



(For immediate release)

Generations For Peace Applauds UN Initiative

Leading NGO welcomes UN historic decision to create International Day of Sport for Development and Peace

26 August 2013 – Amman, Jordan: The founders of Generations For Peace, HRH Prince Feisal Al Hussein and HRH Princess Sarah Al-Feisal, today welcomed the United Nations' (UN) historic decision to create an International Day of Sport for Development and Peace, hailing it as another “milestone” in the global fight for social equality and peace.

On Friday, in presence of Dr Jacques Rogge, President of International Olympic Committee (IOC), the UN General Assembly established the day that will be celebrated each year on 6 April, the date of the opening of the first modern Olympic Games in Athens in 1896. As one of only two peace-through-sport organisations officially-recognised by the IOC, Generations For Peace promotes the values of Olympism and sport as a tool for peace building.

Founded in 2007, Generations For Peace has worked closely with the IOC, Olympic Movement and UN, using sport as a powerful entry point for engaging youth in communities, and a vehicle for behaviour change to address local issues of conflict and violence. As well as sport, Generations For Peace uses arts, advocacy, dialogue and empowerment activities for conflict transformation in different communities and diverse contexts around the world.

Since their inception, Generations For Peace programmes have trained more than 8,200 volunteers from 46 countries and territories. These trained volunteers have been supported and mentored to implement programmes in their own communities, which have benefited the lives of more than 213,000 children, youth and adults. Programme research and evaluation show important impacts including reductions in violence; breaking of stereotypes; greater trust and tolerance between different ethnic groups, tribes or religions; strengthened social capital, empowerment of girls and women; greater inclusiveness of minorities; and increased volunteerism and responsible citizenship by youth in their communities.

Generations For Peace Founder and Chairman, HRH Prince Feisal Al Hussein, said: “This news marks a key milestone for the many NGOs that use sport as a vehicle to effect positive change in some of the most socially deprived and conflict-torn communities in the world. The annual International Day of Sport for Development and Peace will help the world focus on the incredible work that is carried out by our truly inspirational volunteers and other organisations.”

Co-Founder and President of Generations For Peace, HRH Princess Sarah Al-Feisal said: “The special UN day will help NGOs in this field with fundraising and recruiting volunteers; it will also create a closer network of cooperation amongst NGOs. The Generations For Peace Institute welcomes the opportunity to work closely with the UN to analyse the impact of the annual International Day of Sport for Development and Peace and how the day can be used for maximum effect in the future.”

Safiya Ibn Garba, founder of EWEI, an organisation empowering girls and women in Kaduna, Nigeria, and herself an experienced volunteer and certified Generations For Peace Pioneer, commented on the use of sport for conflict transformation: “Sport has the power to engage people, break barriers, address stereotypes, and build trust”.

Generations For Peace uses carefully-facilitated sport-based games to engage youth in conflict transformation education and activities, harnessing the unique dynamics of sport within a safe environment to support change. As Alexanyan Jhanna, a child participating in Armenia programmes commented: “By taking part in the Generations For Peace sport-based games, I learned to play not for victory, but for friendship”.

-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 HRH Princess Sarah 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 8,200 volunteer leaders of youth in 46 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 213,000 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.

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