



General Assembly

Distr.: General
9 August 2010

Original: English

Sixty-fifth session

Item 11 of the provisional agenda*

Sport for peace and development

Sport for development and peace: strengthening the partnerships

Report of the Secretary-General

Summary

The present report is submitted in compliance with resolution 63/135, in which the General Assembly requested the Secretary-General to report on the implementation of the resolution, including progress made by Member States towards implementation of the Sport for Development and Peace International Working Group policy recommendations and on the functioning of the United Nations Office of Sport for Development and Peace and the Trust Fund for Sport for Development and Peace, and to present an action plan on sport for development and peace.

The report reviews the programmes and initiatives implemented since the last report by States Members of the United Nations, United Nations funds, programmes and specialized agencies and other partners, using sport as a tool for development and peace. The report presents a revised Action Plan on Sport for Development and Peace and also takes into account the various opportunities for sport for development and peace that have been provided by major global sports events, such as the 2010 FIFA World Cup in South Africa.

* A/65/150.



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I. Introduction

1. The present report is submitted in compliance with resolution 63/135, in which the General Assembly requested the Secretary-General to report on the implementation of the resolution, including progress made by Member States towards implementation of the Sport for Development and Peace International Working Group policy recommendations and on the functioning of the United Nations Office of Sport for Development and Peace and the Trust Fund for Sport for Development and Peace, and to present an action plan on sport for development and peace.

2. In his report entitled “Sport for development and peace: building on the foundations” (A/63/466), the Secretary-General outlined measures undertaken during the second year of the three-year Action Plan defined in his prior report entitled “Sport for development and peace: the way forward” (A/61/373). The Action Plan urged stakeholders to meet the challenges and work in four broad areas: (a) advancing a common global framework for sport for development and peace; (b) promoting and supporting the systematic integration and mainstreaming of sport for development and peace as an instrument in development plans and policies; (c) enhancing coordination to promote innovative funding mechanisms and multi-stakeholder arrangements on all levels, including the engagement of sport organizations, civil society, athletes and the private sector; (d) developing and promoting common evaluation and monitoring tools, indicators and benchmarks based on commonly agreed standards aiming towards mainstreaming sport for development and peace.

3. The present report summarizes the steps undertaken during the final year of the three-year road map to formulate Sport for Development and Peace policies, implement programmes and projects both by Member States and the United Nations system, in particular those implemented within the framework of the 2010 Fédération internationale de football association (FIFA) World Cup in South Africa. The report provides an update on the Sport for Development and Peace International Working Group and on the functioning of the United Nations Office of Sport for Development and Peace and its Trust Fund. Lastly, the report proposes a revised action plan building on the previous one, lessons learned, challenges and opportunities identified, with the goal of providing orientation on the ways in which resources can be maximized and the potential of sport can be harnessed to contribute to the achievement of the Millennium Development Goals, and peacebuilding objectives. The High-level Event on the Millennium Development Goals, held at United Nations Headquarters on 25 September 2008, recognized that specific mechanisms are required to intensify efforts towards achieving the Millennium Development Goals by 2015. Sport has been recognized as a powerful tool in contributing to the achievement of the Goals, in particular through General Assembly resolution 60/1 on the 2005 World Summit Outcome.

II. 2010 FIFA World Cup in South Africa

4. The most recent edition of the FIFA World Cup was held from 11 June to 11 July 2010 in South Africa, marking the first time in history that this major global sport event would take place on African soil, and hosted by a developing country. Recognizing a monumental moment for the Sport for Development and Peace

movement, the Secretary-General, joined by his Special Adviser on Sport for Development and Peace, represented the United Nations at the opening match, festivities and meetings of the tournament. Furthermore, the Special Adviser returned to South Africa towards the end of the tournament to continue important dialogue and key field visits. The objectives of the Special Adviser's missions to South Africa were manifold, including the representation of the United Nations as a key player in the Sport for Development and Peace movement, to observe and support various projects in the field, and to collaborate and dialogue with a variety of United Nations, governmental, non-governmental, public sector, and private sector actors in the field. The United Nations Office of Sport for Development and Peace coordinated or facilitated United Nations activities undertaken in relation to the tournament in South Africa. Lastly, it was the Special Adviser's intention to observe and participate in key planning and development stages of the tournament in order to play a role in the smooth transition of the games to another developing country for the 2014 edition to be held in Brazil.

5. When it was officially declared that the 2010 FIFA World Cup would take place in South Africa, the world prepared for a historical moment. Both symbolically and practically, this decision would be a barrier breaker, inviting the world of international competitive sport to look beyond the conventional constraints of its previous notions of hosting options for mega-sporting events, and opening up to the developing world. It was a gesture of confidence in the ability of a developing nation to hold such an event. In that vein, the General Assembly in its resolution 64/5, demonstrated global support for the event, and urged the international community to harness the World Cup for the development of the whole African continent. United Nations Office of Sport for Development and Peace saw this moment as a crucial one in the Sport for Development and Peace movement, and therefore played an active role in promoting the project, programme development and coordination across the United Nations spectrum in relation to the tournament. Under this climate, many, if not most, United Nations system agencies prepared instrumental and efficient projects to accompany the World Cup, which may be adapted for the 2014 FIFA World Cup in Brazil. In this connection, the United Nations Office of Sport for Development and Peace will publish a report summarizing these activities aiming to provide a blueprint for the next edition of the tournament.

III. Olympic Truce

6. The General Assembly, in its resolution 64/4, urged all Member States to observe the Olympic Truce individually and collectively, during the XXI Olympic Winter Games and the X Paralympic Winter Games, hosted in Vancouver, Canada, from 12 to 28 February, and from 12 to 21 March 2010, respectively. That call was echoed by the President of the General Assembly on 8 February 2010, in which he appealed to all Member States "to demonstrate their commitment to the Olympic Truce for the 2010 Vancouver Olympic and Paralympic Winter Games, and to undertake concrete actions at the local, national, regional and world levels to promote and strengthen a culture of peace and harmony based on the spirit of the Truce" (A/64/646). The Secretary-General promoted, as requested in resolution 64/4, the observance of the Olympic Truce through various means such as speeches and his message published on 8 February 2010 (SG/SM/12737). His Special Adviser

attended both the Olympic and Paralympic Games and seized several occasions to highlight the role of sport in the promotion of peace.

7. The Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games, supported by the Government of Canada, was successful in contributing to the goals of the Olympic Truce. Building on Canada's long history of promoting peace, the Vancouver Organizing Committee focused on propagating the idea of Olympism especially among youth, creating peace at home, in schools, in the workplace, and in Canadian communities and abroad. The initiative "Make Your Peace" was an open invitation to act in the Olympic spirit, the spirit of friendship, solidarity, and fair play on a habitual and thereby long-lasting level. The application of the Olympic Truce to the Paralympic Games and its relating recognition of the rights of persons with disabilities is another important achievement building on previous versions of the resolution. The power of sport to achieve social inclusion and encourage the active participation of persons with disabilities on an equitable basis with others was directly demonstrated. As part of the Olympic Truce Northern Outreach Project, sporting goods were airlifted into 20 remote aboriginal communities. On an international level, the Vancouver Organizing Committee partnered with the Canadian Forces to donate and deliver over 900 kilograms of surplus athlete equipment, medical and dental supplies from the Vancouver Games to Canadian medical teams in Haiti.

IV. Sport for Development and Peace International Working Group

8. The Sport for Development and Peace International Working Group was established in 2004 to formulate and promote the adoption of policy recommendations for the integration of Sport for Development and Peace into the national and international development strategies of national Governments. The original mandate of the Working Group was set to expire in 2008 with the delivery of its final policy recommendations contained in the report *Harnessing the Power of Sport for Development and Peace: Recommendations to Governments*,¹ published in conjunction with the 2008 Beijing Summer Olympic Games. At the General Assembly in December 2008, resolution 63/135 entitled "Sport as a means to promote education, health, development and peace" was adopted. The Assembly recognized the Beijing Declaration on Sport for Development and Peace, calling for a new mandate for the Sport for Development and Peace International Working Group, and welcomed the incorporation of the Working Group into the United Nations system under the leadership of the Special Adviser to the Secretary-General on Sport for Development and Peace. As subsequently specified by the Secretary-General, the continued functioning of the Working Group was approved with the provision that funding would be secured for the Secretariat through external contributions. The new mandate for the Working Group is designed to provide a forum for Governments to share best practices, facilitate the implementation of policy recommendations and ensure the sustainability of global Sport for Development and Peace efforts.

¹ Right to Play, *Harnessing the Power of Sport for Development and Peace: Recommendations to Governments* (Toronto, 2008).

9. In April 2009, an official call for contributions was made to Member States by the Special Adviser to provide sufficient funding for enabling the commencement of the Sport for Development and Peace International Working Group within the United Nations system. This was accompanied by a concept document for the Working Group drawn up by United Nations Office of Sport for Development and Peace, in consultation with the former funders of the Working Group (Austria, Canada, Norway, Switzerland and an international non-governmental organization (NGO), Right to Play). An initial contribution made by the United Kingdom of Great Britain and Northern Ireland ensured that the Sport and Child and Youth Development Thematic Working Group began its operations in December 2009. The United Kingdom expressed a willingness to take a lead role in that thematic work. Subject to further funding, the four additional thematic working groups will also begin operations (Sport and Health, Sport and Gender, Sport and Persons with Disabilities, Sport and Peace). In May 2010, Canada and Norway announced that they would make a financial contribution towards the Working Group.

10. The inaugural plenary session of the Sport for Development and Peace International Working Group, which included the Sport and Child and Youth Development Thematic Working Group meeting, was held in Geneva on 5 May 2010. It brought together ministers of youth and sport, and their representatives from 26 nations as well as United Nations system organizations (the International Labour Organization (ILO), the United Nations Educational, Scientific and Cultural Organization (UNESCO) and the United Nations Children's Fund (UNICEF), the United Nations Office of Sport for Development and Peace and the Commonwealth Advisory Body on Sport. During the meeting, the Working Group elected the Chair (United Kingdom) and Co-Chair (Ghana). Regional representatives for the Sport and Child and Youth Development Thematic Working Group were also elected as follows: Africa: Tunisia; Americas: Brazil; Asia: Bahrain; Europe: United Kingdom; Oceania: Australia. Members of the Sport for Development and Peace International Working Group Thematic Working Groups are appointed by and represent Member States, with an expertise in each particular theme. Observers are drawn from academia, sport federations, international organizations, civil society and United Nations system agencies to assist in the achievement of the objectives of the Working Group.

11. The Strategic Plan on Sport and Child and Youth Development was presented during the meeting. Three strategic areas of priority within the theme were set out:

- (a) Child protection in sport;
- (b) Sport to strengthen child and youth education;
- (c) Sport to enhance transferable skills and employment opportunities.

12. The meeting agreed to focus on a select number of specific recommendations with the view to achieving its objectives. The three main objectives of the Strategic Plan are:

- (a) Building awareness and encouraging dialogue on advocacy for and the promotional role of Sport and Child and Youth Development;
- (b) Benchmark report for the Sport and Child and Youth Development Thematic Working Group;

(c) Building capacity of national Governments to deliver the aims and strategic objectives.

13. The United Nations Office of Sport for Development and Peace website will be used as a platform to exchange information on best practices and to monitor progress.

V. Partnerships and initiatives

A. States Members of the United Nations

14. During the reporting period, Member States have continued initiatives and established national policies or strategies that advance Sport for Development and Peace and were reaffirmed by the unanimous adoption of General Assembly resolution 63/135. Guidance and assistance has been provided by Member States to ensure that initiatives on all government levels are funded and coordinated.

15. The Group of Friends of Sport for Development and Peace has continued its regular meetings. Created in January 2005, the Group is an open forum composed of permanent representatives to the United Nations in New York. It is currently chaired by the Permanent Representatives of Monaco and of Tunisia. The aim of the Group is to encourage Member States to incorporate sport into their development policies with the goal of helping accelerate the attainment of the Millennium Development Goals and to promote peace through sport. During the reporting period, the Group grew by 7 countries to a total of 43 Member States.

16. In May 2010, a note verbale from the Secretary-General was circulated to Member States requesting information on measures taken since the last reporting period (as reflected in A/63/466). As at 24 August 2010, information was received from Australia, Austria, Azerbaijan, Bolivia (Plurinational State of), Brazil, Bulgaria, Burkina Faso, Canada, Chile, China, Cyprus, Ecuador, Finland, Hungary, Japan, Jordan, Malta, Mexico, Monaco, the Netherlands, Peru, Qatar, the Republic of Moldova, the Russian Federation, Samoa, Slovakia, Togo, Trinidad and Tobago, Tunisia, Ukraine, the United Arab Emirates, the United Kingdom and the United States of America.

17. The report of the Secretary-General entitled "Sport for Development and Peace: the way forward" (A/61/373) presented a three-year Action Plan on Sport for Development and Peace, including four main lines of action: a global framework; policy development; resource mobilization; and evidence of impact. Member States were urged to meet the challenges of those lines of action and to work along them to integrate Sport for Development and Peace in the development agenda at every level.

Global framework for Sport for Development and Peace

18. The Action Plan (A/61/373) outlines the following challenge: globally agreed development goals provide a common denominator and common agenda for stakeholders to work together and contribute towards advancing a global framework for Sport for Development and Peace. In response to the challenge identified above, the United Nations Office of Sport for Development and Peace, under the leadership of the Special Adviser to the Secretary-General on Sport for Development and

Peace, has been instrumental in enhancing cooperation and coordination among initiatives of the United Nations system, Member States, sports federations and organizations, governmental and non-governmental organizations.

19. The creation of a common vision of the role of sport in the service of development and peace is being supported by the advocacy work of the Special Adviser. In close collaboration with Governments, the Sport for Development and Peace International Working Group, the Group of Friends of Sport for Development and Peace, the United Nations Inter-Agency Task Force on Sport for Development and Peace and the United Nations Communications Group Working Group on Sport for Development and Peace, the Special Adviser has continued identifying exemplary Sport for Development and Peace initiatives with the aim of encouraging the mainstreaming and replication of these initiatives to provide the most benefit to the achievement of development objectives. Internet platforms such as the International Platform on Sport for Development (<http://www.sportanddev.org>), jointly funded and managed by Governments and private institutions, as well as the website of the United Nations Office of Sport for Development and Peace (see para. 49 below), will further raise awareness, increase the visibility of sport's development potential among target groups, contribute to improving sport and development practice, increase dialogue between and within stakeholder groups and geographic regions, and define priorities in using Sport for Development and Peace.

20. A crucial role in shaping the global framework is played by the Sport for Development and Peace International Working Group (see sect. IV above). The renewed mandate recognizes the importance of developing and adopting an international framework and sustaining momentum around the development of sport. A strategic approach has been adopted based on three key components: building awareness and encouraging dialogue on Sport for Development and Peace; reporting on the activities of national Governments; and building capacity of national Governments.

21. The global framework was further advanced by General Assembly resolution 64/3, by which the International Olympic Committee (IOC) was granted observer status at the General Assembly with the aim of promoting further cooperation between IOC and the United Nations.

22. Increasing regional cooperation, coordination and awareness of the importance of Sport for Development and Peace is evident in activities such as those of the Eleventh Council of Europe Conference of Ministers responsible for Sport, held in Athens from 10 to 12 December 2008. The meetings were held in the framework of the Council of Europe Enlarged Partial Agreement on Sport; the continued meetings of the Sport Unit of the European Commission; as well as gatherings such as the inaugural meeting of Sports Ministers of the Pacific, held on 20 September 2009 in Rarotonga, the Cook Islands; the annual "Asia Sports" Meeting of Sport Ministers of the Asian region; the annual General Assembly of the Sport Council of the Americas; and the annual African Union Conference of Ministers of Sport.

23. On 25 May 2010, the African Union observed Africa Day under the theme "Building and sustaining peace through sports" at a ceremony at the headquarters of the African Union Commission in Addis Ababa. Africa Day featured several activities such as a workshop on promoting peace through sport.

24. Among others, active strategic leaders include Australia, Canada, and the United Kingdom, with roles in sport for development forums such as the Sport for Development and Peace International Working Group, and in supporting the International Platform on Sport and Development as its stakeholders. Chile organizes the annual Binational Integration Games between, Argentina, the Plurinational State of Bolivia, Chile and Peru. China currently chairs the Asia-Pacific Sports for All Association. As the principal contributor to the Trust Fund for Sport for Development and Peace, Germany ensures that the global framework is maintained through support to the relevant activities of the Special Adviser and the United Nations Office of Sport for Development and Peace. In May 2010, Monaco has taken over, from Switzerland, the co-chairmanship of the Group of Friends of Sport for Development and Peace, thus contributing to the global framework, in particular with regard to the work of the General Assembly. On 12 December 2009, the Russian Federation celebrated its inaugural International Paralympic Day in Moscow.

Policy development

25. The Action Plan (A/61/373) outlines the following challenge: sport for development and peace strategies need to be explicitly incorporated into national and international development plans and policies and vice versa, with enhanced cooperation and coordination among all stakeholders. In addition to the numerous domestic activities of Member States, the Sport for Development and Peace International Working Group remains instrumental and crucial in promoting and supporting the systematic integration into and mainstreaming of sport for development and peace in these plans and policies.

26. The UNESCO International Convention against Doping in Sport, which was adopted on 19 October 2005 and entered into force on 1 February 2007, has 144 States parties as at 1 August 2010. During the reporting period, 43 countries have ratified, acceded or accepted, thus making it the most successful convention in the history of UNESCO in terms of speed of entry into force and development.

27. The Convention on the Rights of Persons with Disabilities had 88 ratifications of its 144 signatories, of which 88 have ratified it as at 1 August 2010. Article 30 of the Convention provides that States Parties shall take measures to promote the participation of people with disabilities in mainstream sporting activities and disability-specific sporting and recreational activities, and to ensure that children with disabilities have equal access to participation in recreation and sports.

28. Numerous Member States have undertaken efforts in policy development and legislation during the reporting period. In 2009, Azerbaijan enacted a new Law on physical education and sport, and the country's Ministry of Youth and Sports adopted a new National Strategy on Physical Education and Sports Development, which gives special attention to the development of sport on the grass-roots level. The Government of the Plurinational State of Bolivia has facilitated the creation of a National Paralympic Committee and supported the formulation of its statutes. The creation of the necessary conditions for physical education and sport for all members of the community is an essential goal of the new National Programme for Development of the Physical Education in Bulgaria for the period 2010-2020.

29. Burkina Faso has passed two laws in 2009 on the transfer of competencies and resources regarding sport from the national State authorities to the communities and

the adoption of the action plan of the National Sport Policy. This, inter alia, stipulates that the development of sport is to be integrated into the efforts to reach the Millennium Development Goals and the objectives of the national Strategic Framework for the Fight Against Poverty. In 2009, Sport Canada introduced “Actively engaged: a policy on sport for women and girls”, which is founded on the belief that improving conditions for women and girls in sport will extend the benefits of sport and improve the sport experiences for Canadian girls and women, while supporting their personal development.

30. The National Sports Institute of Chile has elaborated policies, strategies and programmes that ensure gender equality in sport, and access to sport features in several joint policies of the Chilean Government, such as the Global Strategy against Obesity. The State Council of China has promulgated national physical fitness regulations calling for one hour of physical activity daily for students at all levels of schooling. The regulations also provide for schools to organize at least one school-wide sports event per year, and for planning and organizing the participation of students in summer and winter camps in order to ensure their physical fitness and improve their health.

31. The Finnish Ministry of Education and Culture has compiled a strategy and programme for the integration of immigrants, in particular children and youth, through sports. Participation enhances involvement, employment and the development of social relations. Qatar amended several laws, policies and strategies to protect children in sport, including new age-based rules for sports played in clubs and federations as well as competition rules, and made physical education a compulsory element of school curricula. Qatar’s national vision for sports 2010-2030 incorporates strategies and policies to promote sport. The Russian Ministry of Sport and Tourism, in cooperation with the National Association of Sports Fans, is developing a strategy on physical fitness and sport for the period until 2020 as well as regulations concerning the organization of fan zones.

32. Samoa has developed a four-pronged strategy aimed at delivering sport and physical education to all levels of the community, for example, school-aged children, out-of-school youths and districts that organize community sports for recreational purposes. The Togolese Ministry of Sports and Leisure organized a seminar and workshop on teaching physical education in schools. One of the principal recommendations of that meeting was to make sport and physical education a compulsory subject from primary to secondary school similar to other subjects. The Government of Trinidad and Tobago offers a twofold, all-inclusive framework for development of the national community through sport. One part of the programme and policy initiatives is for mass participation of groups such as children, the physically challenged, and “at risk” communities within the Total Participation in Sport dimension. The second is the High Performance Sport dimension, including programmes targeted at athletes having high potential.

33. Within the framework of Tunisia’s efforts to advance gender equality, several measures were taken, including the assignment of 10 per cent of the revenues of the sports portal Promosport to the promotion of female sport, exemption of fees for female sports clubs for sport federation memberships, as well as the free use of sports facilities by female sports associations for training or competition. The 2008-2010 Strategy of the General Authority of Youth and Sports Welfare of the United Arab Emirates is intended to allow young people and athletes to fulfil their potential

and serve society in a spirit of pride, dedication and excellence. Its goals include encouraging local competitions with a view to participating in international tournaments; providing modern equipment and facilities; addressing the needs of disabled persons; organizing women's events; adopting appropriate legislation; securing support from the Government and the private sector; promoting volunteering and public involvement in sport; and ensuring staff training.

34. In 2009, the Parliament of Ukraine amended the national laws on physical culture and sport in order to update the legislative basis, establish relevant legal principles and enhance the role of physical culture in developing healthy lifestyles, among other goals. Building on the success of the National Physical Education, School Sport and Club Links Strategy of the United Kingdom, which aimed at transforming the landscape of physical education and sport in schools, the new Physical Education and Sport Strategy for Young People was implemented in 2008 with an aim of creating a world-class system of physical education and sport for all youth aged 5 to 19 years. The United States Department of State Bureau of Educational and Cultural Affairs SportsUnited Office addresses the role sport can play in conflict resolution, promotes international sports exchanges through its Sports Envoy and Sports Visitors initiatives, and includes components on disability and gender equality in its programming.

Resource mobilization

35. The Action Plan (A/61/373) outlines the following challenge: scaling up of Sport for Development and Peace initiatives for the achievement of the Millennium Development Goals and other development objectives requires resource mobilization and creative partnerships. To meet this challenge, levels of involvement have been sustained or increased, and innovative funding mechanisms and multi-stakeholder arrangements have been instigated on various levels, including the engagement of sport organizations, civil society, athletes and the private sector.

36. The Australian Sports Outreach Programme supports quality sport programmes as a tool for social change in countries in the Pacific, Southern Africa, the Caribbean and India, and provides grants for smaller activities in over 40 countries. Funding is committed until 2014. By supporting sport-for-development programmes, Australia increases the capacity of partners, including local authorities and communities, to plan and conduct quality sport-based activities that contribute to addressing locally identified development priorities. Austria provides support funds for the implementation of different sports and development projects, which include, in particular, projects for the development and implementation of methods and measures for conflict prevention, trauma intervention and peacebuilding in areas of crisis, for the sustainable efficiency of development cooperation, for example, in Guatemala, where several multipurpose sports fields could be set up, and in South Africa, where health care for AIDS orphans was improved by organized football training.

37. Brazil organized training workshops for sports coaches and youth camps in several African countries and donated sports equipment to areas affected by poverty or disasters, including Botswana, Haiti, Kenya, Nigeria, Palestine and Uganda. In order to support the Action Plan of the National Sport Policy, Burkina Faso has established the National Fund for the Promotion of Sport and Leisure, which is open

to external donors, in addition to Burkina Faso as the current main contributor. Internationally, Canada supports a broad range of multilateral Sport for Development and Peace activities in the Americas, the Commonwealth and la Francophonie, within the thematic of the Sport for Development and Peace International Working Group Final Report. The activities of the Government of Canada are advanced in particular by the Department of Canadian Heritage and by the Canadian International Development Agency, which recognizes the value of sport and play as a vehicle for human development and supports Canadian NGOs to use sport as a tool for achieving goals related to health, education, and conflict resolution.

38. The Ecuadorian Ministry of Sport and the Ministry of Coordination of Production, Employment and Competitiveness signed a cooperation agreement in order to grant economic aid for innovative ideas by medium-sized companies active in the sector of physical education, sports and recreation. The Government of Hungary supports the Midnight Championships, a network of small clubs in major Hungarian cities, which offer the possibility of playing table tennis during the night with the aim of preventing minors from delinquent behaviour. The Japan International Cooperation Agency has supported partnership programmes in Cambodia, Guatemala and the Lao People's Democratic Republic, to establish a basic system of physical education lessons in primary schools, to prevent juvenile crime by providing the youth with sporting opportunities, and to build the capacity and know-how of the Lao Paralympic Committee in order to implement its action plans for the promotion of sport.

39. Jordan has developed various programmes to improve the physical health and transferable life skills in particular of children and youth, for example, through the King Abdullah II Award for Physical Fitness and the development of special school curricula for physical education, and the investment in sports facilities in schools. The Healthy Relationships in Communities programme of Malta uses sport and physical education to focus on ways in which students in schools and colleges learn how to live together, accept each other, work towards common goals and appreciate that they perform better when working with others than when working alone.

40. The 2008-2010 National Programme of Physical Culture and Sport of Mexico provides the necessary sport infrastructure while gaining benefits from the positive effects generated by opportunities of sport and physical activity. The Mexican National System for Integrated Family Development has adopted policies on sport and persons with disabilities, which provides for training of educators in this sector. In the framework of its Inclusion Decade of Persons with Disabilities, the Republic of Moldova organizes an annual sports competition for persons with mental and physical disabilities; and in 2008 and 2010, the programme "Sport teaches" for athletes with special needs was held in cooperation with the National Federation of Sport.

41. Monaco ensures, through the organization of the annual day of adapted sports, that persons with disabilities have access to sporting opportunities and competitions. In 2008, the Dutch Ministry for Development Cooperation and the State Secretary of Health, Welfare and Sport presented a new policy on sport and development cooperation entitled "An open goal. The power of sport in development cooperation", for the period 2008-2011. It focuses on themes such as health, education, gender and peacebuilding. Since 2008, several programmes were carried

out by local sports and development organizations and by Dutch sports organizations in 13 developing countries. The Peruvian Institute of Sport executed the programme entitled “To grow with sport”, which promotes healthy lifestyles for boys and girls aged 10 to 12 years in 128 education institutions in the district of Callao as well as in the province of Lima.

42. Qatar supported the establishment of sports facilities in several countries, including Eritrea, Lebanon, Tunisia and Palestine. Qatar continued to give essential support to the Global Sport Fund, which is administered by the United Nations Office on Drugs and Crime, and which funds youth camps and programmes using sport to help improve physical and mental health, reinforce positive social skills, and shield youth from the temptation of drug use and juvenile delinquency. With the aim of encouraging volunteering, healthy lifestyles and participation in sports, the Young Leaders Association, with the support of the Ministry of Sport, Tourism and Youth Policy of the Russian Federation and the Organizing Committee for the Olympic Winter Games to be held in Sochi in 2014, conducted youth projects in 2009 under a national competition known as “Volunteers and sport”. NGOs and educational institutions from 31 regions of the Russian Federation took part; with a total of 73 submissions received, 21 projects from 18 regions were selected and the project authors were invited to Moscow for the finals, where they also took part in Paralympics Day.

43. The national Olympic Festivals of Slovak Children and Youth, organized by the Slovak Education Ministry, in cooperation with the Slovak Olympic Committee and regional groups, combines cultural, educational and environmental aspects and aims to encourage parents, teachers, coaches, sport officials, politicians, and competent institutions such as schools, school facilities, sport clubs, municipalities, state and local authorities, sports associations and organizations to understand the importance of fair play and sport in the life and development of children and youth, and to make more efforts towards its promotion in practice. In order to prevent acts of violence at the time of several electoral polls, the Ministry of Sport and Leisure of Togo launched, throughout the country, the “Non-violence and Peace Cup”. Seminars and workshops were also organized on the topics “Sport and development” and “Sport and peace”. In addition, within the framework of the celebrations of the fiftieth anniversary of the independence of Togo, the Ministry of Sport and Leisure, in collaboration with the National Olympic Committee, organized on 24 April 2010 a marathon in the city of Lomé.

44. Trinidad and Tobago organizes the annual Sport Festival for Women and Girls, demonstrating the advancement of girls and women in sport through the promotion of equal opportunity, personal development, and healthy lifestyles. Senior women sport achievers act as advocates and positive role models to younger women and girls during the Festival. The Ministry of Ukraine for Family, Youth and Sports is cooperating with international and other business partners to promote via the national media a healthy way of life. In that connection, health, fitness and mass sports events are held regularly to promote a healthy lifestyle.

45. In the United Kingdom, the Football Foundation Kickz Programme uses the power of football and appeal of professional football club brands to engage young people aged 12-18 years who may otherwise be difficult to reach. There are 18 Premier League clubs and 21 Football League clubs involved in delivering the programme, whose vision is to target some of the most disadvantaged areas of the

country in order to create safer, stronger, more respectful communities through their development potential. Public and private sectors partner in the framework of United States First Lady Michelle Obama's 2010 "Let's Move!" campaign against childhood obesity, which encourages physical activity for youth to improve the quality and availability of physical education in schools. Professional athletes from 12 different leagues have joined the campaign to promote physical activity through sports clinics and public service announcements.

Evidence of impact

46. The Action Plan (A/61/373) outlines the following challenge: mainstreaming Sport for Development and Peace in national and international programmes and policies requires comprehensive monitoring and evaluation. The development and promotion of common evaluation and monitoring tools, indicators and benchmarks based on commonly agreed standards remains a global challenge in the field. While the impact of Sport for Development and Peace programmes and projects in the field is often clearly evident, and acknowledging the many success stories, measuring tools must be further developed. Many Governments evaluate development programmes and projects involving sport under their established general evaluation methods, although there is still a need for a refined and universal sport-specific approach. However, it has also to be noted that programmes and projects using sport also promote positive immaterial values and produce many results that are difficult to measure, such as social cohesion, mutual understanding and respect, for example.

47. As a forum of Governments, the Sport for Development and Peace International Working Group, in cooperation with its observers from the academic sector, plays a crucial role in collecting and highlighting evidence of impact and good practices. This in turn will feed into the formulation of policy recommendations on Sport for Development and Peace. The report *Harnessing the Power of Sport for Development and Peace: Recommendations to Governments*¹ provides useful guidance on ways to address the above-mentioned challenge. In general, monitoring, evaluation and empirical research should be given more importance and resources within the programme and project cycles, in order to maximize impact and contribute to the development of a broad knowledge base.

B. United Nations system

United Nations Office on Sport for Development and Peace

48. The United Nations Office of Sport for Development and Peace, under the leadership of the Special Adviser to the Secretary-General on Sport for Development and Peace, continued to advocate for the power of sport as a tool for development and peace and facilitate partnerships in this area.

49. Throughout the reporting period, significant advances were made in terms of advocacy and communications. The new website, entitled "Sport for Development and Peace — The United Nations System in Action" (<http://www.un.org/sport>), was developed in collaboration with United Nations entities using sport as a component of their activities, and launched in February 2010. The site is conceived as the gateway to the United Nations system's work on the issue of Sport for Development and Peace and provides a comprehensive list of activities and news, including those

surrounding major sporting events, across the whole United Nations system. The corporate visual identity of the United Nations Office of Sport for Development and Peace was reinforced through the creation of a new logo. A new version of the brochure, *Achieving the Objectives of the United Nations through Sport*, was published in November 2009. It outlines the mandate of the Special Adviser, including thematic areas of focus such as education, health, development, peace, and empowerment and inclusion through sport.

50. In November 2007, the Trust Fund for Sport for Development and Peace was established by the Secretary-General, with the implementing office of the Fund being the United Nations Office of Sport for Development and Peace. During the reporting period, voluntary financial contributions were received from China, Dubai, Germany, Monaco, the Netherlands and Switzerland. A contribution was also received for the operation of the Office from revenues of the fund-raising dinner organized in November 2009 by His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Prime Minister and Vice-President of the United Arab Emirates and Ruler of Dubai, Her Royal Highness Princess Haya Bint Al Hussein, United Nations Messenger of Peace, Member of IOC and President of the International Equestrian Federation, and the Special Adviser, under the theme of "Sport for a better world". An auction of sports memorabilia, VIP ticket packages and art raised funds that have been dedicated for support to sports programmes, in particular programmes that benefit Palestinian children and youth by encouraging them to actively participate in sports and be constructive agents of change in their communities.

51. During the reporting period, the United Nations Office of Sport for Development and Peace, in conjunction with the Department of Public Information of the Secretariat as Chair, continued to convene and coordinate the United Nations Communications Group Working Group on Sport for Development and Peace. The principal purpose of that Working Group is to coordinate and facilitate coherent and consistent United Nations communication and outreach in relation to megasports events and similar events. The Office also several times convened the Sport for Development and Peace programmatic specialists of the numerous United Nations programmes, funds and specialized agencies in the framework of the United Nations Inter-Agency Task Force on Sport for Development and Peace, to exchange ideas and share information, knowledge and challenges.

52. The United Nations Office of Sport for Development and Peace promoted, in cooperation with the respective mission where appropriate and feasible, the engagement of armed forces of United Nations peacekeeping operations to help build or renovate sports facilities, in cooperation with the civilian leadership of the operation. Further to the initiative of the Special Adviser and facilitation by the Office and the United Nations Operation in Côte d'Ivoire (UNOCI), the Pakistani engineer battalion of UNOCI constructed a football field for the use by the local population in Bouaké, Côte d'Ivoire, inaugurated in 2009. The measure contributed to the acceptance of the United Nations operation by the local population as well as to the social cohesion among the youth, enabling them to engage in healthy activities.

53. During the reporting period, the Office encouraged the creation of a Sport for Development and Peace programme in Côte d'Ivoire by facilitating, contributing to, and participating in the meetings of the working group that was initiated by the Office for this purpose following the Special Adviser's visit in the country in

October 2008. The Group, made up of the Office, UNOCI and IOC, included UNICEF in the discussions, with UNICEF agreeing to take the lead for the implementation of a programme using football to raise awareness of the importance of birth registration. Birth registration is considered vital for obtaining future civil status and formal education, thus contributing to peacebuilding by integrating formerly disadvantaged groups into society. Through the efforts of the working group, IOC made a financial contribution for the programme entitled “Droit au But”, which was implemented from December 2009 until June 2010.

54. In June 2009, the Forum on Productive Youth Development through Sport in Africa took place at the United Nations Office at Nairobi. The Forum was a joint initiative of the United Nations Office of Sport for Development and Peace and the Jacobs Foundation, in collaboration with the Swiss Academy for Development and the Mathare Youth Sports Association. The Forum was opened by the Kenyan Minister of Youth and Sport, the Special Adviser, the President of the Jacobs Foundation, and the Executive Director of the United Nations Environment Programme (UNEP). The Forum provided a platform on which experienced practitioners and experts presented best practices, shared knowledge, resources and experiences, systematically analysed the potential and limitations of using sports for productive youth development in Africa, and developed a set of recommendations for rendering future approaches in this domain more effective.

55. In May 2010, the first joint forum between the United Nations and IOC was held in Lausanne, Switzerland. The event, entitled “The Importance of Partnership”, brought together sporting officials and United Nations representatives in order to strengthen cooperation in the field for Sport for Development and Peace programmes and initiatives. In particular, the Forum considered issues in the following areas: what (else) can sport do to support the Millennium Development Goals?; targeting youth in development; gender equality; promotion of healthy lifestyles; peacebuilding and humanitarian assistance and actions; and the way forward. The Forum is targeted to become a recurring event to sustain cooperation between the United Nations and IOC. The meeting gave further impetus to the collaboration between United Nations system agencies and IOC, resulting in, inter alia, a new cooperation agreement between WHO and IOC. Furthermore, efforts are under way to create a new Sport for Development and Peace programme in Côte d’Ivoire.

United Nations funds, programmes and specialized agencies

56. The Economic Commission for Europe (ECE) and the International Basketball Federation (FIBA), the Turkish Basketball Federation and the Turkish National Police have agreed to use the 2010 FIBA World Championship to promote road safety messages worldwide. Planned activities include the nomination of three well-known professional basketball players as spokespersons of the campaign, the preparation of road safety promotional leaflets and the production of a special video clip; the presentation of the video clip and other road safety materials on the video walls and promotional booths at the arenas during the championship; press conferences before and during the finals; and a publication of the 2010 FIBA World Basketball Championships Declaration for Road Safety.

57. The United Nations World Tourism Organization (UNWTO) and the Government of South Africa jointly organized the UNWTO/South Africa

International Summit on Tourism, Sport and Mega-events, in Johannesburg in February 2010, which was aimed to bring together leaders of the global tourism community to explore the impact of sport mega-events on tourism. Conscious of the vital role of tourism in supporting resilience, stimulus and transformation to a green economy, UNWTO introduced a “Road map for recovery”, identifying ways in which the travel and tourism sector can more effectively contribute to international and national actions in these three interconnected areas.

58. Over the past two years, the United Nations Volunteers programme (UNV) has engaged with the United Nations Office of Sport for Development and Peace to ensure recognition and advocacy for the important role played by volunteers and volunteerism and sport in crisis situations, at the community level, for the inclusion of gender and youth and, in general, in Sport for Development and Peace activities worldwide. UNV also participated in the United Nations-IOC Forum on the importance of partnership, held in May 2010. Among the recommendations from the Forum was one that recognizes the enormous contribution of volunteer efforts to advance peace and development through sport and encourages IOC and the Olympic Family to participate in the 2011 celebrations marking the tenth anniversary of the International Year of Volunteers.

59. In May 2010, the World Health Organization (WHO) published *The Health Legacy of the 2008 Beijing Olympic Games: Successes and Recommendations*. In 100 countries, particularly those of low and middle incomes, WHO continues to carry out the STEPwise approach to surveillance, a simple, standardized method for collecting, analysing and disseminating data on risk factors such as physical activity, enabling further policy development. WHO activities include concrete and active support and guidance to individual countries. The significance of physical activity for public health and the limited existence of national guidelines in low- and middle-income countries led WHO to develop the Global Recommendations on Physical Activity for Health, which address the links between the frequency, duration, intensity, type and total amount of physical activity needed for the prevention of non-communicable diseases. WHO also partnered with the Stop TB Ambassador, international football star Luís Figo, appointed as Goodwill Ambassador against Tuberculosis in January 2008. Since then, Luís Figo has contributed to the fight against tuberculosis by lending his image for the development of advocacy and communication tools targeting the general public.

60. UNICEF worked in partnership with international sport federations to deliver programmes that use sport, recreation and play as pathways to educate and support children’s needs. UNICEF continues to work closely with the Special Olympics at all levels, and in 12 individual countries to promote the rights and opportunities of children with intellectual disabilities. That partnership has made significant advancements in the enhancement of social policies impacting children with disabilities in the areas of health care, education, recreational sports, and employment; increased public awareness and knowledge of children with disabilities, their abilities and rights; addressed attitudinal and other societal barriers that impede inclusion and development; and empowered children with disabilities and their families. UNICEF is one of three leading organizations in International Inspiration, the official international sports legacy programme of the London 2012 Olympic and Paralympic Games. The programme aims to use the power of sport to enrich the lives of 12 million children and young people of all abilities, in schools and communities in 20 countries across the world, through the power of high-quality

and inclusive physical education, sport and play. As football players and fans gathered in Angola for the Africa Cup of Nations in January 2010, UNICEF, with the Angolan Government and local partners, supported a media campaign encouraging Angolans and visitors to “give the red card” on trafficking, exploitation and unsafe sex. UNICEF partnered with sport organizations in Europe, including Football Club Barcelona, Manchester United, the European Swimming Federation, and sport leagues in North America, including the National Basketball Association, the National Hockey League, Major League Baseball, and Major League Soccer, to leverage financial resources to support UNICEF programmes. UNICEF was active in building the capability of Government and civil society organizations in using sport and recreation as pathways to support the achievement of the Millennium Development Goals and advance the agenda of “A World Fit for Children”.

61. ILO has contributed to the development of youth employment policies based on the empirical results of active research which focused on soft skills, labour-market core skills, and competences of volunteers in local and major sport events. The results of the above-mentioned research were also published in a series entitled *Decent Work and Sports*, and were developed in partnership with universities, IOC, sport federations as well as local sport organizers from France, Italy, Peru and Switzerland. A modular training programme was established in collaboration with the ILO/International Training Centre to assist coaches in developing skills transferable from the practice of sport into the labour market; to help athletes understand the patterns of the labour market out of their own career; and to help master students interested in jobs related to management of sports clubs and federations. The above-mentioned programme, which can be delivered on request at the ILO International Training Centre in Turin, Italy, also addresses the issue of developing skills for local sport events, based on the profiles of the course participants. The training programme includes a module on working with the United Nations on sport and development as part of the development of common country assessments/United Nations Development Assistance Frameworks.

62. The Food and Agriculture Organization of the United Nations (FAO) has developed several partnership and initiatives within the sport world and its celebrities. Among the FAO Goodwill Ambassadors, there are sports celebrities such as football stars Raúl González (Spain), Patrick Vieira (France), Olympic athletes Carl Lewis (United States), and Debbie Ferguson (Bahamas), who give strong support and collaborate in FAO activities. In 2008 FAO launched the “Professional Football against Hunger” campaign, to seek the support of professional football leagues and organizations in an international movement against hunger, with the aim of raising awareness of the fact that 1 billion people live with chronic hunger and raising funds for food production projects in developing countries. FAO signed cooperation agreements with the Association of the European Professional Football Leagues, the Confederation of African Football, the Asian Football Confederation, the South American Football Confederation, the São Paulo Football Federation, the Chilean Football Federation, the French Football Federation and clubs such as Real Madrid and Atlético Madrid. Through this partnership, FAO has organized several initiatives such as a Europe-wide football match day against hunger, which will take place around World Food Day. Its second edition involved 16 European leagues and 200 football clubs united around the same message.

Activities of the United Nations system around the 2010 FIFA World Cup

63. With five years remaining in the timeline of the Millennium Development Goals, and a significant amount of the focus on accomplishing these goals in Africa, the decision to hold the 2010 FIFA World Cup in South Africa became a vital opportunity to make progress towards their achievement. With that in mind, the United Nations Office of Sport for Development and Peace served as a coordinator and facilitator with regard to United Nations initiatives undertaken around the football World Cup. The following is a summary of the many initiatives of United Nations bodies prior to and during the tournament.

64. The International Organization for Migration (IOM) launched an international campaign aimed at preventing human trafficking during the World Cup. In that pursuit, IOM awarded a series of grants to 16 community-based organizations to support a range of prevention and protection activities around the country. Part of the campaign was to broadcast public service announcements on radio and television, providing information and help-lines that were distributed in pamphlets in high visibility target areas. The Office for the Coordination of Humanitarian Affairs created initiatives of support to help host provinces in South Africa to conduct reviews for cholera preparedness, as well as comprehensive response systems. Additionally, the Office assisted with the stockpiling of emergency supplies to these provinces. The Office also held a supervisory and organizational role in the disaster management training and response programme that took place in Gauteng and Western Cape prior to the tournament, which included simulation exercises for disaster.

65. The 2010 edition of the World Cup served as a valuable platform for the global anti-racism campaign of the Office of the United Nations High Commissioner for Human Rights. Well before the commencement of the tournament itself, the High Commissioner made clear through a variety of public statements that she saw this occasion of the football World Cup in her home nation to be an opportunity to promote direct messages of anti-racism and anti-discrimination. A proposal was adopted to have each captain of the eight participating teams of the quarter-finals read aloud a declaration in their mother tongue, encouraging players, officials, and fans to reject all forms of racism and embrace the unifying aspect of football.

66. The captains of 10 national football teams signed an appeal to reduce the number of mothers dying of HIV-related causes, and babies being born infected. The Joint United Nations Programme on HIV/AIDS (UNAIDS) has already been active in the world of football through the advocacy of its two primary goodwill ambassadors, football stars Michael Ballack (Germany), and Emmanuel Adebayor (Togo). Joined by the aforementioned signatories, the footballers advocated for the appeal entitled "From Soweto to Rio de Janeiro, give AIDS a red card". Under this momentum, UNAIDS also partnered with FIFA to create logos, slogans, mascots, and songs that raise awareness and draw attention to the issue of HIV/AIDS in South Africa, the African continent, and the world as a whole. UNAIDS also launched a multimedia campaign entitled "Brothers for Life", which used a variety of international and South African sport celebrities to promote HIV/AIDS protection and prevention.

67. In partnership with eight local African artists, one to represent each Millennium Development Goal, as well as the production talent of Arthur Baker, the world-renowned music producer, the United Nations Development Programme

(UNDP) produced the song entitled “8 Goals For Africa”. Additionally, UNDP partnered with the Global Environment Facility to work on the 2010 Sustainable Transport Project. South Africa’s campaign to green the 2010 FIFA World Cup, led by the Department of Environmental Affairs and Tourism of South Africa, in partnership with the FIFA Local Organizing Committee and UNEP, was a multifaceted mission to raise awareness; to minimize unnecessary waste; to use energy more efficiently and seek alternative sources of energy; to reduce water consumption; and to offset the carbon footprint of the games as a whole. Furthermore, UNEP partnered with Puma on the “Play for Life” project, which was established to support the International Year of Biodiversity in 2010, a global United Nations initiative that aims to raise awareness about biodiversity and conservation worldwide.

68. During the World Cup, the United Nations Population Fund (UNFPA) and the Sex Worker Education and Advocacy Task Force, in partnership with the Government of South Africa, launched a research project that compiled data on sex workers and HIV during the tournament. Furthermore, UNFPA co-produced 25 television programmes in South Africa in the lead-up to and during the World Cup to increase awareness and support for the Millennium Development Goals. Coinciding with the final match of the World Cup, the United Nations Human Settlements Programme (UN-Habitat) and its partners launched the initiative entitled “Youth for a Safer Africa”, which targeted at-risk youth in Africa with the intention of providing encouragement for them to avoid delinquent behaviour and lifestyles.

69. UNICEF supported the Government of South Africa in putting children’s health and safety in the forefront around the World Cup. UNICEF and its public and private sector partners launched a massive communication campaign with the message that child abuse and exploitation have no place in South Africa. Targeted at children, parents and tourists, the campaign warned about child abuse, exploitation, child sex tourism and trafficking; set up child-friendly spaces at four of the major FIFA Fan Fests in Soweto, Sandton, Nelspruit and Port Elizabeth. UNICEF launched the Red Card campaign in South Africa just before the tournament and during the Child Protection Week 2010. Messages, screen wallpapers, and mobile-phone ringtones were distributed to members of the network in promotion of ending child exploitation. Furthermore, UNICEF partnered with the South African Department of Education and Community Development to organize 21 different sport festivals with opportunities for education for children during the tournament, with the aim of promoting healthy activity and lifestyles for local kids as well as youth fans from across the globe.

70. During the 2010 FIFA World Cup, national authorities developed and disseminated, in collaboration with WHO, a health promotion brochure entitled “The 3 Fives” on the topic “five keys to appropriate physical activity”. The United Nations Millennium Campaign used the occasion to launch the Kick Out Poverty campaign, which promoted public events and activities aimed at empowering disenfranchised and impoverished local populations of South Africa. In relation to these activities, Oguchi Onyewu, a United Nations Millennium Campaign representative and United States football player publicly endorsed the message “Take action for an accelerated achievement of the Millennium Development Goals”, calling on various Governments to recommit to ending poverty and hunger by 2015.

VI. United Nations Action Plan on Sport for Development and Peace

71. In its resolution 61/10, the General Assembly encouraged Member States, the United Nations system and various other actors to implement the United Nations Action Plan on Sport for Development and Peace presented in the report of the Secretary-General (A/61/373). The Action Plan (see also sect. I above) outlined a framework including main lines of action and action points to engage and enable the United Nations system, Member States, the world of sport and other partners to build on the achievements in the field of Sport for Development and Peace to better integrate sport into the international development and peacebuilding agenda, to establish clear linkages between the opportunity to participate in sport and the achievement of the Millennium Development Goals and the broader goals of sustainable development and peace.

72. In its resolution 63/135, the General Assembly requested the Secretary-General to present an action plan on Sport for Development and Peace. Considering the achievements of the past, knowledge and action gaps, lessons learned and challenged identified, the Action Plan remains valid and applicable overall. Therefore the subsequent section will outline slightly modified main lines of action, and, in addition based on the numerous activities reported in section V, briefly review the accomplishment of action points and those still to be accomplished or to be continued by the various actors. In order to align itself with the decision of the General Assembly to move towards a biannual reporting cycle on Sport for Development and Peace, the Action Plan therefore should cover two years. The aim is to encourage the United Nations and its partners to move from awareness to greater implementation and action. All stakeholders are urged to work along the main lines of action to integrate Sport for Development and Peace in the development agenda at every level.

A. Main lines of action

1. Global framework for Sport for Development and Peace

Challenge: Globally agreed upon development goals provide a common agenda for stakeholder collaboration and contribution towards a global framework for Sport for Development and Peace.

Action: Enhance cooperation and coordination to create a common vision of the role of Sport for Development and Peace, to establish a knowledge network, define priorities and raise awareness. Develop and promote Sport for Development and Peace initiatives where it will provide the most benefit to the achievement of development objectives.

2. Policy development

Challenge: Sport for Development and Peace strategies need to be incorporated into national, international, multilateral and governmental development plans and policies with enhanced cooperation and coordination among stakeholders.

Action: Promote and support the systematic integration and mainstreaming of development plans and policies. Promote the principle of “sport for all” and develop inclusive sport and physical education policies.

3. Resource mobilization

Challenge: Scaling up of Sport for Development and Peace initiatives for the achievement of the Millennium Development Goals, other development and peacebuilding objectives requires committed investment, resource mobilization and creative partnerships.

Action: Enhance and promote innovative funding mechanisms and multi-stakeholder arrangements on all levels, including the engagement of sport organizations, civil society, athletes, and the private sector.

4. Evidence of impact

Challenge: Mainstreaming Sport for Development and Peace in policies and plans and as well the implementation of Sport for Development and Peace programmes require systematic research and comprehensive monitoring and evaluation.

Action: Encourage and support evidence-based research, develop and promote universal evaluation and monitoring tools, indicators and benchmarks based on commonly agreed standards.

B. Action points

Member States

73. Responsibility for the achievement of the Millennium Development Goals and maintaining peace rests first and foremost with Member States.

- In view of the extensive reporting contained in the present report, Governments have evidenced their interest in using sport as a tool for development and peace. This was equally evidenced by the General Assembly’s invitation to the International Olympic Committee to participate in the capacity of observer (General Assembly resolution 64/3).
- During the reporting period, the Group of Friends of Sport for Development and Peace has continued and further emphasized its coordination role vis-à-vis General Assembly actions on sport. This is evidenced through its coordination activity in connection with the adoption of a number of resolutions, including resolution 64/4 on the Olympic Truce, and resolution 64/5 on the 2010 FIFA World Cup in South Africa.
- There is, however, no hard evidence for a broad increase in investment by relevant Government agencies in sport development and peace programmes. Similarly, the incorporation of sport in Poverty Reduction Strategy Papers was only undertaken in few cases.
- Through the first Thematic Working Group on Sport for Child and Youth Development of the Sport for Development and Peace International Working Group, Governments are addressing, inter alia, the issue of protection of children, youth and young athletes against exploitation.

- As described in section IV of the present report, as a result of voluntary contributions from a few Governments, 26 Governments have, during the reporting period, met in the framework of the Sport for Development and Peace International Working Group to start developing Sport for Development and Peace policies and recommendations.
- Observation suggests that there is a general trend towards policies and sports programmes focusing on gender equality and the empowerment of women, and persons with disabilities. The Sport for Development and Peace International Working Group Thematic Working Groups on Sport and Gender and Sport and Persons with Disabilities, which will likely start its activity in autumn 2010, will, inter alia, focus on providing evidence in this regard.
- For establishing contact with the United Nations system, the United Nations Office of Sport for Development and Peace has facilitated the identification of national Sport for Development and Peace focal points in a large number of Governments.

74. As evidenced by the above-mentioned achievements, much progress has been made by Governments during the reporting period. However, both among Governments that have reported on actions and those that have not, more initiatives are required in line with the action points for Governments contained in the Action Plan. Member States are encouraged to reconsider the Action Plan with a view to reviewing national policies and practice. Member States are urged to join and support the Sport for Development and Peace International Working Group.

The United Nations system

75. In the Action Plan, the United Nations system was called upon to realize sport's full potential to contribute to health, education, development and peace.

- The cooperation of the United Nations Office of Sport for Development and Peace with sports organizations such as IOC, Peace and Sport, SportAccord, FIFA and the Union of European Football Associations has resulted in greater system-wide coherence and collaboration between these partners and the United Nations system.
- In view of the reporting by the departments, agencies, funds, and programmes of the United Nations, there is ample evidence that the United Nations system is increasingly integrating Sport for Development and Peace into their policies, programmes and long-term communication plans.
- However, the specific inclusion of Sport for Development and Peace into United Nations country programmes and common country assessments, United Nations Development Assistance Frameworks and other strategic, planning and policy documents in order to establish a common Sport for Development and Peace framework to utilize sport effectively in the achievement of the Millennium Development Goals has rarely been undertaken.

76. As a result of the developments in the reporting period, the United Nations system is encouraged to continue to strengthen its cooperation with international sports organizations. Furthermore, the United Nations system, with the facilitation and assistance by the United Nations Office of Sport for Development and Peace, is called upon to increase its efforts to include sport into United Nations Development

Assistance Frameworks, common country assessments, and country programmes and other strategic, planning and policy documents. United Nations departments, agencies, funds, and programmes are called on to report upon and inform about their achievements regularly.

National and international stakeholders

77. In the Action Plan, stakeholders across a broad spectrum were called upon to expand their activities and increase their cooperation. The present report contains a number of examples of partnerships and resource mobilization models that have been developed during the reporting period.

- The United Nations and other organizations involved in Sport for Development and Peace, have during the reporting period increasingly worked with sport celebrities as advocates and goodwill ambassadors.
- The present report contains evidence, in particular of a number of international sports organizations such as IOC, SportAccord and FIFA regarding their activities promoting Sport for Development and Peace and “sport for all”.

78. National and international stakeholders, including media, academia, civil society, corporations and sport organizations are called upon to review the Action Plan with a view to identifying where additional efforts can add value. In that context, the United Nations system and Member States are encouraged, where possible, to raise awareness of the action points towards the stakeholders and engage them to cooperate and work together in order to achieve the goals of the Action Plan. The United Nations Office of Sport for Development and Peace should, where relevant, report on developments on this subsection of the Action Plan. In turn, other actors including media, academia, civil society, sport organizations and federations are urged to cooperate with the United Nations system, and support Sport for Development and Peace programmes and activities implemented or managed by the United Nations funds, programmes and specialized agencies and the United Nations Office of Sport for Development and Peace. The development of new partnerships and the scale-up of existing strategic partnerships and innovative resource mobilization models are further encouraged.

Coordination through the Special Adviser and the United Nations Office of Sport for Development and Peace

79. During the reporting period, the Special Adviser and the United Nations Office of Sport for Development and Peace have made significant progress with respect to the common framework, which draws together sport-related initiatives and partners across sectors, consisting of partnerships, coherent communication, outreach, advocacy, and regular information-sharing and dissemination, inter alia through the establishment of the United Nations Office of Sport for Development and Peace website. It is essential that the mandates and activities of the Special Adviser and the Office be continued and supported by Member States in particular, and that the Special Adviser continue his leadership role in fostering partnerships between the world of sport, civil society and the development community and in promoting a common framework in the United Nations system, with Member States and other partners. The various actors within the institutional framework of Sport for Development and Peace, in particular Member States, are encouraged to continue to provide and generate support, both in terms of priority and resources for their

activities. This includes both continued extrabudgetary voluntary contributions and consideration by Member States to include, where possible, the operations in the regular United Nations budget.
