



SPECIAL ADVISER
TO THE UN SECRETARY-GENERAL
ON SPORT FOR
DEVELOPMENT AND PEACE

Message of Support from Mr. Wilfried Lemke

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

“KICK FOR TOLERANCE- A Pan-Punjab Peace & Youth Development Initiative”



© Keystone

The United Nations considers sport to be a powerful tool to promote education, health, development and peace. Sport unites people of all social classes, cultures, religions and backgrounds in a positive and educational way.

As the Special Adviser to the United Nations Secretary-General on Sport for Development and Peace, it is with great pleasure that I offer my support for a period of one year to the “Pan-Punjab Peace &

Youth Development Initiative” that will be implemented by Kick for Tolerance.

Founded in 2013, “Kick For Tolerance” consists of and are supported by some most experienced partners in the field of sport for development and peace such as “Magic Bus India” and “Kickfair” from Germany. The organization plans to implement a three-year pilot programme that uses football to address conflict and foster tolerance in the Punjab region, along the border between India and Pakistan. The programme is setting up parallel groups on both sides of the border, with children from 10 years old by using “Football 3 Methodology” which incorporates key life lessons into every match to teach children how to resolve conflicts themselves through dialogue and compromise. I welcome the organization’s contribution to utilizing the power of sport for a better society and strongly endorse this initiative.

I eagerly await the project’s evolution and results. I would like to encourage all potential sponsors and partners to consider their support for this promising initiative. I wish you every success in this endeavor and all the best for Kick for Tolerance.

Geneva, 10 June 2015

Wilfried Lemke

Under-Secretary-General

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

