

Development through football

The UN engagement and sustaining the potential of the first African world cup



UNITED NATIONS
UNOSDP

SPORT FOR DEVELOPMENT AND PEACE
THE UN SYSTEM IN ACTION

Poul Hansen, Head of Office

Vienna, 23 April 2010



SPORT FOR DEVELOPMENT AND PEACE

THE UN SYSTEM IN ACTION

A circular inset image showing a large crowd of people at a stadium, with a green field and stadium lights visible in the background.

**WORLD OF
SPORT**

A circular inset image showing a soccer player in a red jersey in mid-air, kicking a ball, with a bright sun in the background.

**SPORT FOR
DEVELOPMENT
AND PEACE**

A circular inset image showing several children gathered around a water tap, drinking water.

**WORLD OF
DEVELOPMENT**



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Sport values

- Team-building skills
- Communication skills
- Decision-making skills
- Problem-solving skills
- Sense of community
- Self-esteem
- Personal responsibility
- Empathy
- Respect
- Moral development
- Resiliency
- Educational achievement



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Negative sides of sport

- Corruption
- Doping
- Gambling
- Violence
- Rasicism
- Lack of role models



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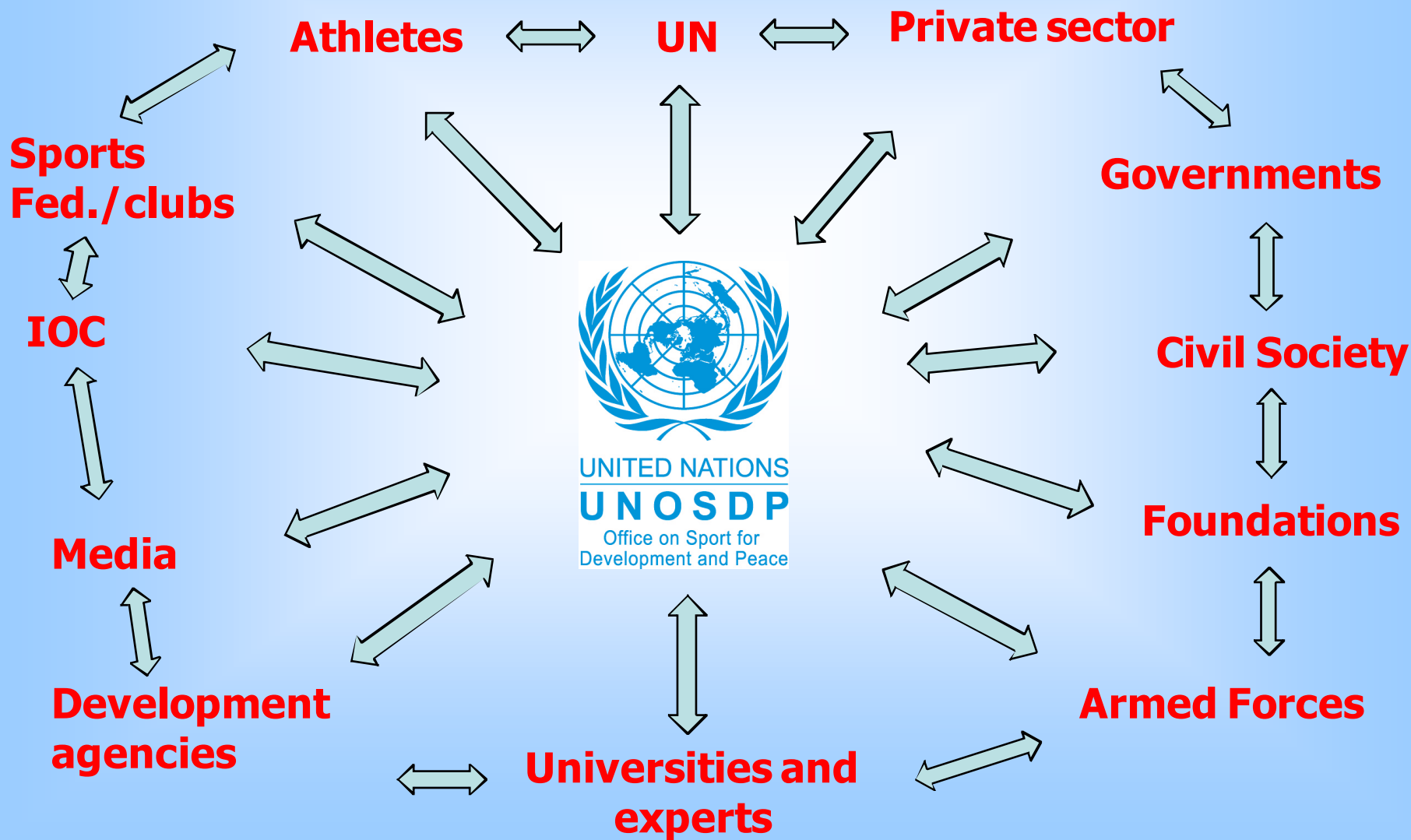
Mandate of the United Nations Office on Sport for Development and Peace

- Office of the Special adviser to the United Nations Secretary General on Sport for Development and Peace
- Advocacy and Guidance
- Facilitation and Coordination
- Representing the UN system in matters of Sport for Development and Peace



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Effective Partnerships



- Voluntary
- Common interest
- Mutual dependency
- Synergy
- Commitment or agreement
- Working together
- Shared competencies and resources
- Good communication
- Respect and trust



SPORT FOR DEVELOPMENT AND PEACE



Sport is a language
that everyone of us
can speak

Achieving the UN Millennium Development Goals (MDGs)

Achieving the UN Millennium Development Goals (MDGs)



1. Eradicate extreme poverty and hunger



2. Achieve universal primary education



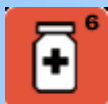
3. Promote gender equality and empower women



4. Reduce child mortality



5. Improve maternal health



6. Combat HIV and AIDS, malaria, and other diseases



7. Ensure environmental sustainability



8. Develop a global partnership for development



Sport can be used to educate about gender equality, teach individuals, especially youth and integrate marginalized groups.



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Working within the UN System

- Coordination for mega sporting events through UN Inter-Agency Groups (programmatic and communication)
- Coordination and sharing of information through newly launched webpage: www.un.org/sport
- Joint activities/events/partnerships:
Example: StopTB football tournament in Nairobi in 2009 (StopTB and UNOSDP)



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Working within the UN System





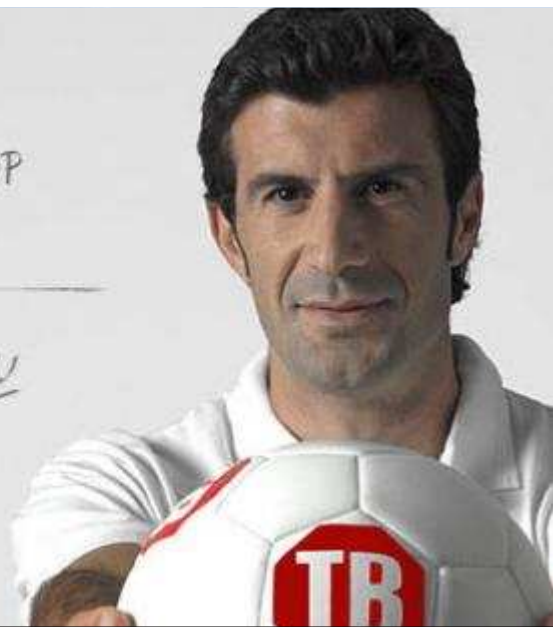
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Working within the UN System



WE CAN ALL STOP
TUBERCULOSIS

Luis Figo



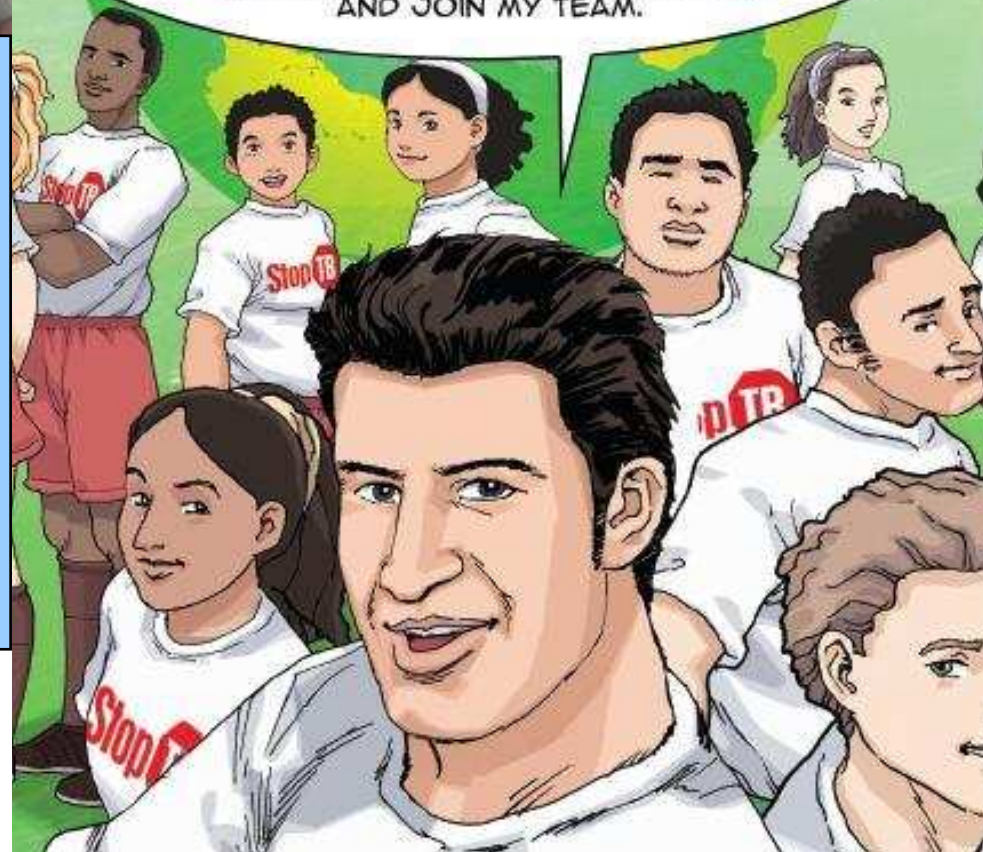
**Sport is a very attractive tool
to raise awareness on
e.g. HIV Aids, malaria, TB,
health, environment, etc.**

Stop TB Partnership

HELLO BOYS AND GIRLS,
MY NAME IS LUIS FIGO, AND I AM A
FOOTBALL PLAYER. FOOTBALL HAS ALWAYS BEEN
MY PASSION. I HAVE PLAYED FOR MANY YEARS AND
AM PROUD TO SAY I HAVE WON QUITE FEW PRIZES
AND AWARDS. I ALSO HAVE ANOTHER PASSION. I
DREAM OF A WORLD WHERE ALL PEOPLE HAVE THE
OPPORTUNITY TO BE HEALTHY. I DREAM OF AN EVEN
PLAYING FIELD FOR WOMEN, MEN AND CHILDREN.

UNFORTUNATELY TUBERCULOSIS PREVENTS MANY
PEOPLE FROM ENJOYING THEIR LIVES AND THEIR
FAVORITE SPORTS. TOO OFTEN TUBERCULOSIS
FORCES CHILDREN OUT OF GYM AND
SCHOOL, LIMITING THEIR FUTURE.

I DECIDED TO BECOME A STOP TUBERCULOSIS
AMBASSADOR BECAUSE I WOULD LIKE TO SEE A
WORLD FREE OF TUBERCULOSIS. PLEASE, READ HOW
YOU CAN HELP BEAT TUBERCULOSIS
AND JOIN MY TEAM.

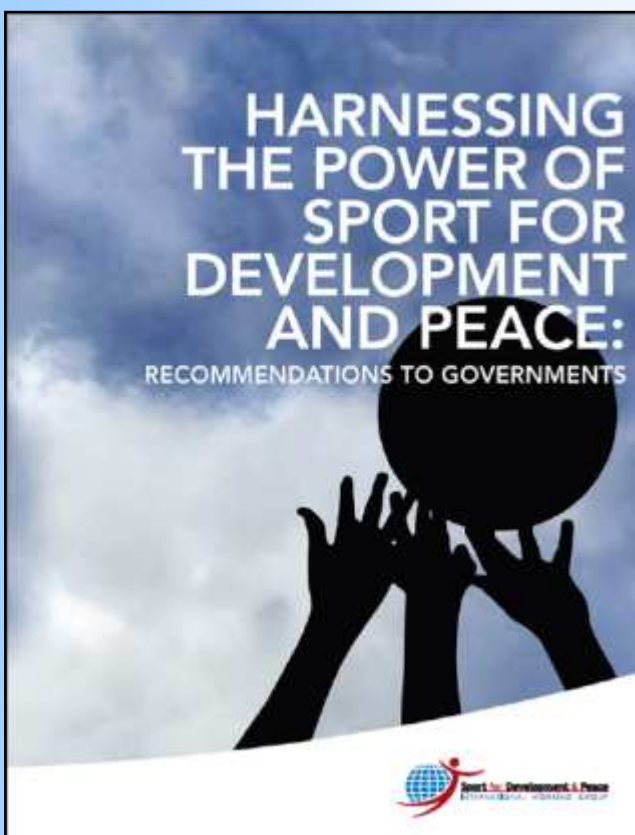


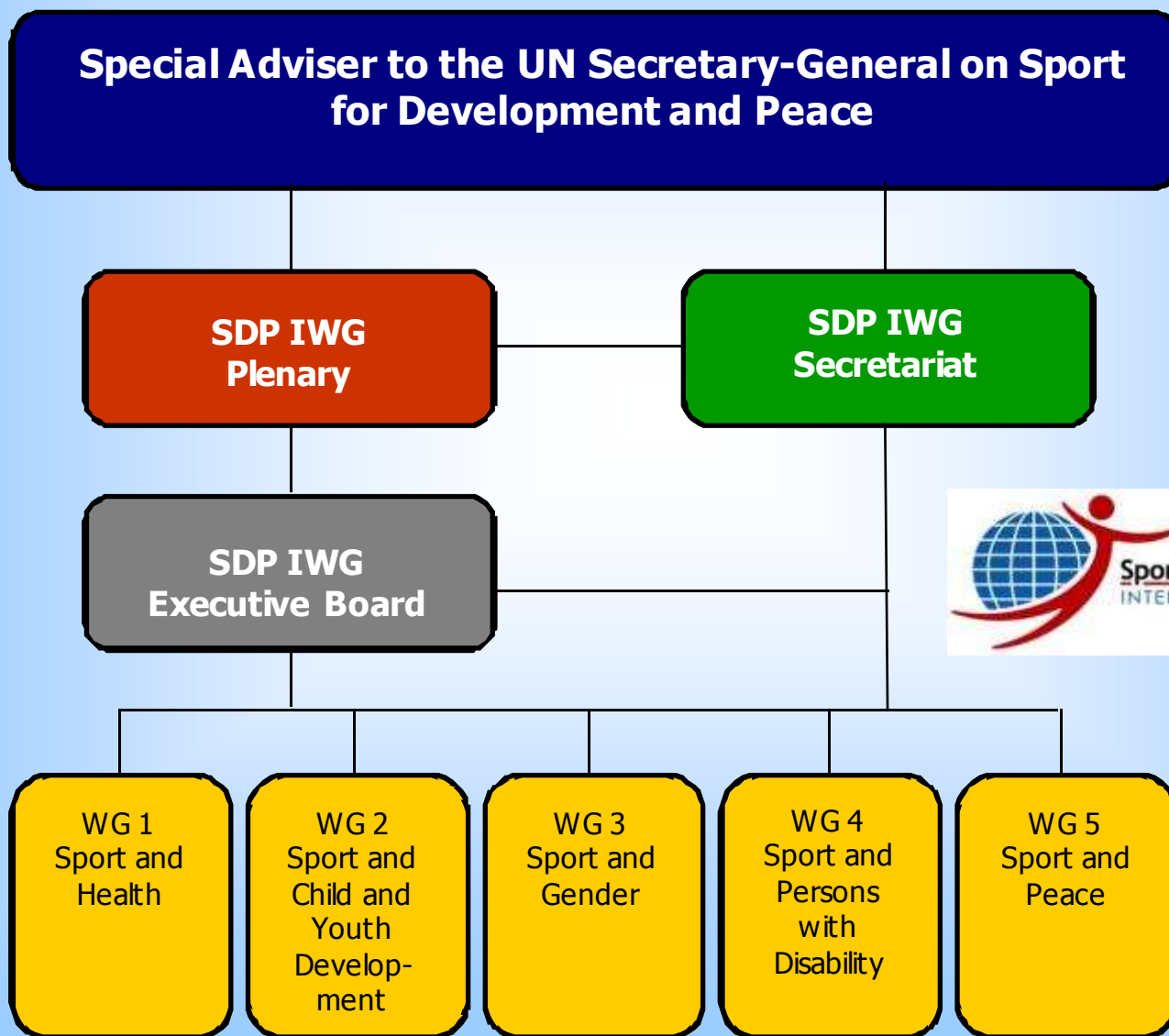


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Working with Governments:

The International Working Group on Sport for Development and Peace





Working with the Olympic family and Sports Federations

- 1st IOC International Forum on Sport for Peace and Development, Lausanne 2009
- IOC's and IPC's partnership with UNEP on Olympic sustainability
- Youth Olympic Cultural and educational Programme
- IOC, NOC Cote d'Ivoire, UNICEF and DPKO (Sport for Peace in Cote d'Ivoire)
- IOC, NOCs and DPKO (Peace Games in DRC, 2006 and in Liberia, 2007)

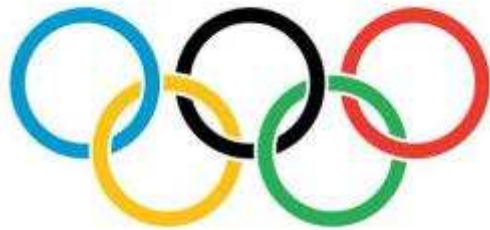


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Special Olympics



International Paralympic Committee



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Working with civil society and the private sector

- PUMA & Peace one Day
- NIKE & UNHCR
- Coca-Cola & UNF, UNDP, UNCDF, UNICEF and UN-HABITAT (Tsunami 2005)
- Right to Play
- Bill and Melinda Gates Foundation & Stop TB Partnership, WHO and The Global Fund



Sport plays a role in economic development through the provision of employment and income opportunities (e.g. [Alive & Kicking](#)).

The FIFA World Cup 2010

➤ Possibility for kicking-off sustainable development

World Cup 2010 more than football

- Economic development
- Social development
- Environmental protection

Important issues

- Lasting legacy
- African focus



Working with football Federations , Leagues, Clubs and Players

- Engagement of FIFA and regional bodies, including UEFA
 - Issues focus, e.g. Racism
- Engagement of Leagues
 - (example: EPFL work with UN)
- Engagement through social work of clubs
 - (example: Hapoel Tel Aviv, Real Madrid match Israeli-Arab team)
- Engagement through the individual players
 - (example: UNDP Match against poverty)



Action against racism

- FARE – Football Against Racism in Europe
- UEFA respect campaign
- UEFA plan of action against racism



The UN engagement in Human Rights and Sport

- Adoption of the Resolution
 - 《 A World Of Sports Free From racism and Discrimination
- Report on of the Special Rapporteur
 - 《 Adequate housing as a component of the right to an adequate standard of living, and on the right to non-discrimination in this context 》



Football – A World Power

- Leading sport in the world
- Global socio-economic impact
- Global political implications

Football – A Global Social Responsibility



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Is it about participating, i.e. "Sport for all"

or

Is it about "the winner takes it all", i.e. "Elite sport"

?

One does not exist without the other



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Football – A Global Social Responsibility





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UNITED NATIONS

UNOSDP

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For further information:

<http://www.un.org/sport>

YouTube:

<http://www.youtube.com/UNOSDP>