

The Impact and Effectiveness of Sport on the Millennium Development Goals

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Friday 2nd July, 2010.

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Introduction:

The headline of the May 21st article of the International Olympic Committee (IOC) read "Sport to Push U.N. Millennium Development Goals." As time draws near to the 2015 target for the achievement of these Goals, many of which are seemingly unattainable, sport officials and U.N. representatives assembled in Lausanne. Their mission was to assess how sport can best be used to make progress in the fields of human development, health and gender equality, in what was the first joint forum between the Committee and the U.N. opened by the IOC's President Jacques Rogge. Apart from the perceived positive effect of sport on the above-mentioned Goals, former U.N. Secretary-General Kofi Annan stated in the 2010 Sport Accord Convention in Dubai that sport can also play a bigger role in protecting the environment. So what is it about sport that seems to align with development? What is the link between the Olympic Movement and the Millennium Development Goals (MDGs)? The Lausanne Forum exemplified the spirit of the Olympic Movement and the commitment of the United Nations to make the achievement of the MDGs a priority. At the Forum, IOC Vice-President Mario Pescante stated of the U.N.-IOC partnership and the granting of Observer Status to the IOC by the U.N. that "for the first time in modern history, sport has a voice within the most important of all international institutions, the U.N." (IOC website- First UN-IOC Forum). Special Advisor Wilfried Lemke concurred that "through collaboration and partnerships between the U.N. system and the IOC, we can use sport to play a crucial role in achieving each of these important goals" (Sports Features website).

Suffice it to say then that sport is now more than a mere pastime. It is an international phenomenon. It motivates, empowers and inspires and it brings athletes, coaches, volunteers and spectators together. It contributes to the economy and is important to the television and tourism industries through sponsors and fans. However, in looking at the basic definition of sport as an activity involving physical exertion in which an individual/s or teams compete against each other, its capacity for social capital, peace-building and humanitarian aid initiatives seems to be far-fetched but in reality its societal benefits range from unifying conflict-torn societies to providing post-disaster trauma relief, to mobilising support for social causes, to

breaking down barriers and facilitating communication. In children, “sporting activities are said to teach tolerance, acceptance and the value of inclusion” (Levermore and Beacom 2008, 16). Moreover, while its health benefits such as preventing several chronic diseases including diabetes, cancer and cardiovascular disease are well documented, the benefits for society as aforementioned are multi-fold, especially when it targets the youth. Another point is that the richest as well as the poorest people identify with sport in some way as evidenced by the World Cup and the Olympic Games. For example, for the impoverished street children who participated in their very own World Cup Tournament in South Africa, playing football has offered them an escape from constant hunger and deprivation. More than that, however, it has given them hope for a better life away from the street and committing crime. It has also built their self-esteem and self-confidence, not to mention the psycho-social aspect of feeling included and part of something important. In fact, two youngsters on the team testified that football has renewed their sense of self-worth and given them a chance for a new life. Elsewhere in South Africa, at Zonderwater Prison, inmates held their own World Cup tournament as well, decked out in football uniforms as they played with gusto against English fans. While all of these inmates have been committed for violent crimes, the South African Prison Services hope to use sport as a method of rehabilitation. According to the authorities, “playing sport reinforces teamwork, teaches the men to control aggression and forces them to stick to rules” (Bierley 2010). Yet another case is that of Lizo Sitoto, former Robben Island prisoner who was incarcerated during the apartheid regime for sabotage and trying to overthrow the government, along with Nelson Mandela. Sitoto, who was 20 years old when he was arrested, was among the inmates who formed the Makana Football Association which formed football leagues on the island. In his interview with reporter Tariq Panja he stated that “football is more than just a game for us because it kept us living” (Panja 2010). This proves that by its very nature, sport engagement does wonders for the psyche, which can be rendered fragile after physical and mental trauma. These examples also prove that sport is seen as a catalyst not just for a healthy lifestyle but for hope, healing, empowerment, inclusion, confidence, leadership, rehabilitation and peace and in turn, because of these far reaching social impacts, an agent of development. To illustrate this point, I will use as my main sources,

the websites of the IOC and the U.N. with the focus on the latter's Office on Sport for Development and Peace and books from sports management as well as international development experts. I will also use BBC reports and the websites of *Right to Play*, a non-governmental humanitarian and development organisation whose mission is to improve the lives of children in disadvantaged areas of the world through sport, and finally, *Sport and Development*, an international platform dedicated to this very theme.

Research Question:

The main focus of this paper then is to examine first and foremost, the social and economic benefits of sport in general as well as its potential as an instrument of development. Examples of the latter include giving disadvantaged children a chance to hope and dream, rehabilitating prisoners, building bridges in otherwise conflicted relationships and promoting the potential for the income generated from global events like the World Cup and the Olympic Games, to improve the lives and well-being of the citizens where these events take place. It will then examine sport as a catalyst for peace as exemplified by the history of the Olympic Movement and its ideals. Next, it will delve into the recent attention given to sport in development, hence the U.N.'s proposal to use the universality of sport to drive social change. This recent attention has also forged a crucial partnership between the International Olympic Committee and the U.N. who seek to use this partnership to bring further awareness to the Millennium Development Goals and the timeline of 2015 to achieve them. One Goal which is not to be underestimated therefore is that of Goal Number 8, the creation of global partnerships, which is exactly what the Lausanne Forum set out to do. This partnership will seek to implement programmes and activities that advance the other Goals such as women's empowerment, universal primary education and the fight against HIV/AIDS. Thus my research question is what is the impact and effectiveness of Sport Engagement on the U.N. Millennium Development Goals? In attempting to answer this question I will look at sport programmes and activities that have been implemented in developing countries as case studies and which have had direct positive effects on the achievement of these Goals. My hypothesis is thus that in countries where sport, along with other broad-based initiatives, has been used as a tool for

development, concrete progress has been made on quite a number of the MDGs and indeed on the social, economic and political aspects of development. That said, it then bears examining what has been said about this 'powerful' instrument that is sport, its impact on the community and its potential for peace-building and development in the world at large. With that I will now turn to the works of various scholars who have written on the subject.

Literature Review:

U.N. Secretary General Ban Ki-moon stated that "sport is a language each of us can speak" (UNOSDP website) thus it crosses racial, cultural, religious, political and economic barriers. Former Special Advisor to the U.N. Secretary-General on Sport for Development and Peace Adolf Ogi concurs, as he states that "sport helps us demonstrate that there is more that unites than divides us" (UNOSDP website). Sports studies professor Grant Jarvie points out that some of its potential functions are socio-emotional as it contributes to the maintenance of socio-psychological stability, and integrative, as it contributes to the inclusion of diverse individuals (2006, 24). That said, recognition of the impact and effectiveness of sport on development has however only recently been studied in depth. In fact the United Nations Office on Sport and Development was only introduced in 2001 by Former Secretary-General Kofi Annan who nominated Mr. Ogi as then Special Advisor to promote sport as a way to achieve development and peace; and it was only in November 2003 that the General Assembly of the U.N. adopted a resolution affirming its commitment to sport as a tool that assists in achieving the MDGs. In the recent development initiative, sports management and policy professors Matthew Nicholson and Russell Hoye concur that "in recent times the notion of the 'power of sport' to do social good has increasingly come to prominence on social policy agendas and is conferred with a whole series of positive attributes to the exclusion of the social ills facing wider society" (2008, 22). In looking at the role of governments in sport promotion as an instrument of MDG achievement, international development expert Roger Levermore and sport development and international politics expert Aaron Beacom have asserted, that while the economic and social potential for sport has long been acknowledged by governments, "this recent expansion of sport as an agent for social change especially in low-income countries is

partially a result of the recognition that the orthodox policies of 'development' have failed to deliver their objectives" (2009, 1). So how exactly will sport succeed where other development objectives have failed previously and how will its impact be measured?

The "International Inspiration" campaign, whose vision is to harness the power of the London 2012 Olympic Games, is contributing to the MDGs by investing almost \$100 million in sport for development. This campaign seeks to benefit 12 million children in 20 countries. In addition, since UNICEF is the international development partner of the 2012 Games, this collaboration is the aim of U.N. Goal Number Eight with its emphasis on global partnership. The agency has also announced various activities planned in developing countries such as Azerbaijan, Brazil, India and Zambia and has partnered with the International Cricket Council (ICC) in the Caribbean, South Asia and Africa to address the impact of HIV/AIDS on young people as well as its prevention, thus focusing on MDG Number Six. Other countries such as Mozambique, Sierra Leone and Tanzania have integrated sport into their Poverty Reduction Strategy Papers and there has been some measure of success in Tanzania and Uganda. In Tanzania for instance, the Sport Development Department Peer Coach Programme's collaboration with the Youth Department, which helps unemployed youth form sport teams and find work in small businesses, has seen a reduction in poverty levels among them (Right to Play website- Sport for Development and Peace At Work). In other countries too, sport programmes have contributed greatly to attracting and retaining students in primary and secondary schools. Such is the aim of MDG Number Two. By and large however, many developing countries are still unaware of the ways in which sport engagement can be used to further their development objectives and promote peace. Therefore, this means that not enough is done to measure the impact and effectiveness of sport on the MDGs. While sport alone cannot achieve these Goals, it can be used as a valuable tool to foster a more broad-based approach to their achievement though far more advocacy. Further monitoring and evaluation will be needed to measure its long term impact on development. With that, the focus will now turn to sport as an instrument of peace through the history of the Olympic Movement.

“Sport as a Force for Social Change”- the Olympic Movement:

In looking at the long-standing ability of sport to foster peace, the history of the Olympic Games is the yardstick by which it is measured. Held from 776 B.C. to 394 A.D. in Olympia, the Games were more than just a sporting event, they were a cultural experience in which youth prepared themselves physically, morally and spiritually to optimise their performance and cultivate “the spirit of fair competition and sportsmanship, while seeking to achieve harmony in everything” (the International Olympic Academy- The Legacy of Ancient Greece). They were said to have been created by Heracles and later re-established by Iphitos who demanded that during this period hostilities be stopped and soldiers put down their weapons; thus an Olympic truce was called and the ideals of peace, freedom, equality and mutual respect were promoted. After being abolished for 1500 years, Frenchman Pierre de Coubertin tried to revive the Games but he encountered more than mild disinterest and an appalling lack of enthusiasm. Eventually Coubertin got his way and the first modern Olympic Games were held in Athens in 1896. As stipulated in its Charter, the Olympic Movement has as its goal to contribute to building a peaceful and better world by educating youth through sport. The supreme authority of the Olympic Movement is the International Olympic Committee and its President is responsible for representing the IOC as a whole. In 2007, the current President of the IOC, Jacques Rogge, won the UNEP Champion of the Earth Award for the IOC’s work in environmental sustainability. The role of the Committee includes but is not limited to the following: “to encourage and support the role of ethics in sport; to ensure that the spirit of fair play prevails and violence is banned; to endeavour to place sport at the service of humanity and thereby to promote peace; to encourage and support the promotion of women in sport at all levels; to encourage and support a responsible concern for environmental issues and to promote sustainable development in sport” (IOC website- Olympism in Action). Thus while research on this paper focuses on the impact and effectiveness of sport on the Millennium Development Goals, nevertheless it is of utmost importance to examine the impact of sport on conflict resolution and as a catalyst for peace, for development cannot advance without peace and stability.

The Contribution of Sport to Peace and Development:

In looking at the effect of sport on peace and indeed on development, it is important to note that sport is not the be-all and end-all of conflict resolution or attainment of the MDGs. Rather, it is a tool that can be applied to other more broad-based initiatives but an effective tool it is. The contribution of sport to peace-building is significant. For instance, the re-integration of child soldiers and ex-combatants is extremely challenging, but sport participation may help these groups to adjust their behaviour patterns from one of day to day violence to one of more acceptable social behaviour and help them to rebuild trust (Sport and Development website-Reintegration of Child Soldiers through Sport). In healthy relationships among athletes for instance, peace-building is established and maintained as "sports are founded upon specific laws that regulate play, thereby ensuring that participants must behave in a rule-governed way" (Sports and Development website- Sport and Peace-building) and furthermore, in societies torn by conflict and division, sport can help to bridge these divisions and promote reconciliation. One of the most powerful and poignant examples of this is highlighted by Lucie Thibault in her Journal of Sports Management article entitled "the Globalization of Sport." She tells of the famous case of Nelson Mandela, who shared in the victory of the South African Springbok rugby team and united South Africans through his support of the team despite being in a country brutally divided by race. Thibault states that "South Africa Springbok's World Cup victory not only led to a successful nation-building achievement, it put the new South Africa and the anti-apartheid regime on the global map" (Thibault 2009, 4). She also cited the example of South Korea and Japan who have had tense relations since 1945 yet were able to put these tensions aside to co-host the 2002 FIFA World Cup. Yet another example occurred in June 2009, where a football tournament organised by the U.N. Peacekeeping Operation in Côte d'Ivoire brought together the armed forces of the rebel-led FAFN (Armed Forces of New Forces) and the government-led FDS (Les Forces de Défense et de Sécurité) to promote reconciliation and unity. Still another example of healing through sport comes from Honduras where in 2009 the team qualified for the 2010 World Cup against a backdrop of political turmoil and violence as President Manuel Zelaya was forced to exile

through a power struggle and plans for constitutional change. The team waited with bated breath as their qualification hung in the balance between their victory over El Salvador and the U.S.' victory over Costa Rica. When both were realised, any political tension was dissipated as the country was united by triumph and joy. Later, the president of the Honduran Football Association Rafael Callejas stated "if we had not qualified for the World Cup the differences in Honduras would have become enhanced and probably we would have had high levels of violence. People were tranquilised by the game. It gave them hope and happiness" (Fletcher 2010). These are powerful examples of sport as a tremendously effective tool for healing and peace, but what of sport as a tool for development?

In looking at the physical, economic and social benefits of sport as well as the objective of the U.N.-IOC partnership in using sport as an instrument to promote development, the potential of sport as a means for reconciliation and improving the lives of victims of conflict is finally being recognised, while its use as a tool to promote development has largely been underestimated. Nonetheless, with respect to sport-for-development initiatives, early collaborative efforts between a sporting organisation and a U.N. agency date as far back as 1922 with an exchange of letters from then IOC President Pierre de Coubertin and then International Labour Organisation (ILO) Director General Albert Thomas, whose recommendations called for "harmonising the activities of the various institutions providing means of recreation" (ILO website- A Common Framework for Sport and Development), but the history of using sport in a systematic way to promote development largely remained untapped until recently. For example, while 1978 saw UNESCO's adoption of the Charter on Physical Education and Sport and 1997 saw the Heads of State and Government of the European Commission emphasise the social significance of sport, it was not until the aforementioned Sport for Development and Peace Initiative that sport, development and peace were linked. In 2002 the U.N. Inter-Agency Task Force was convened to "promote the coherent use of sport in development, generate greater support among Governments and sport-related organisations, establish an inventory of sport-for-development programmes and encourage the United Nations to include sport in its activities and work towards achieving the Millennium Development Goals" (UNOSDP website- Sport for Development and Peace). A year later in

2003, the first Conference of its kind was held in Magglingen, Switzerland involving U.N. agencies, governments, athletes, businesses and civil society and it was also the year for the Next Step Conference which was established to target practitioners at the grassroots level. The 2004 Olympic Games in Athens brought political leaders and experts together to discuss achieving the Development Goals and laid the foundation for the Sport for Development and Peace International Working Group (SPD IWG). The subsequent years saw the Declaration of the International Year of Sport and Physical Education (2005) whose Charter cited sport as a fundamental human right for all. Thereafter there were follow up conferences in Switzerland, Zambia and Namibia and the unveiling of the White Paper on Sport, a document underlining the use of sport as a tool for development in international policy. Notwithstanding the importance of these various conferences, perhaps the most comprehensive in terms of partnership is that of the International Olympic Committee and the United Nations in 2008 who agreed on an expanded framework for action to use sport to achieve the Millennium Development Goals. So how exactly can sport promote the achievement of these Goals?

The *Right to Play* document on Sport for Development and Peace outlines the contribution of sport to the MDGs as the following: for Goal One, which is to eradicate hunger and extreme poverty, sport programmes provide jobs and skills development, and participants, volunteers and coaches acquire transferable life skills which will make them more employable. For Goal Two, that of achieving universal primary education, school sport programmes motivate children to enrol and stay in school. This in turn can improve academic performance. In addition, sport-based community education programmes provide educational opportunities for children who are unable to attend school. For Goal Number Three, promoting gender equality and empowering women, sport can give girls and women greater control over their lives and help them to access leadership opportunities and experiences; not to mention give them increased self-esteem and self-confidence. Goal Number Four, reducing child mortality, is one in which sport as a fitness tool can improve children's resistance to some diseases and reduce the rate of high-risk teenage pregnancies. Goal Number Five, reducing maternal mortality, ties into Goal Number Four as sport programmes targeting health can provide much-needed information and education to girls and women who will in turn make better decisions

concerning their own health. For Goal Number Six, combating HIV/AIDS, malaria and other diseases, sporting activities and programmes provide information, education and empowerment that can result in lowered high-risk behaviour, leading to reduced HIV rates. Goal Number Seven, encouraging environmental sustainability, can be achieved through sport by the use of sport-based campaigns and initiatives that focus on environmental awareness. In fact, in the Sport Accord Convention in Dubai earlier this year, Kofi Annan praised the Olympic Movement for emphasising environmental responsibility at the Games in Beijing, Vancouver and the upcoming London 2012 Games. In the same vein, Grant Jarvie in his book "Sport, Culture and Society," states that "the Olympic Movement places special emphasis on Agenda 21 which promotes sports facilities that better meets social needs and integrates development and environmental concepts into sports policies" (Jarvie 2006, 246). Last but by no means least, Goal Number Eight, developing a global partnership for development, sport can increase networking among governments, NGOs and sport organisations. A case in point is the ILO and the IOC's 1922 agreement as well as the IOC and U.N. Partnership and subsequent Conferences, including the aforementioned Sport Accord. With that, this paper will now turn to the work of the U.N. Office on Sport for Development and Peace and the programmes that they have either implemented or collaborated with in order to further their objectives of achieving the MDGs.

United Nations Office on Sport for Development and Peace:

The United Nations Office on Sport for Development and Peace (UNOSDP) in its emphasis on the value of sport, states that "sport can no longer be considered a luxury within any society but is rather an important investment in the present and the future, particularly in developing countries" (UNOSDP website). The Office asserts that its partnership with sport is natural considering that sport is a fundamental human right. More and more governments, NGOs and other agencies are recognising that sport is an effective tool, not just in terms of cost, but in terms of positive impact in peace-building and development efforts. So what has the Office done since its inception in 2001? As a jumping off point, the Sport for Development and Peace International Working Group (SDP IWG) was created with the aim of putting forward recommendations to the national and international development strategies of governments,

but also sharing information about strategies that work. Thus, it provides a forum whereby governments can share best practices, implement policy recommendations and sustain awareness and momentum. On this very point, sports management and development expert Vassil Girginov, with regard to successful sport programmes, emphasizes that the key also lies in not “falling short of delivering developmental outcomes because of their short-term orientation and failure to build on what has been achieved” (2008, 22). To continue along such momentum, their strategy objectives include hosting international and regional meetings as a way to increase awareness and create dialogue and they encourage governments and multilateral organisations to be part of this dialogue as well. They also support advocacy and outreach efforts which seek to promote sport, invest in programmes that have proven to have worked and research in sport for development and peace initiatives. This research assists with furthering these initiatives with other specialised U.N. agencies so that it is included on their agenda. With respect to the activities of national governments, they conduct research and reports, track progress and identify challenges to these governments’ implementation of policy recommendations. Lastly, with respect to supporting the work of the latter, they encourage knowledge exchange and participation in the SDP IWG. They also link governments with experts to identify common approaches and assist with further integration of development policies and programmes.

With regard to integration, the internationalism of sport is of course well known and its cross-cutting effects are felt worldwide. It is due to this that the U.N. enlists the volunteer services and support from prominent personalities and athletes around the world. These personalities draw attention to the cause of development and furthering the MDGs through their advocacy, appeal and generosity. Goodwill Ambassadors to different U.N. agencies include German footballer Michael Ballack, Côte d’Ivoire’s Didier Drogba and Swiss tennis star Roger Federer. Ballack, along with fellow footballer Emmanuel Adebayor, teamed up for a public service announcement speaking up for those stigmatised by HIV/AIDS and Ballack has reached out to young people highlighting the importance of HIV prevention and safe sex. Drogba meanwhile, is teaming up with UNDP in a campaign against poverty and garnering support for the achievement of the MDGs. He is also committed to promoting peace, conflict prevention

and supporting free and fair elections in his country. Federer, a UNICEF ambassador since 2006, has been involved in charity work even before this appointment as he set up his own charity in his mother's native South Africa working with *Imbewu*, an organisation which runs development projects and sponsors schooling for children in a township outside Port Elizabeth. As a UNICEF ambassador, he has travelled to India to visit tsunami recovery programmes in the hardest-hit state of Tamil Nadu and on the eve of the Australian Open Final in January 2010, he organised "Hit for Haiti," which saw him and fellow tennis players Rafael Nadal, Lleyton Hewitt, Serena Williams and Kim Clijsters engage in an exhibition match to raise funds for the victims of the devastating earthquake in Haiti. Apart from these athletes, others have invested in the local communities of developing countries which have helped to boost the economy of those countries. For example, research conducted in Kenya shows that their runners invested their earnings made from running in international circuits back into the local economy in an agricultural town called Eldoret to purchase a farm and start local businesses. These sports celebrities share a passion for changing the lives of people worldwide and their mass appeal brings more awareness to the plight of the disadvantaged. Their appeal motivates others to help as well and through their various projects, they show that sport for peace and development is indeed linked. Still others have established fitness centres to further develop sporting activities. Such sporting activities in turn can create local industries like handicraft which is typically made by women. Sport tourists who come to these events and purchase this handicraft can generate income for these women and empower them to be self-sufficient, and as a result, contribute to the development of their own country. Such is the focus of Goal Number Three. This however, is not meant to imply that only athletes who have been successful on the world stage can bring about change, for even those who are not famous, be they athletes or coaches, students or teachers, can bring awareness to and spread knowledge about the Millennium Development Goals and the role of sport in achieving them.

Apart from the above listed efforts, the United Nations Office on Sport for Development has a mandate by which its current Special Advisor, Wilfried Lemke, has many roles. First, as an advocate, leading and coordinating the efforts of U.N. member states to support sport's contribution to the attainment of the MDGs as well as conflict resolution. Second, as facilitator,

encouraging dialogue and collaboration between the U.N. and Member States, civil society, the private and public sector and the media and finally as representative, being the key figure acting on behalf of the Secretary General and the U.N. at important global sporting events. In this role, Mr. Lemke has stated that he has seen “the remarkable power of sport in helping vulnerable and disadvantaged communities plagued by poverty and violence” (Sport and Development website). He also visited the Youth Development through Football Project in South Africa and went prior to the World Cup to promote sport as a tool for positive social change. Not to be left out, Former Advisor Mr. Adolf Ogi also did his part by visiting Liberia in 2007, a country that had just emerged from many years of internal conflict, to promote sport as an instrument of peace and reconciliation. When asked how he would go about this seemingly insurmountable task, he replied that he would launch a five week Sport for Peace Programme focusing on the young generation as sport will teach them how to play fair and respect rules as well as the opponent (UN Radio website- UN and Africa). This Programme he stated will be launched with President Ellen Sirleaf Johnson, the President of the National Olympic Committee, the United Nations Peacekeeping Mission in Liberia and other partnership networks. The pending success of this programme will also serve as an incentive for other conflict-ridden areas and calls to mind the importance of partnerships. In September 2008, Liberia celebrated its 2nd annual Peace Dream Cup, a two week football tournament for children under 14 which demonstrated how sport initiatives can contribute to peace-building by having youth play together and cooperate as part of a team. These children are also learning that inclusion and teamwork can play a crucial role in their development, thus sport for peace is surely at work and its benefits for society are far-reaching. This paper will now highlight three different case studies in which the positive impact and effectiveness of sport on peace and on the MDGs has indeed made a difference in the communities in which it is promoted.

Case Studies:

TANZANIA.

In Tanzania, the National Sport Policy emphasises the development of sport as a means of poverty eradication (Right to Play website- Sport for Development and Peace in Action).

Moreover, its Peer Coach Programme, which focuses on Goal Number Six, HIV/AIDS prevention and education, along with its Ministry of Health, compiled data in 2006 on infection rates and found that the project has been successful in contributing to their reduction. Apart from that, the Sport Development Department has been able to bring together refugees from neighbouring Burundi, Democratic Republic of Congo and Rwanda and through sport, fostered conflict resolution and peaceful co-existence. It must be stated that one of the key reasons for this success is the government's willingness to acknowledge sport as a tool for development hence the establishment of the Sport Development Department and the implementation of the National Sport Policy. Among other objectives, this policy seeks to achieve mass participation of citizens in sports, improve the tools needed to strengthen sport development and coordinate with other nations to enhance sporting activities. The government has also encouraged the participation of girls and women in sport as well as leadership development and training activities, the aim of Goal Number Three. Such policies are the basis on which sport for peace and development was established and thanks to these all encompassing initiatives by the Tanzanian government, attainment of the MDGs will be more viable within such a framework. That said, a key challenge that the Sport for Development Programme in Tanzania faces is a shortage of facilities and equipment for which funds may not be available. Another challenge is in the area of expertise at the grassroots and high performance level, thus it welcomes experts to provide physical education training to aspiring teachers, but all in all, Tanzania has taken important first steps in promoting sport and effectively showing its positive impact on Goals Three and Six.

ZAMBIA.

Thanks to the inauguration of the Sport for Development and Peace Programme, Zambia too has had its share of successes in taking steps towards achieving the MDGs. Like Tanzania, the objectives of its National Sports Policy is to promote mass participation in sport and gender inclusiveness but it also seeks to include persons with disabilities and raise awareness of HIV prevention strategies. Their 'Focus on Youth' Sport Programme has reported that efforts have been successful in bringing out-of-school children back into the school system

so much so that enrolment as well as school attendance rates have improved. Again, this is Goal Number Two at work and again like Tanzania, credit must be given to Zambia's government for sustaining the momentum from the Sport for Development and Peace Programme by including it in the Cabinet's budget. It has gone one step further and the Ministry of Sport has designated representatives who receive training. These representatives are also the contacts for any questions or concerns on the Programme. Apart from that, the IOC Sports for Hope Project established the Olympic Youth Development Centre in Lusaka. Besides providing sporting facilities, the plans for the Project include educational facilities and programmes focusing on girls' empowerment and health issues like HIV/AIDS and malaria. Thus, this Centre is a means through which excellence can be achieved not just in sport but in attainment of key MDGs. A constant challenge that remains though is funding, whether for community programmes or for athletes to compete internationally. Another is lack of infrastructure, but with the opening of the Centre earlier this year to accommodate outdoor sports fields, an indoor multi-purpose sports venue, administrative offices, support areas and a gazebo, Zambia will now have a first class facility that is of an international standard. This in turn will give them the impetus to maximise the role of the Sport for Development and Peace Programme.

UGANDA.

In Uganda, Sport for Development Initiatives have served to attract and retain students in primary and secondary schools, once again honing in on the achievement of Goal Number Two. What is also significant about this is that reports on this Goal in developing countries have shown that typically, while there has been an improvement at the primary school level, challenges tend to remain in enrolment at the secondary school level but with this Initiative, enrolment at the secondary school level has also improved. Uganda's success is thus quite encouraging. Another positive aspect of the programme is that it contributed to young sports talent emerging from the school system. A continuing thread throughout this and the stories in Tanzania and Zambia is the government's willingness to recognise the value of sport and engage its citizens in mass participation. In the case of Uganda, it included sport in its Poverty

Reduction Strategy Paper as a step towards poverty reduction. In the Ministry of Education and Sport Policy of 2004, "it articulated the government's commitment to using sport as a tool for achieving the country's main development objectives" (Right to Play website- Sport for Development and Peace in Action), though unfortunately this is not the case in many other countries. In this case however, as with Tanzania and Zambia, focus is placed on girls and women, strengthening education and raising awareness of HIV/AIDS prevention. The Sport Policy also seeks further engagement with NGOs and the private sector, thus promoting Goal Number Eight. Nevertheless, the challenge that Uganda faces is not unlike the above mentioned two countries which is that of inadequate funding especially in the areas of monitoring and assessment. This paper will now look more into detail on other challenges facing Sport for Development and Peace Initiatives.

Challenges:

In examining the programmes in these countries and the effect that sport has had on the achievement of the MDGs, some issues still facing them are a shortage of sporting facilities and equipment, limited expertise and lack of infrastructure albeit due to a lack of funding. With such challenges, sporting activities and programmes cannot be practised nor can their potential be realised even at the grassroots level, so again, sport remains an untapped resource. Such programmes, as I have previously underlined, can do wonders for social interaction, bridge-building and the advancement of development. Still however, in terms of funding, pervasive throughout developing countries is that investment in sport is not a top priority for their governments, thus it is not accommodated either in their budgets or education programmes. It is therefore still a challenge to get them to formally commit to using sport as a tool for development, or to even become aware of its capability. Another factor throughout not just these but other Sport for Development and Peace programmes, is that even with concrete evidence of the positive effects of sport on the Millennium Development Goals, its impact is somewhat hard to measure as these initiatives and the whole idea of sport for development has only recently been explored. In other words, many of these policies, though they certainly

had favourable results, need specific mechanisms and more detailed data to better assess their impact.

Another way in which the advantages of sport can be realised will be using events like the FIFA World Cup in South Africa to transform the lives of the millions of poor on the continent. Reviews of whether this will take place are mixed. With respect to the street children for instance, it was reported that prior to the World Cup, Durban police were forcibly removing them and dumping them elsewhere as part of a 'World Cup clean-up campaign' but officials have denied this (BBC News online- 13 Jun 2010). Other such stories of 'hostile raids' came from traders like Clement Zulu, a vendor who has been selling ice-cream for the past twenty-five years, yet he and others have been barred from promoting their products in the immediate vicinity of World Cup sites. Zulu accuses the Durban police of promoting inequalities between the "haves and have-nots" in South Africa (BBC News online- 13 Jun 2010). He is not alone. Some African citizens have expressed doubtful or pessimistic views on the long term benefits of the tournament as they surmise that its proceeds will go into the pockets of FIFA officials and big businesses while the poor will be forgotten after the tournament ends. Others worry about the 'white elephants' that is, the stadia. Many wonder what will become of them after the World Cup ends and many question whether they will be put to good use after a small fortune has been spent to construct them. Still others feel, that while the tournament is a good way to show case South Africa and the African continent as a whole and will help to diffuse the negative images and stereotypes commonly associated with it, they wonder how the country was able to afford these facilities while large numbers of people living in their midst are starving. While opinions differ far and wide, all are hoping that when the last goal is scored and tourists have returned to their respective countries, the benefits of hosting the tournament will have positive and lasting effects in Africa such as job creation, infrastructure and development; with the ultimate aim of lifting its citizens out of poverty. In the weeks and months following, this will be the ultimate challenge of FIFA, big businesses and the African governments and while the world looks on, the fulfilment of this expectation will also be the ultimate yardstick which will measure the impact and effectiveness of sport and such international sporting activities on the MDGs.

Recommendations:

Notwithstanding the pending outcome of the FIFA World Cup as far as benefits for Africa and mindful of the gaps that hinder the use of sport as a tool for development, the IOC and U.N. Partnership forum in Lausanne agreed upon the following recommendations to set the wheels in motion. In recognising the honour bestowed upon it, the IOC aims to use its newly granted U.N. Permanent Observer Status to act as an advocate for sport and its role in development and peace. The Committee also resolves to maximise its Observer Status as an opportunity to further the U.N.'s objectives of a peaceful world. Moreover, it wishes to use this as leverage to interact with and influence national governments with the formulation of policies that entrench sport into what it calls "an indispensable tool for peace and development" (IOC website- The Importance of Partnership). The Olympic Movement, in keeping with its Charter and Principles, seeks to emphasize its duty to carry out these principles by promoting the use of sport in social and economic development, and recognises that in order to do so, it must go beyond seeing sport as a competitive activity. To go one step further, it seeks to prioritise dialogue with the U.N. so that sport can be embedded in humanitarian programmes with active support for specific proposals from the U.N. itself. This next recommendation is the crux of the collaboration between the IOC and the U.N. as it acknowledges the importance of partnership, not only between the two organisations, but at all levels from local, regional and international to stakeholders such as the private sector, civil society and even the military to realise the vision of a peaceful, healthy society. The Movement also wishes to build upon those partnerships by creating new alliances with the aim of furthering common goals but with a more coordinated approach to complement ongoing initiatives. At the same time, it wishes to make such collaborations effective so as not to duplicate or overlap on current activities. Continuing along the collaborative theme, the IOC aims to develop working relationships with other entities that have been granted U.N. Observer Status, in particular the International Federation of the Red Cross and Red Crescent Societies as well as National Olympic Committees. This is especially due to joint programmes in areas such as HIV/AIDS, disaster

prevention and disaster response. On this, the U.N.'s Sixth Millennium Development Goal, the IOC also wishes to underline its commitment to continue in the fight against the disease.

As the Olympic Committee gets ready to participate in the U.N. Summit on MDGs in September this year, it opens the way for recognition of its contribution to sport and to the promotion of sport in development. The Committee also wishes to stress its commitment to the Goals but more than that, to accelerate efforts to achieve them by the targeted year of 2015. Among the other recommendations that were borne out of this U.N.-IOC Partnership Forum was highlighting the importance and responsibility of the sporting movement to ensure environmental sustainability in sport. In addition, the Forum served as a platform to acknowledge the contribution of the Games in promoting the Olympic ideals to youth particularly on the eve of the first Youth Games to be held in Singapore this August. The achievements of the International Olympic Truce Foundation and the World Taekwondo Federation Sport Peace Corps were also praised for promoting peace through successful outreach to youth. Gender equity and the empowerment of women and girls, including those with disabilities, was also on the list of recommendations as the Forum aims to seek ways to give them more of a leadership role in sport and other decision-making structures. The Tanzania, Zambia and Uganda case studies highlighted earlier show that this Goal has made inroads in these countries and this is indeed a good sign. As part of a more broad-based initiative, the IOC is also resolved to promoting more health-enhancing initiatives and in doing so, forge alliances with the World Health Organisation (WHO) to push for healthier lifestyles and to address obesity along with poor nutrition. A key factor emphasized in these recommendations is that they do recognise that sport alone cannot rid society of its evils, they do acknowledge its contribution to peace-making and peace-building in the world and with that in mind, propose to organise more activities in post-conflict regions along with U.N. agencies. Similarly, the IOC hopes to create a web-based network where information on sport for development and peace can be shared through experts, case studies and research, and most importantly, impact can be measured. In further exploring this theme, efforts are being made to really tap into 'healing through sport' both in post-conflict situations, and in communities torn by natural disasters. To make these efforts count, the need for collaboration with local

community networks such as NGOs, U.N. agencies, coaches and volunteers is emphasized with the aim of enacting durable and sustainable change within these communities. In the last two of IOC's recommendations, the Committee seeks to (a) recognise the work of volunteers in advancing peace and development through sport and (b) propose the continuation of the Working Party of the International Forum on Sport for Peace and Development by holding a second International Forum which will review the outcome of the first. This is another very important aspect in measuring impact as this Partnership, along with respective NGOs, volunteers, governments and civil society can examine the strategies and best practices that have had the desired effects in fostering peace and contributing to development, as well as where challenges to these goals still lie.

Conclusion:

This paper has sought to examine the ways in which sport can be used as a catalyst to achieve the Millennium Development Goals. In doing so, sport has been the primary focus in that, first and foremost, its most obvious capacity is that of pastime and competitive activity between individuals or teams as well as its known health benefits in staving off heart disease, diabetes and high cholesterol. Thereafter sport's capacity beyond this scope has been underlined to include its all-encompassing ability to foster social interaction and inclusion, healing and inspiration, empowerment and hope. The power it has had to transform lives was showcased by the testimonies of individuals such as former Robben Island prisoner Lizo Sitoto, the street children in South Africa and the president of the Honduran Football Association. Sports studies expert Grant Jarvie concurs as he speaks of the function of sport as being socio-emotional and contributing to one's socio-psychological stability. International development experts Russell Hoye and Matthew Nicholson also reveal that sport has, in recent times, been increasingly appearing on the policy agendas of governments who recognise its potential as an inexpensive and effective tool in promoting peace and development. In speaking of sport as an instrument of peace, the history of the Olympic Movement was used as the yard stick by which this is measured in that in ancient Greece, while the games were in session, weapons were put down and hostilities ceased. The Games' revival by Pierre de Coubertin saw the Olympic

Movement as the pinnacle of youth education through sport. Through the ideals of the Olympic Movement and the mandate of the Olympic Committee, the role of sport was widened to encompass the promotion of women in sport, concern for the environment and sustainable development. It also opened the way for the United Nations Office on Sport for Development and Peace Initiative set up by Kofi Annan in 2001 which hones in on sport as a tool for the achievement of peace and the U.N. Millennium Development Goals. Subsequently the U.N. Inter Agency Task Force was convened and thereafter, the Magglingen Conference in Switzerland and the Sport for Development and Peace International Working Group, with the broader focus of implementing sport-for-development programmes, encouraging the U.N. to include sport in its activities and garnering support from U.N. agencies, athletes, governments, NGOs and civil society to discuss how to go about incorporating sports as part of international policy. In raising awareness of the MDGs, the United Nations Office on Sport and Development uses the voices of Goodwill ambassadors, who give their time and use their fame and universal appeal to lend support to the achievement of the Goals and/or focus on the use of sport as a tool to resolve conflict. That said, the Lausanne forum emphasized the importance of partnership between the U.N. and the IOC and is the aim of the Eighth MDG. Goal Number Eight. This forum outlined some much needed recommendations going forward such as the IOC using its newly acquired U.N. Observer Status to advocate for sport as a tool for development and advance the work of the U.N. in striving for a peaceful world. This partnership also seeks to encompass not just local, regional and international stake holders, but also the private sector and civil society. Moreover, plans have been made to continue along this path and host a second Forum to follow up on what has been achieved so far and where further scaling up is needed. In speaking of further scaling up, the cases of Tanzania, Zambia and Uganda were highlighted where initiatives have been taken to appeal to the masses to participate in sport, encourage girls and women in sport participation including those with disabilities and in doing so, focus on the education and prevention of HIV/AIDS. These initiatives have served to see a higher number of girls enrolled and staying in school, the aim of Goal Number Two and a decrease in high risk behaviour ultimately resulting in reduced rates in the disease, the aim of Goal Number Six. This is indeed good news for the U.N. and for these countries in which

achievement of the MDGs seems unattainable given the not-too-distant timeline of 2015. Moreover, it will make a powerful statement to governments who have yet to see sport beyond competition and formally recognise it as a tool for development. Herein lies the challenge, however, as sport is unfortunately still not a priority on their agenda thus provisions are not made for it in their budget. Funding then is crucial and is reported as an ongoing shortfall in developing countries. Another crucial issue is that with international sporting events such as the Olympic Games or the FIFA World Cup currently being hosted in South Africa and thus on the continent where the MDGs lag behind the most, the long term economic benefits of this sporting spectacle to the poor remain to be seen as hopes are that they will not be forgotten once the tournament is over. Last but by no means least, is that the sport for development concept is relatively new thus sport as a resource still remains untapped. This then makes measuring its long term impact and effectiveness somewhat difficult. At its 15th session of the EU/ACP Parliamentary Assembly in Slovenia, UNICEF acknowledged that many more baseline studies, longitudinal research and more comprehensive monitoring and evaluating indicators are needed to demonstrate the effect of sport on development. In the words of Philip O'Brien, UNICEF Director of the Private Fundraising and Partnerships Division, "it is essential to have a valid evidence base to scale them up and irrefutably demonstrate the impact and effectiveness of sport engagement in MDGs" (Europarl website-Keynote address at the 15th annual EU/ACP Parliamentary Assembly). It bears repeating and thus, it must be re-emphasized, that sport is not the cure all for society's ills and cannot alone bring world peace or achieve the Millennium Development Goals. However, with continuous research, documented evidence and targeted monitoring, and with the help of the U.N.-IOC partnership, governments, NGOs, athletes, the public sector and civil society, the impact of sport and its effectiveness can finally get much deserved recognition and a place in international policy agendas. In examining the solutions to fill the gaps that still exist to measure the effectiveness of sport on development and peace, governments in developing countries where so many of the MDGs seem unattainable, will do well to adopt initiatives involving sport that have worked as in the cases outlined so that they can in turn experience the positive results sport yields. While they may hesitate to include it in their budgets due to fiscal constraints, and while it may not seem a viable option in the short-

term, it bears remembering that a healthy society is one where the incidence of diseases such as HIV/AIDS, malaria and tuberculosis and infant and maternal mortality will be on the lowered and education, women's empowerment and environmental well-being can lead to sustainable development and poverty reduction. For the cases where sport initiatives have worked and have had a favourable impact on the MDGs, the key is to continue along the path they have started to tread, to show sport's positive impact to governments who may still be hesitant, to show stakeholders, businesses and civil society that sport is worth investing in and that its effects go way beyond the football field, tennis court or stadium. In other words, to echo the sentiments of Vassil Girginov, to not fall short of building on what has been achieved, for surely that defeats the purpose of implementing what are in most instances, life-altering programmes (Girginov 2008, 22). One has only to look at former child soldiers, for whom sport has been able to channel their aggression towards a positive activity, or disabled athletes who, by their very tenacity are not held captive by their physical limitations, or the young woman whose confidence soars and who feels empowered to make decisions concerning her own health and life to unearth the uplifting power of sport. Having said that, once these programmes and initiatives are firmly put in place and their effectiveness can be seen to transform those for whom they are meant to target, long term impact should be measured, monitored and evaluated in a timeline of say, two years, and thereafter, four to five years. This will (a) give the programme or initiative time to take effect, (b) convince governments that sport indeed should be made a priority as a tool for development, (c) encourage other countries to utilise this to their advantage according to their individual needs and (d) provide a platform whereby those who have benefitted from these programmes can be in a position as educators, coaches and administrators, affecting policy change and in turn influencing the upcoming generation in a positive manner. Moreover, the above-mentioned timeline will serve to close the current gap that exists in measuring the long term impact and effectiveness of sport on the MDGs as it will highlight what aspects of these programmes work and what aspects need further scaling up. In addition, with the U.N.-IOC partnership and the latter's proposed web-based network, the work of many NGOs, local community networks, coaches and volunteers, MDG 8 will fulfil its aim of strengthening these collaborations and provide the impetus for the achievement of the other

Goals. As the 2012 London Olympics looms in the near future, sport will undoubtedly be in the forefront of the international agenda and its impact on the MDGs will be closely monitored as 2015 approaches. If the cases in Tanzania, Uganda and Zambia are anything to go by, sport engagement will indeed continue to have a positive impact on development and peace.

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