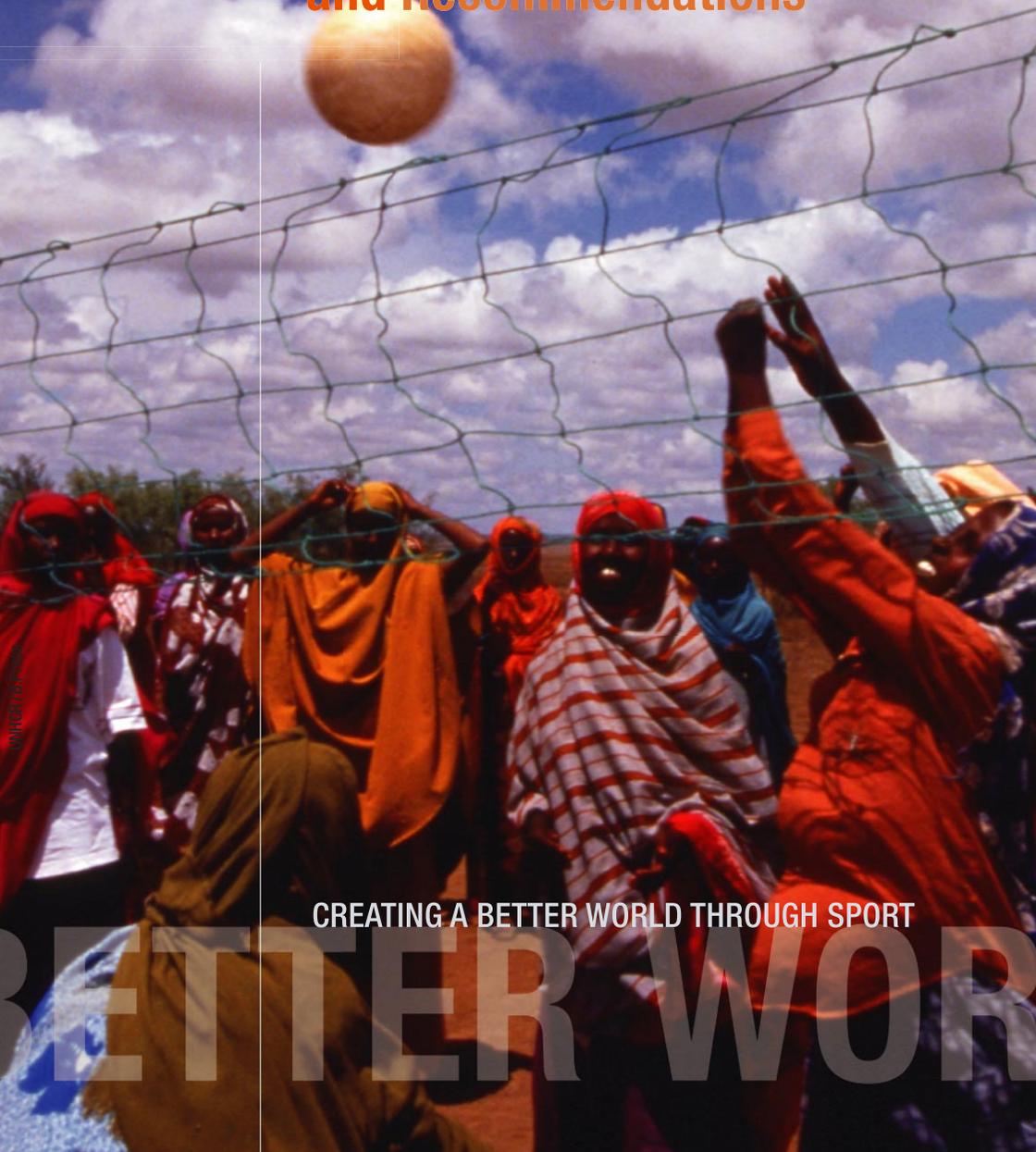




# SPORT AND DEVELOPMENT INTERNATIONAL CONFERENCE

MAGGLINGEN · SWITZERLAND · 16<sup>th</sup>-18<sup>th</sup> FEBRUARY 2003

## The Magglingen Declaration and Recommendations



CREATING A BETTER WORLD THROUGH SPORT

# BETTER WOR



# SPORT AND DEVELOPMENT INTERNATIONAL CONFERENCE

MAGGLINGEN · SWITZERLAND · 16<sup>th</sup>-18<sup>th</sup> FEBRUARY 2003

## Creating a better World through Sport



I am proud to present you the Magglingen Declaration and Recommendations, which are the product of the first International Conference on Sport and Development that took place in Magglingen, Switzerland, between 16 and 18 February 2003.

During the International Conference, organised by the Swiss Agency for Development and Cooperation and the Federal Office of Sports, the main stakeholders of sport and development gathered under the same roof. Together, we discussed the best ways to join forces and work together for a better world.

The conference has shown that development organisations and sport organisations not only share common values but also have common objectives and can therefore largely benefit from a combined worldwide effort to improve health conditions, solve social problems, generate local and sustainable development, preserve the environment and most of all bring hope for a brighter future.

The discussions in Magglingen were inspired and motivating. Now the time has come for the implementation of the Magglingen Declaration and Recommendations and for concrete action.

Let's make good use of these texts and keep the ball rolling.



SPECIAL ADVISER TO THE  
SECRETARY-GENERAL OF  
THE UNITED NATIONS ON  
SPORT FOR DEVELOPMENT  
AND PEACE



SWISS AGENCY  
FOR DEVELOPMENT  
AND COOPERATION

**SDC**



FEDERAL OFFICE  
OF SPORTS  
MAGGLINGEN

**Adolf Ogi**

Under-Secretary-General  
Special Adviser to the  
Secretary-General on Sport  
for Development and Peace



CREAT

International Conference on Sport and Development - Magglingen, February 2003

## The Magglingen Declaration

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This declaration represents our commitment to sport and development.

While accepting the diversity of sports, we believe it is a human right and an ideal learning ground for life's essential skills. We acknowledge the possibilities and values sport offers, and declare that:

- Sport and physical activity improve people's physical and mental health at a low cost, and are essential for development.
- Making physical education and sports a part of the schooling system helps young people perform better, and improves their quality of life.
- Play and recreation can help to heal emotional scars, and overcome traumas for people in situations of conflict, crisis or social tension.
- Local sports is the ideal place for bringing people from all walks of life together, and helps to build societies.
- Sport can help to overcome barriers of race, religion, gender, disability, and social background.
- Sport is effective when practiced free of drugs or doping, in a fair way, with respect, and including everyone.
- By committing to ethical practices, the sports goods industry adds value to its products, and helps to build society in a positive way.
- Partnership between the sports world, media, and development workers will boost understanding of the contribution sport can make to sustainable development.

All this can be achieved by making sport an important part of national and international development work. Therefore, we call upon governments, United Nations agencies, sports federations, NGOs, the sports goods industry, media, businesses, and all people to contribute to sport for development.

Magglingen is a first step in our commitment to create a better world through sport.

*Magglingen, 18th February 2003*



## La Déclaration de Macolin

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Cette déclaration symbolise notre engagement en faveur du sport et du développement.

Acceptant la diversité du sport, nous le considérons comme un droit humain et une école de vie idéale. Nous reconnaissons les possibilités et les valeurs du sport et déclarons que :

- L'activité physique et sportive améliore la santé physique et mentale à faible coût, et elle est essentielle au développement.
- L'intégration de l'éducation physique et du sport au système scolaire rend les enfants plus performants et améliore leur qualité de vie.
- Le sport et le jeu contribuent à cicatriser les blessures émotionnelles et aident les personnes dans des situations de conflit, de crise ou de tension sociale à surmonter leurs traumatismes.
- Les activités sportives locales sont un moyen idéal de réunir des personnes de tous horizons et de bâtir des communautés.
- Le sport permet de transcender les barrières de race, de religion, de sexe, de handicap et de classe sociale.
- Le sport est efficace lorsqu'il est pratiqué sans drogue ni dopage, avec fair-play, avec respect et sans exclusion.
- En s'engageant en faveur de pratiques éthiques, l'industrie du sport ajoute de la valeur à ses produits et contribue positivement à la construction de la société.
- Le partenariat entre le monde du sport, les médias et la coopération au développement va aider à prendre conscience de ce que le sport peut apporter au développement durable.

Tout cela peut être réalisé en intégrant le sport aux activités nationales et internationales de développement. Nous appelons donc les gouvernements, les agences des Nations Unies, les fédérations sportives, les ONG, l'industrie du sport, les médias, les entreprises et le public à soutenir le sport en tant que facteur de développement.

Macolin représente une première étape dans notre engagement à créer un monde meilleur par le sport.

*Macolin, le 18 février 2003*

## La Declaración de Magglingen

La presente declaración proclama nuestro compromiso con el deporte y el desarrollo.

Al tiempo que reconocemos la diversidad de los deportes, consideramos el deporte como un derecho humano y un medio idóneo para adquirir capacidades fundamentales de la vida. Reconociendo las oportunidades que brinda el deporte, así como los valores que representa, declaramos que:

- Las actividades físicas y el deporte mejoran la salud física y mental de las personas sin altos costos, a la vez que desempeñan un papel importante para el desarrollo.
- La inclusión de la educación física y del deporte en los programas educativos permite incrementar el rendimiento escolar de los niños y mejorar su calidad de vida.
- El juego y el ocio pueden curar las cicatrices emocionales y ayudar a superar los traumas de aquellas personas que viven en situaciones de conflicto, de crisis o de tensión social.
- El deporte local ofrece el entorno idóneo para reunir a personas de distintos sectores sociales y para ayudar en la construcción de las sociedades.
- El deporte puede contribuir a superar la discriminación por raza, religión, sexo, discapacidad y condición social.
- El deporte resulta efectivo cuando se ejercita sin drogas y doping, de manera leal, con respeto e incluyendo a todos y todas.
- Las empresas de artículos de deporte, mediante un compromiso hacia las prácticas éticas, aportan valor añadido a sus productos a la vez que participan positivamente en la construcción de la sociedad.
- Una alianza entre el mundo del deporte, los medios de comunicación y los profesionales del desarrollo puntualizará mejor la posible contribución del deporte al desarrollo sostenible.

Todo lo anterior se puede lograr haciendo del deporte un elemento importante de los esfuerzos nacionales e internacionales en pro del desarrollo. Por ende, instamos a los gobiernos, a las agencias de las Naciones Unidas, a las federaciones deportivas, a los fabricantes de artículos de deporte, a los medios de comunicación, a las empresas, a las ONG, así como a las personas en general, a que contribuyan al deporte en pro del desarrollo.

Magglingen es un primer paso en nuestro compromiso hacia la creación de un mundo mejor por medio del deporte.

*Magglingen, 18 de febrero del 2003*



## إعلان ماغلينغن

يمثل هذا الإعلان التزامنا بالرياضة والتنمية. إننا إذ نتقبل ما تتصف به الرياضة من تنوع، نعتقد بأنها حق من حقوق الإنسان ومجال مثالي لتعلم مهارات الحياة الأساسية.

إننا نقر بما تتيحه الرياضة من إمكانيات وقيَم، ونعلن ما يلي:

إن بإمكان النشاط الرياضي أن يُحسِّن صحة الناس البدنية والعقلية بكلفة منخفضة، وهو عنصر جوهري من أجل التنمية.

إن جعل التربية البدنية والرياضة جزءاً من النظام المدرسي يساعد الشباب على الأداء بشكل أفضل، ويُحسِّن نوعية حياتهم.

إن بإمكان اللعب والتسلية أن يشفيا الندبات العاطفية وأن يتغلبا على الصدمات التي تصيب من يعانون حالات النزاع والتأزم والتوتر.

إن الرياضة المحلية هي المكان المثالي للتقريب بين الناس في جميع مجالات الحياة، وهي تساعد على بناء المجتمعات.

وبإمكان الرياضة أن تساعد على تخطي حواجز العنصر والدين والجنس والإعاقة والوسَط الاجتماعي.

والرياضة فعالة عندما تمارَس دون مخدرات أو منشطات، وبعدل واحترام وبإشراك الجميع.

إن صناعة السلع الرياضية، بالتزامها بالممارسات الأخلاقية، تضيف قيمة إلى منتجاتها، وتساعد على بناء المجتمع بطريقة إيجابية.

إن إقامة شراكة بين عالم الرياضة ووسائل الإعلام والعاملين في مجال التنمية ستعمل على زيادة تفهم ما يمكن أن تقدمه الرياضة من إسهام في التنمية المستدامة.

ويمكن تحقيق هذا كله بجعل الرياضة جزءاً هاماً من العمل الإنمائي على الصعيدين الوطني والدولي. وعليه، نهبب بالحكومات ووكالات الأمم المتحدة والاتحادات الرياضية وصناعة السلع الرياضية ووسائل الإعلام والشركات التجارية والمنظمات غير الحكومية، وبالشعوب كافة، أن تسهم في الرياضة من أجل التنمية.

إن ماغلينغن خطوة أولى في التزامنا بإيجاد عالم أفضل من خلال الرياضة.

ماغلينغن، 18 شباط/فبراير

## 麦灵根宣言

本宣言代表着我们对体育和发展的承诺。

我们承认体育存在多样性，同时也坚信它是一种人权，是学习生命技能的一个理想领域。我们肯定体育提供的可能性和价值，并宣布：

- 体育活动能够以低廉的成本提高人民的生理和精神健康水平，而且对于发展也是至关重要的。
- 在学校教育体制中包含体育教育和体育活动有助于孩子们有更好的表现，并能改善他们的生活质量。
- 娱乐活动能够治愈冲突、危机或社会压力带给人们的情感创伤。
- 各地的体育活动场所是各行各业的人们聚会的理想场地，有助于社会的构成。
- 体育能帮助人们跨越种族、宗教、性别、伤残和社会背景的障碍。
- 远离兴奋剂和毒品，公平、尊重和人人参与的体育活动才是有意义的。
- 体育用品业对道德行为的承诺给其产品增加了价值，也有助于积极的推动社会的建设。
- 体育界、媒体和发展业的合作将促进人们对体育对于可持续发展所做出的贡献的理解。

只要把体育看作是国际和国内发展工作的一个重要部分，我们就能取得上述成就。因此，我们呼吁各国政府、联合国机构、体育联盟、体育用品业、媒体、商界、非政府组织和普通大众为了发展而为体育做出贡献。

我们承诺要通过体育来创造一个更美好的世界，麦灵根是我们迈出的第一步。

*2003年2月18日，瑞士麦灵根*



## Декларация Магглингена

Настоящая декларация представляет наши убеждения о спорте и развитии общества.

Поддерживая разнообразие спорта, мы верим, что оно является правом человека и служит основанием для обучения жизненно необходимым навыкам. Мы осознаем возможности и ценности, приносимые спортом и утверждаем:

- Спортивные занятия могут как улучшить физическое и ментальное здоровье человека с минимальными затратами, так и привести к значимому социальному развитию сообщества.
- Физическое воспитание и спортивные мероприятия как часть системы образования помогает подрастающему поколению развиваться и улучшать качество жизни.
- Игра и отдых помогают зарубцевать душевные раны и преодолеть травмы, нанесенные людям в ситуациях социальных конфликтов, кризисов и неурядиц.
- Привычные местные спортивные игры – идеальный способ объединения разных людей и построения общества.
- Спорт может помочь преодолеть межнациональные, религиозные, и социальные барьеры, изоляцию инвалидов и различие полов.
- Спорт эффективен только тогда, когда он исключает наркотики и допинг, основывается на принципах справедливости и уважения к другим, дает возможность заниматься всем желающим.
- Придерживаясь этических принципов, индустрия спортивных товаров создает добавочную стоимость производимых товаров и помогает создавать общество в позитивном направлении.
- Сотрудничество между миром спорта, представителями масс-медиа и людьми, занимающимися социальным развитием, улучшает понимание вклада спорта в устойчивое развитие общества.

Все это может быть достигнуто посредством преобразования спорта в ключевую часть национальной и интернациональной работы по развитию общества. Поэтому мы обращаемся к правительствам государств, агентствам Объединенных Наций, спортивным федерациям, индустрии спортивных товаров, масс-медиа, бизнесу, негосударственным организациям и всем людям способствовать спорту для развития общества.

Магглинген – это первый шаг в наших усилиях по улучшению мира с помощью спорта.

Магглинген, 18 февраля 2003

## Die Magglingen-Deklaration

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Diese Erklärung steht für unser Engagement im Bereich Sport und Entwicklung.

Im Wissen um seine Vielfalt sind wir überzeugt, dass der Sport ein Menschenrecht und eine ideale Lebensschule ist. Wir anerkennen die Möglichkeiten und Werte des Sports und erklären:

- Bewegung und Sport fördern auf kostengünstige Art die körperliche und mentale Gesundheit des Menschen und sind wichtig für die Entwicklung.
- Die Aufnahme von Sportunterricht ins Schulsystem hilft Kindern bessere Leistungen zu erbringen und steigert ihre Lebensqualität.
- Spiel und Sport helfen, seelische Wunden zu heilen und Traumas in Zeiten von Konflikten, Krisen und sozialen Spannungen zu überwinden.
- Sport auf lokaler Ebene ist ein ausgezeichnetes Mittel, Menschen verschiedenster Herkunft zusammenzubringen und den Gemeinsinn zu fördern.
- Sport kann helfen, ethnische, religiöse oder soziale Schranken zu überwinden, wie auch solche gegenüber Behinderten oder zwischen den Geschlechtern.
- Sport ist wirksam, wenn er mit Fairness und Respekt, ohne Drogen oder Doping betrieben und niemand ausgeschlossen wird.
- Indem sich die Sportartikelindustrie ethischen Grundsätzen verpflichtet, verleiht sie ihren Produkten einen Mehrwert und trägt dazu bei, die Gesellschaft positiv zu gestalten.
- Die Partnerschaft von Sport, Medien und Entwicklungsarbeit fördert das Bewusstsein für den Beitrag des Sports zu einer nachhaltigen Entwicklung.

All dies kann erreicht werden, indem Sport ein wesentlicher Bestandteil der nationalen und internationalen Entwicklungszusammenarbeit wird. Darum fordern wir Regierungen, UNO-Dachverbände, Sportverbände, nicht-staatliche Organisationen, Sportartikelindustrie, Medien, Wirtschaft und alle Menschen auf, einen Beitrag zu Sport im Dienste der Entwicklung zu leisten.

Magglingen ist ein erster Schritt in unserem Engagement für eine bessere Welt durch Sport.

*Magglingen, den 18. Februar 2003*



## La Dichiarazione di Macolin

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La presente dichiarazione rappresenta il nostro impegno nel campo dello sport e dello sviluppo. Pur consci della sua varietà, crediamo che lo sport rappresenti un diritto fondamentale ed una ideale scuola di vita. Riconosciamo le possibilità e i valori dello sport, e dichiariamo che:

- Movimento e sport possono migliorare la salute fisica e mentale a costi effettivi e sono importanti per lo sviluppo.
- Integrare educazione fisica e sport nel sistema scolastico aiuta i giovani a migliorare le prestazioni e la qualità di vita.
- Lo sport e il gioco possono aiutare a curare cicatrici emotive e a superare traumi in tempi di conflitti, crisi o tensioni sociali.
- A livello locale lo sport è ideale per accomunare persone di diversa provenienza e costruire le società.
- Lo sport può contribuire al superamento di barriere legate a razza, religione, sesso, handicap e ad una diversa estrazione sociale.
- Lo sport è efficace se praticato con correttezza e rispetto per l'altro, senza droghe o doping e se non esclude nessuno.
- Impegnandosi a favore di principi etici, l'industria dello sport apporta valore aggiunto ai suoi prodotti e contribuisce a costruire la società in maniera positiva.
- La collaborazione tra il mondo dello sport, i media e la cooperazione allo sviluppo fa capire il contributo che lo sport può apportare ad uno sviluppo sostenibile.

Tutto ciò può essere raggiunto facendo dello sport una parte importante del lavoro di sviluppo nazionale ed internazionale. Invitiamo quindi i governi, le Nazioni Unite, le federazioni sportive, le ONG, l'industria dello sport, i media, il settore privato e tutte le persone a contribuire ad una pratica sportiva come strumento dello sviluppo.

Macolin è un primo passo del nostro impegno alla creazione di un mondo migliore attraverso lo sport.

*Macolin, 18 Febbraio 2003*

## The Magglingen Recommendations

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These Recommendations were prepared by the participants of the Magglingen Conference.

More than 380 persons representing 55 countries were present at Magglingen, including 320 delegates and 60 media correspondents.

The conference discussions were organised and attended by representatives of:

### *Governmental bodies*

The President of the Republic of Poland; Ministers of Sports from Austria, Ethiopia, Mozambique, Russia, and Switzerland; Members of Parliament and Government Administrations from Canada, China, France, Iran, The Netherlands, Tanzania, and Switzerland.

### *United Nations system*

The UN Secretary-General (video contribution); UN Office in Geneva, Director-General; International Labour Organisation (ILO); UN Educational, Scientific and Cultural Organisation (UNESCO); World Health Organisation (WHO); UN High Commissioner for Refugees (UNHCR); UN Children's Fund (UNICEF); UN Development Programme (UNDP); UN Volunteers (UNV); UN Environment Programme (UNEP); UN Office on Drugs and Crime (UNODC); UN Fund for International Partnerships (UNFIP); UN Institute for Training and Research (UNITAR).

### *Sports organisations*

International Olympic Committee (IOC); Fédération Internationale de Football Association (FIFA); Fédération Internationale des Sociétés d'Aviron (FISA); Fédération Internationale de Ski (FIS); International Paralympic Committee (IPC); Islamic Countries Women Sport Federation (ICWSF); National Olympic Committee, France; Swiss Olympic Association; Union des Associations Européennes de Football (UEFA); Youth Charter for Sports, Culture and the Arts (YCSCA).

### *Athletes*

Edith Hunkeler (Wheel Chair Athletics); Johann Olav Koss (Speed Skating); Bernhard Russi (Downhill Skiing); Alexander Popov (Swimming); Geoff Thompson (Karate).



#### *Non-governmental organisations*

BBC World Service Trust; International Working Group on Women and Sport (IWG); Foundation Sport, Science and Society; International Olympic Truce Centre; Japanese Association for Women in Sport; Olympic Spirit Group; Physical Activity Network of the Americas; Red Deporte; Right To Play; Sport sans Frontières; Street Football World (SFW); World Federation of the Sporting Goods Industry (WFSGI); Winds of Hope Foundation.

#### *Scientific research institutes*

Centre International d'Etude du Sport, Université de Neuchâtel (CIES); Executive Masters in Sports Organisation Management (MEMOS / IDHEAP); International Academy of Sports Science and Technology; International Council of Sport Science and Physical Education (ICSSPE); Ohio State University; University for Peace; University of Aberdeen; Prof. Peter Sloterdijk, Expert on Peace and Conflict (lecture).

#### *Media*

Daily Telegraph, U.K.; Fitness Tribune; International Communications Forum; International Federation of Journalists (IFJ); Le Soleil, Senegal; Neue Zürcher Zeitung (NZZ), Switzerland; Riz Khan, Former CNN Anchor and Host of "Q&A"; Sunday Mail, Zimbabwe; The Guardian, Nigeria.

*This list is non-exhaustive. A detailed list of the organisations present at Magglingen is available on [www.sportdevconf.org](http://www.sportdevconf.org).*

## Peace I: Sport, Violence and Crisis Situations

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1. Expand sport programmes in situations of conflict and social breakdown, to help reconciliation, rehabilitation, health, etc.
2. Expand ties between non-governmental organisations (NGOs), educational institutions and sport federations; sport federations and educational institutions should increase their development contributions.
3. Increase the use of sport and sport bodies to communicate pro-peace and development messages.
4. Reaffirm sport's international and humanitarian ethos.
5. Strengthen long-term links of elite athletes to specific regions, and increase reflective practices by such individuals.
6. Promote dialogue-focused initiatives and generate informed consent of participants and local grassroots players.
7. Include all groups, including previously marginalized, such as women, adults, older persons and disabled persons.
8. Assess projects at the crucial pre-implementation stage. Thereafter any evaluation of project viability must stress its sustainability and identify its long-term ownership.
9. Promote sport as a key cultural medium for international values in the context of globalisation and integrate sport policies into more fundamental strategies, aimed at alleviating famine, poverty, warfare, forced migration.



## Human Development I: Health

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1. Encourage governments and all stakeholders at national and international levels to develop evidence-based, culturally relevant multisectoral physical activity and sport policies as part of their health and development agenda. This is essential given the health, social and economic benefits of physical activity and the high costs of inactivity.
2. Target with physical activity and sport policy all population groups, men and women, including disadvantaged groups, indigenous population and persons with disability. A special focus should be put on young people, boys and girls, so that a physically active life-style can be adopted early in life and maintained throughout life.
3. Ensure women's participation in physical activity and sport to improve family life and encourage other family members to develop a physically active and healthy life-style.
4. Raise the level of awareness in society about the multiple benefits of physical activity and sport through dissemination of pertinent knowledge and through advocacy actions.
5. Document and publicise successful projects and initiatives related to physical activity and sport for health and development.
6. Promote physical activity and sport for their direct positive health impact; address other priority health-issues, in particular HIV/AIDS, violence, use of tobacco and other harmful substances.
7. Promote safe and physical activity-friendly environments, which encourage the population to practice enjoyable physical activity and healthy sport, including traditional sports.
8. Prepare health professionals to promote physical activity in health-services and in the community.
9. Build supportive coalitions and partnerships and mobilise international resources for integrating physical activity and sport in the development work.
10. Support the Annual Global Move for Health Initiative launched by WHO at this conference as a means of strengthening global, national and local physical activity and sport for health and social development.

## Human Development II: Education

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1. The benefits of physical education and sport, in all their facets, for education and human development should be acknowledged and used as one of the recognised development criteria for international funding agencies and stakeholders.
2. Sport and development projects focussing on education must be supported through innovative means, including partnerships with civil society.
3. Daily access to sport and physical education participation must be ensured. Quality physical education and sport must be an indispensable part of all school curricula and of the life-long education process.
4. Targeted and culturally sensitive education packages, which demonstrate the value of sport for development purposes, should be produced for various formal and non-formal settings.
5. The needs defined by the people involved in, and benefiting from development projects must be taken into account; this is of paramount importance for the success and sustainability of such projects.
6. The contribution of prominent sportsmen and -women must be utilised effectively to accompany sport and education development projects.
7. Databases of existing knowledge in the field of sport and development must be easily accessible, better developed and widely available.
8. Particular attention must be given to issues related to HIV/AIDS, disability and gender (inclusive approach).
9. Sport and development activities must be carefully monitored and evaluated to improve the provision of user-centred services.
10. Quality physical education and sport in host cities/countries bidding for, or hosting big sport events, should always be part of the mandatory expected legacy.
11. The importance of sport, quality physical education, and physical activity as a tool for social and civil education and development must be recognised by decision-makers.
12. Greater profile must be given to input possibilities for young people, eventually within the United Nations system, to create a permanent consultation forum.
13. Sporting teams should systematically bring youth representatives to major events with their delegations.
14. The strength and power of sport in education must be stressed at all levels.



## Media: Media for Sport and Development

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1. Educate opinion leaders in global sport and media on what sport and sustainable development is really all about.
2. Encourage major media groups to sponsor journalists from developing countries to attend major sport events.
3. Train journalists to eliminate stereotyping, discrimination and racism in reporting.
4. Incorporate developmental sport stories into mainstream sport coverage.
5. Ensure sport and sustainable development is featured at major conferences and gatherings, particularly involving the media.
6. Open debate within sport organisations on the need to respect freedom of expression and access to information.
7. Increase access to sport people and major events to provide better media coverage.
8. Encourage the international sport industry to invest in local communities in developing countries.
9. Create interactive dialogue, using information technology, to open debate and receive public feedback on the importance of sport and development (e.g. use the websites of local clubs for greater impact).
10. Encourage greater participation of women (athletes and journalists) in sport and development.

## Peace II: Sport in Conflict Prevention and Peace Promotion

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1. The organization and utilization of sport events in conflict regions and among people who are experiencing or have just experienced conflicts is considered an essential element for conflict prevention and peace promotion, for example:
  - a. Sport opens opportunities for cooperation between people who otherwise wouldn't meet.
  - b. Sport events can provide a "neutral" window for parallel mediation and diplomatic higher-level efforts.
  - c. Practicing sport educates in sport skills and ideals that are essential also to the peace making process (respect for opponent and referee, value of participation as opposed to merely winning, dignified victory as well as defeat, value of cooperation for achieving higher goals, etc.).
  - d. Sporting events in a conflict region can focus world attention on otherwise "forgotten" conflict situations.
2. Ideally, such sport events should emphasize mixed teams and non-competitive (win-win) outcomes that place emphasis on participation.
3. Sport events in conflict circumstances should not be used merely as a public relation opportunity. Ensure that events are organized in a sustainable way and can set a basis for the continuation of the reconciliatory benefits derived from them.
4. It is necessary to create a common database of such programs already in development and to encourage cooperation among the responsible organizations.
5. In addition to sport events, sport-related initiatives, such as the Olympic Truce, can provide a crucial point of consensus to the peoples in conflict for at least the temporary ceasing of hostilities. The call for the Olympic Truce aspires to utilize sport initiatives and ideals to promote peace and understanding throughout the period of the Olympiads, and to provide a window of opportunity for the peaceful settlement of disputes during and after the Olympic Games themselves. In that regard, we note with satisfaction the United Nations Resolutions and the Millennium Declaration in support of the Olympic Truce and urge the International Olympic Committee (IOC) and the United Nations to further this initiative in the Millennium Goals Campaign.
6. Forge stronger linkages between the sport movement and tourism through initiatives to direct volunteers to conflict areas in which sport events are being organized.



## Local Development and Social Dialogue

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### I. Common Institutional Framework to Foster Partnerships on Sport for Development

1. A common institutional framework on sport and development offers a strategic approach to partnerships. A twofold approach is needed a) policy dialogue, b) programs at the national level in order to:
  - Identify key indicators and statistical methodology.
  - Establish measurement standards for UN institutions and show how they can utilise sport.
  - Develop innovative programs at the field level maximizing networks in partnership with major sport institutions (International Olympic Committee (IOC), National Olympic Committees (NOCs), international and national sport federations, etc.).
2. Potential partnerships between the private and public sectors in the field of sport at the local level should be identified and discussions engaged.
3. The promotion of a culture of sport and development must be increased, e.g. through educational programmes within an established network of universities.
4. Sport must be integrated within the development process and in conflict prevention.

### II. Sport and Local Development

1. The local level can be a context for model developments. The private sector, foundations, bilateral and multilateral organizations should be included in this process.
2. Communication is a key in providing visibility to partners and enhancing partnerships.
3. Policy guidance to integrate sport into the United Nations system should be established.
4. The creation of a network of social partners who share knowledge, exchange information, and undertake joint projects strengthens the social actors in the sport sector.
5. Employment creation in the sport sector can be promoted through the following three pillars:
  - Finding the key elements of successful employment creation policies, e.g. developing organisational capacities of sport associations concerning recruitment.
  - Modernizing training, including relations with universities in the sector, to address new needs.
  - Strengthening the role of local government, that is, encouraging local communities to act through partnerships using local resources.

## Managing a Safe and Sustainable Sport

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There is a need for a new vision of sport: SAFE sport (Sustainable, Addiction-free, Fair, Ethical)

1. Launch a worldwide information campaign, involving all the stakeholders, on the necessity of a SAFE sport.
2. Encourage sportsmen and sportswomen to subscribe to the SAFE sport vision via the creating of a distinctive brand of some kind.
3. Develop educational material for children and teenagers based on the SAFE sport vision to be used by sport teachers and coaches.
4. Create a label for sport organisations, facilities and events that respect the SAFE sport vision.
5. Encourage sport organisations to adopt and apply the SAFE sport vision.
6. Create an inventory of existing uses of SAFE sport for development.
7. Identify and disseminate best practices and models that facilitate the application of the SAFE sport vision.
8. Train sport managers in these models.
9. Use SAFE sport events as a catalyst for sustainable development in host cities/regions.
10. Encourage United Nations entities to incorporate SAFE sport as a programme element in their activities.
11. Advocate the allocation of an annual percentage of government aid funds to development through SAFE sport.
12. Envisage the introduction of taxes and fines to regulate the problems of sport and to accrue revenues to an international SAFE sport fund:
  - a. such as the "Coubertoin" tax to fight the muscle drain
  - b. such as the UEFA's fines against racism in football.

By promoting, managing and financing a SAFE sport we will contribute to a harmonious human development everywhere and meet the needs of the present sportsmen/women, athletes and fans without further harming sport or compromising the ability of future generations to enjoy sport at its best!



## Corporate Social Responsibility

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There is a clear need:

1. to create a code of conduct, which includes freedom of association and collective bargaining;
2. to induce sport brands to endorse corporate social responsibility and to report on a yearly basis;
3. to enable stakeholders to challenge companies on the content and accuracy of their reports and the impact of their operations;
4. to include training in good management practice so as to improve their own management and that of their partners and suppliers;
5. to ensure that the growth of the Sporting Goods Industry, as well as the creating of additional market potential, leads to beneficial development in the countries in which manufacturing occurs.

A CONFERENCE ORGANISED BY



SPECIAL ADVISER TO THE  
SECRETARY-GENERAL OF  
THE UNITED NATIONS ON  
SPORT FOR DEVELOPMENT  
AND PEACE



SWISS AGENCY  
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