, Naandi Foundation

**"Our first goal was to develop life skills through sport like resilience, teamwork, leadership, and inclusiveness. When girls come together to play, sport becomes a common language and makes them include everyone with fair play. The core principle of it was not about who ran the fastest but about running together."** Indeed, at Naandi Foundation, diversity is welcomed, praised, and celebrated, she said. Finally, she observed that after some time of engaging in sport, many girls changed their behaviors, began to assert themselves and started having a voice in their community. She underscored that the essence of it all was to provide girls with opportunities for livelihood through sports and to foster their empathy, patience, and self-esteem.



### Mr. Gerson Florez

Founder, Cop Colombia International

**"If we want to use sport as a tremendous tool, we need to educate children communities and families to love sport, not competition. Children and people will work to improve and challenge themselves, not compete against others. Let's focus sport on personal and social efforts development because a girl or a boy on the sport field is one less girl or boy out in the street."**



After sharing his journey at Cop Colombia international, Gerson Florez insisted on promoting teamwork and leadership. COP Colombia focuses on the human being more than the athlete, on personal and social development instead of competition and results. The central idea of COP Colombia is to put the stress on a peaceful and inclusive ecosystem of sport. Gerson believes the pillar of prevention is education, as we need to educate minds, emotional intelligence and physical state at the same time. He praised positive synergies and coalitions as keys to develop sustainable and ambitious programs.



## Key Factors of Success

- **PROVIDING** sport-based capacity-building tools to educators
- **DESIGNING** pedagogical contents to transmit lifelong skills through sport
- **DEVELOPING** synergies and coalitions for sustainable and replicable programs



VIDEO

## SESSION 6

# PEACE THROUGH SPORT: WHEN THE MYTH BECOMES REALITY

During this prestigious segment presented in collaboration with the Permanent Secretariat of the World Summit of Nobel Peace Laureates, **Yasser El-Saggaf**, Saudi TV presenter actor and artist, conducted an interview with **Kailash Satyarthi**, the 2014 Nobel Peace Prize Laureate and Founder of the Satyarthi Movement for Global Compassion (SMGC).



After recalling his fantastic journey, Mr. Satyarthi, whose name means "Seeker of the truth", a name he chose at 15 years old to protest and give up his family cast privileges, underlined the immense power of sport, which he described as the place of dreams and aspirations.

**"When you go on the playgrounds, you break the walls. When you play together, then new bridges are built. I firmly believe that peace will prevail eventually. But we need to find many ways to promote peace. Sport is a powerful means. Because, in the end, politics knows borders, diplomacy knows borders, but sport does not. In these more difficult times, sport has an immense power to open dialogue."**

Regarding youth empowerment, Mr. Satyarthi explained that compassion is not a tender emotion or something to be preached and taught only. According to him, compassion in itself is power because when you feel the suffering of others, it gives you the resolve and the strong will to take action, and this is how you become a problem solver. Mr. Satyarthi gave the absolute mantra he has been sharing with youth for years, around the «3 D.»

**"1D) Dream big, dream for others and the world; 2D) Discover and acknowledge the power inside each of us. Learn in the games and discover external opportunities; 3D) Do it!"**

The Peace Nobel Laureate witnessed the power of sport on several occasions. He considers that international sports events such as the Commonwealth Games, Football World Cup, or the Olympics have the power to bring people together.

**"Major sports events are not simply entertainments but also game changers. They foster unity, mutual learning, tolerance, sharing, and understanding of each other's culture. They provided many examples of how sport can build bridges."**

He alluded to the essential triangular relationship between sport, education, and peace. He took the example of the One Goal campaign he launched with FIFA during the 2010 World Cup in South Africa to promote education for all massively.

**"Many top-level footballers agreed and joined the campaign, which has brought tremendous change in bringing the issue of the right to education into the global political debate. Eventually, the nation's educational budget has increased in many places, thanks to the power of sport to raise awareness."**

The Peace Nobel Laureate called on governments to invest more in sport as a tool for peace, especially in countries facing tensions.

**"When countries face tensions, I think something has to be done collectively to promote sport to recreate dialogue, break the silence, the ignorance, the distance between each other. At the community level, efforts must be made so that young people and school-going children can meet together through sport-based activities."**

The Peace Nobel Laureate supports Peace and Sport in calling on decision-makers to invest in the intentional use of sport to build peace among the population, as he witnessed the power of sport on several occasions.

**"When we speak about providing equal opportunities to everyone, we use the expression "create a level playing field", the hidden message is that sport can provide a level playing field for everyone. When the youth meet on the sports ground, the whole dynamic changes, and they try to learn more about each other. I think we should promote international sports events among the young people who are not still professional athletes: that is a peace-building exercise."**



## Key Factors of Success

- **ENVISIONING** major sports events as platforms for dialogue and breaking barriers
- **BUILDING** coalitions to strengthen the triangular relationship between sport, education and peace
- **INVESTING** in community-level sport programs gathering children from different backgrounds



VIDEO



## SESSION 7

# LIVING TOGETHER: THE MAJOR ROLE OF FOOTBALL

Mrs. Anne-Laure Bonnet, French Sports Journalist and TV Host, moderated this session focused on the power and influence of football to help achieve coexistence and peace.



### Mr. Nasser Al Khater

CEO of the FIFA World Cup Qatar 2022

**"Hosting the FIFA World Cup was a great transformation for the country, not in terms of infrastructure, but as an occasion for dialogue, intercultural exchanges and an opportunity for some very difficult international dialogue and maybe a lot of things that were kept under the surface."** Mr. Al Khater mentioned this wonderful opportunity as a great moment of national and regional pride. He noticed that the perception of the country did change, which goes along with the need to fight misunderstandings and misconceptions. Even if it's a long process, he praised football for building cultural bridges.



### Mr. Sami Al-Jaber

Saudi Football Legend

**"When fans gather, they forget everything and only talk about football, the only common language they share."** To Mr. Al-Jaber, football is a powerful tool as it promotes peace and tolerance, crossing all boundaries and fostering discipline and respect through the rules. He also insisted on role models that football players can be. In his opinion, elite footballers must behave exemplary on and outside the pitch as they are responsible for kids and fans in particular.



### Mr. Carlo Nohra

Saudi Pro League Chief Officer

**"Football has the immense power to breach cultural differences and remove misconceptions. This is the heart of the league's mission".** Mr. Nohra stressed the need to communicate to showcase Saudi Arabia's story to the world through football. He thus observed a tremendous and growing interest in the country thanks to football. Another aspect he insisted was the necessity for players to amplify the messages and the values the League holds dear through their platforms and experiences: respect, tolerance, and generosity.

### Mr. Michael Emenalo

Saudi Pro League Director of Football

**"We have all been honored by the incentive that the 2022 World Cup represented for the region. It was a moment of great hope for the world through dialogue and settling misunderstandings and disputes. This World Cup encapsulates this moment of opportunity of dialogue while putting aside misperceptions."**



Mr. Emenalo explained that the league aims to reach out to young people and beyond to make them understand that everything is possible. He pointed out that the immense potential of sport was to offer the extraordinary contradiction of competition a peaceful answer. He also recalled the goal of training young talents in youth academies of the Kingdom: instilling values of sport very early, discipline, respect, and tolerance, and preparing for the next level of their lives, making them understand that they will have a responsibility in the future as football players.



## Key Factors of Success

- **ASSOCIATING** civil society to building impactful legacy programs of major sport events
- **CAPITALIZING** on major sport events as dialogue platform both at the national and international levels
- **MOBILIZING** engaged athletes as role models, amplifying the values of respect and inclusion
- **SENSITIZING** decision-makers on the social and economic impact of major sport events



VIDEO

## SESSION 8

# MAJOR SPORTING EVENTS: LEGACY AND SOCIAL IMPACT

Champion for Peace and Corporate Communications Manager at FIFA **Mrs. Honey Thaljih** Champion for Peace moderated this discussion focused on the legacy and necessary social impact of major sporting events.

### Mr. Seung Min Ryu, Champion for Peace

IOC Member, Chair of the PyeongChang 2018 Legacy Foundation

**"Sport played a pivotal role in my country's development. Hosting the 1988 Olympic games was a turning point for South Korea in transforming our image and opening the international dialogue. And the historical moment of the 2018 Pyongchang Olympics, with the unified team composed of north and south Koreans in Ice Hockey, showcased the unifying power of sport. Ahead of the 2024 winter Youth Olympic Games, I have now the responsibility to promote this historical legacy to young people and make them changemakers through sport."**

The Olympic Champion highlighted the importance of creating institutions after major sporting events, that could guarantee the lasting and peaceful legacy of the events.



### Mr. Layne Robinson

Head of Social Policy Development of the Commonwealth Secretariat

**"Whether we speak about sport events or sport-based programs, many times we all make reference to quality study cases, to praise the power of sport. We see it with our eyes, we feel it with our heart. But the data and the evidence is lacking. The comparable data between countries and regions is not there. Data is what we need to support investments in impactful mega sports events"**

Layne Robinson presented the Commonwealth Report policy measuring the contribution of sport to develop outcomes. He highlighted how important it is to integrate sport policies into global and local goals and implementation mechanisms.



### Dr. Changwon Choue

President, World Taekwondo

**"The World Taekwondo motto is "Peace is more special than triumph". Sport contributes to our human society throughout integration and by giving opportunities to disadvantaged people."**

After presenting the activities and programs that World Taekwondo has developed to support orphans and refugees, Dr. Choue emphasized that major sporting events can have a lasting impact on individuals participating in them, especially people coming from disadvantaged communities.



### Mrs. Honey Thaljih concluded:

**"Hosting major sport events changes nations at all level, economically, socially, sustainably and the legacy they live behind is very powerful for the future. They can give a chance to disadvantaged groups, to women and children, showing them the opportunity to believe a better future can happen through sport. We all come from sport, and we know that with it, we can make the impossible possible."**



### Mr. Balla Dieye

Champion for Peace, Sport Director of the Organizing Committee of the Youth Olympic Games Dakar 2026

**"Hosting major sport events can create a powerful momentum for a region. Hosting major sport events was a milestone in the Senegal emergent, but the 2026 Youth Olympic Games will be for Africa as a whole."**

Mr. Balla Dieye described the organization of the Youth Olympic Games as a springboard for infrastructures. The Olympic village in Dakar will serve for the university and education so athletes can prepare for the future. Similarly, he is expecting more athletes to come and train in Senegal due to the new facilities created for the event. He also concluded by recalling the economic effect of sport events which stimulate the economy through job creation and career opportunities.



## Key Factors of Success

- **ASSOCIATING** civil society to building impactful legacy programs of major sport events
- **CAPITALIZING** on major sport events as dialogue platform both at the national and international levels
- **MOBILIZING** engaged athletes as role models, amplifying the values of respect and inclusion
- **SENSITIZING** decision-makers on the social and economic impact of major sport events



VIDEO



# 2023 PEACE AND SPORT AWARDS JURY



## JURY PRESIDENT



**Mr. Kailash Satyarthi**  
*Peace Nobel Prize Laureate 2014*



## JURY MEMBERS



**H.R.H. Princess Reema bint Bandar bin Sultan bin Abdulaziz Al Saud**  
*Ambassador to the USA and IOC Member*



**H.H. Prince Fahad Bin Jalawi**  
*Vice President Saudi Olympic and Paralympic Committee*



**Mr. Joël Bouzou**  
*President and Founder Peace and Sport*



**Ms. Nadia Nadim**  
*International Football Player, UNESCO Champion for Girls' and Women's Education*



**Mr. Stephan Fox**  
*Vice President, Sport Accord*

# ONE TO ONE WITH CHAMPIONS

At the Peace and Sport Awards Ceremony, Mrs. Anne-Laure Bonnet, the French sports journalist and TV host, took the stage to engage in bilateral exchanges with two football stars, showcasing the impactful commitment of athletes.



## Didier Drogba

Peace and Sport Vice-President  
Football legend and Champion for Peace

About the Peace and Sport Middle-East Forum  
**« I believe we have the power to inspire people, countries, and generations. When we think about what is happening now in the region, I think this Forum is coming at the right time. (...) It's a vibrant society, and it's very**

**interesting to see all the changes that are happening here. I have been here in 2017, and came back two years ago, and I can tell you I have seen with my own eyes how it is an ambitious country, which should inspire many other countries who want to go towards development. »**

About one of his main achievements, when the Ivory Coast team called for peace after qualifying for the 2006 World Cup 2006

**« What gave me the confidence to say this message was the fact that all the military people who were fighting each other, when the Ivory Coast team was playing, were putting down the guns, outside the homes. Everybody was sitting together and supporting one team, one common goal: supporting Ivory Coast. And for me, that was a strong message. The best way for us, as players, to contribute to peace as people of the Ivory Coast was to send this message. We were lucky enough that it was broadcasted in the news twice a day for the next three months, and I think it helped a lot because six months after that cease-fire was signed. »**



## Sadio Mané

Football player

2022 Socrates Award Laureate for giving back to his birthplace in Senegal, Bambali, building a hospital, modernizing the mosque and the school, and accompanying families with financial support.

**« Bambali is where I was born. I grew up there, and that's where it all began. I've always said that I'm attached to this village and know its realities. For me, it was a dream to do something for these people. (...) Today, if I look at what gives me the most pleasure, it's when I talk to my mother or my friends, who tell me that they haven't slept because patients came to the hospital in the middle of the night. It makes me so happy and gives me even more motivation to do better in Senegal and different locations. (...) Some of my friends asked me what makes me the happiest. My answer was to be there for others; there is nothing better than that for me. When I was little, I always liked making people around me happy. »**

About winning the Socrates Award

**« If I look at the Socrates Award, I smile every time because it motivates me even more. After I was rewarded with this trophy, I received several calls and I think it inspired a lot of footballers. I encourage them and it makes me happy to see that because if everyone does a little bit, it will change a lot of things. This is the kind of change we need in this world. »**



# 2023 PEACE AND SPORT AWARDS WINNERS

## PEACE AND SPORT AWARDS 2023



### PEACE THROUGH SPORT INITIATIVE OF THE YEAR, *Georges Malaika Foundation*

Malaika's Sport for Social Good program combines sport activities with educational and outreach classes to teach young people about everyday issues, from HIV to gender equality, environmentalism, and peace. Founded in 2007 by Noella Coursaris Musunka, an international Congolese/Cypriot model and philanthropist, Malaika has grown into an all-encompassing ecosystem, impacting thousands of lives each year. At the Malaika Community Centre, sport sessions for the youth are tied to school enrolment. Coaches are trained to run sport sessions focused on transmitting life skills to different types of beneficiaries, including girls and young adults.



### PEACE THROUGH SPORT INITIATIVE OF THE YEAR, *Zalmi Foundation*

The Zalmi Foundation is a not-for-profit capacity-building organization committed to developing today's human resources for the challenges of tomorrow. Established as the social arm of the renowned professional Cricket team Peshawar Zalmi, the Foundation aims to educate, motivate, and inspire future generations to build a better future proactively. It provides various initiatives using Cricket as a platform for talent, respect, life skills, and leadership. Its initiatives include Girls Cricket coaching camps, fostering girls' empowerment, Youth Engagement programs encouraging healthy lifestyles among youth, and Leagues promoting confessional tolerance.



### SPECIAL JURY PRIZE, *Gamers without Borders*

This annual event is the world's largest charitable esports and gaming tournament, organized by the Saudi Esports Federation, uniting gamers behind social causes. Players are assigned to missions, and for every task completed, Gamers Without Borders donates an amount to the largest humanitarian organizations, including UNICEF, Direct Relief, IMC, UNHCR, GAVI, and The King Salman Humanitarian Aid & Relief Center, supporting their initiative in helping those in need across the globe. Over \$20 million were donated to COVID relief and vaccine distribution in the past two tournament editions.



### COMBAT SPORT INITIATIVE OF THE YEAR, *World Taekwondo*

World Taekwondo and the Taekwondo Humanitarian Foundation aim to empower refugees worldwide, helping to improve their quality of life, develop skills, learn Olympic values, and pursue their dreams. Taekwondo Academies are established in refugee camps and urban settings to deliver trainings and related educational activities to refugees. Taekwondo instructors receive special training and are dispatched for long-term missions, implementing weekly sessions for disadvantaged youth. In 2023, the "Hope and Dreams Sports Festival" was organized in Jordan, with Championships for cadet, junior and senior categories and demonstrations in Azraq refugee camp. World Taekwondo also supports refugee athletes to chase their Olympic dreams.



### CHAMPION FOR PEACE OF THE YEAR, *Nadia Nadim*

Nadia Nadim is an international football star, playing for top-level teams such as Paris-Saint-Germain and Racing Louisville Football Club. She fled from Afghanistan at eight years old, following the execution of her father by the Taliban. Nadia and her family took refuge in Denmark, where she discovered football and became a champion in the Danish team. Nadia's commitment to promoting sport and gender equality led her to be appointed UNESCO Champion for Girls' and Women's Education. She is a strong advocate for education and inclusion through sports. Nadia qualified as a Doctor in 2022, becoming an even stronger and inspiring role model for the youth.



BE PART OF WHAT MATTERS

Under the High Patronage of H.S.H. Prince Albert II of Monaco

**Peace and Sport**

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