



(For immediate release)

Generations For Peace celebrates first-ever International Day of Sport for Development and Peace

Volunteers in fifteen countries lead community activities boosting local programmes

6 April, 2014 – Amman, Jordan: Celebrating the first-ever International Day of Sport for Development and Peace (IDSDP), Generations For Peace volunteers in fifteen countries led activities to demonstrate how sport can be used as a powerful tool to bridge gender, religious and ethnic divides in their communities.

Generations For Peace volunteers in Afghanistan, Azerbaijan, Bosnia and Herzegovina, the Former Yugoslav Republic of Macedonia, Georgia, Indonesia, Jordan, Kyrgyzstan, Lebanon, Nepal, Nigeria, Pakistan, Palestine, Uganda and Yemen joined the worldwide call to action. Demonstrating Generations For Peace carefully-designed sport-based games, the volunteers showed the effectiveness of sport as a universal language and vehicle for change to address conflict and violence. The activities helped boost awareness and support for their ongoing work in their communities.

HRH Prince Feisal Al Hussein, Founder and Chairman of Generations For Peace, emphasised the significance of IDSDP: “I was delighted when the UN General Assembly declared 6 April as the International Day of Sport for Development and Peace. This is an important day to engage children and youth in sport. It helps promote and boost the work that our Generations For Peace volunteers around the world are carrying out each day and week to lead change in their own communities. They are using sport as a powerful entry point to engage with children and youth to raise awareness and help tackle local issues of conflict and violence, inequality and exclusion, and social development.”

In Kabul, Afghanistan, Generations For Peace volunteers organised a demonstration football match between local young people from Miakhel and Sahak, two villages in Kabul Province in conflict over land. The match was organised for 30 male youth playing in mixed teams from the two rival villages. During the closing there was a discussion and reflection from the participants and audience about the match, and how sport can be used for development and peace.

Sayed Ikram Afzali, Generations For Peace Pioneer from Afghanistan said: “We would like the policy makers to understand the power of sport - it can be used as a vehicle for peace building and development. We are showing how tools like sport can bring people together.”

In Baku, Azerbaijan, Generations For Peace volunteers delivered a presentation on the role of sport as a tool for peace building to more than 50 participants including refugees, internally-displaced people, and representatives from the United Nations Development Programme (UNDP), the United Nations Department of Public Information (UNDPI) and the United Nations Children's Fund (UNICEF).

Aysel Asgarova, Generations For Peace Delegate from Azerbaijan said: “As well as encouraging dialogue and understanding between people, sport can also advance human rights and act as a driver for social change.”

The global celebrations to mark this first-ever IDSDP are helping to raise awareness and support for Generations For Peace volunteers around the world. Generations For Peace is the only peace-through-sport organisation officially recognised by the International Olympic Committee, and has more than 8,400 volunteers in 50 countries, leading local change in their own communities in the Middle East, Africa, Asia, and Europe.

-ENDS-

NOTES TO EDITORS:

About Generations For Peace:

Generations For Peace (GFP) is a Jordan-based global non-profit organisation founded by HRH Prince Feisal Al Hussein and Sarah Kabbani Al Feisal, dedicated to sustainable peace building and conflict transformation through sport, arts, advocacy, dialogue and empowerment.

By providing unique training and continuous support and mentoring to volunteer leaders of youth, GFP empowers them to lead and cascade change in their communities, promoting active tolerance and responsible citizenship and working at the grass roots to address local issues of conflict and violence.

Different contexts include inter-tribal, inter-ethnic, and inter-religious violence; gender inequality; post-conflict trauma response, reconciliation and reintegration; exclusion of minorities including IDPs, refugees and people with a disability; and challenges of integration in multi-cultural societies. Conflict sensitivity, and the full participation and empowerment of girls and women, are integrated into GFP's approach.

GFP uses sport as an entry point to engage with children and youth, and our carefully-facilitated sport-based games provide a vehicle for integrated education and behaviour change. In addition to our sport-based approaches, GFP has also developed arts, advocacy, dialogue, and empowerment activities to support conflict transformation with children, youth and adults in different contexts.

In the last six years, we have trained and mentored more than 8,400 volunteer leaders of youth in 50 countries and territories in the Middle East, Africa, Asia, and Europe. With our support, their ongoing programmes address local issues of conflict and violence, and have touched the lives of more than 215,000 children, youth and adults.

GFP is listed in the "Top 100 NGOs in the World" for 2013 by *The Global Journal*. The ranking assesses non-governmental organisations according to innovation, impact, and sustainability.

GFP is also the only peace-through-sport organisation officially recognised by the International Olympic Committee.

Generations For Peace Media Team

Tel: +962 6 569 1248

Fax: +962 6 568 2954



info@generationsforpeace.org



www.generationsforpeace.org



www.facebook.com/generationsforpeace



[@Gens_For_Peace](https://twitter.com/Gens_For_Peace)