

The International Year of Sport 2005: SDC goals and activities

SDC will be involved in the International Year of Sport and Physical Education 2005 with a variety of activities. In addition to its current projects, it will carry out a wide-ranging special programme with the aim of strengthening the development and peace dimensions of sport at the national and international levels.

Goals

- raising the awareness of the public for sport and development
- promoting selected activities and projects in development cooperation and humanitarian aid
- contributing to a clear orientation and sustainable establishment of the theme within SDC (mainstreaming)
- raising the awareness of national and international actors; promotion of networking and of concrete multi-stakeholder partnerships

Selected activities

- Education and awareness-building campaign in Swiss schools on the subject of sport and development (in cooperation with the foundation "Education and Development")
- Preparation of a brochure describing the experiences gained from sport and development projects (publication: spring 2005)

- Organisation and participation in national and international information events
- Support for thematic contributions in the framework of cultural events
- Support for exemplary sport and development projects and activities relating to the International Year of Sport 2005 in SDC priority countries and in areas receiving humanitarian aid
- The 2nd International Conference on Sport and Development in Magglingen, 4-6 December 2005 (together with UN Special Adviser A. Ogi and the Federal Office of Sports)
- Active participation in the national programme for the Year of Sport in Switzerland
- Contribution to the UN Office for the International Year of Sport and Physical Education 2005

Resolution of the UN General Assembly

"The General Assembly decides to proclaim 2005 as the International Year of Sport and Physical Education, as a means to promote education, health, development and peace, and invites governments to organise events to underline their commitment and to seek the support of sports personalities in this regard."

Excerpt from UN Resolution 58/5, 3 November 2003



"Sport can play a role in improving the lives of individuals, not only individuals, I might add, but whole communities. I am convinced that the time is right to build on that understanding, to encourage governments, development agencies and communities to think how sport can be included more systematically in the plans to help children, particularly those living in the midst of poverty, disease and conflict."

Kofi Annan, UN Secretary-General

Swiss Agency for Development and Cooperation (SDC)

SDC is the agency for international cooperation in the Swiss Ministry of Foreign Affairs. It is responsible for overall coordination with other federal offices of bilateral and multilateral cooperation activities, cooperation with Eastern Europe and CIS, and Swiss humanitarian aid.

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Further information is available at

SDC Sport and Development website
www.sdc.admin.ch/sport

Official website of the Swiss Committee for the International Year of Sport 2005
www.sport2005.ch

UN website for the International Year of Sport 2005
www.un.org/sport2005

International Sport and Development platform
www.sportanddev.org



International Year
of Sport and
Physical Education



SPORT FOR PEACE AND DEVELOPMENT

SDC INVOLVEMENT IN
THE INTERNATIONAL YEAR
OF SPORT 2005

Photos: Keystone / Getty Images

DEZA DDC DIRECTION DU DÉVELOPPEMENT ET DE LA COOPÉRATION
DSC DIREZIONE DELLO SVILUPPO E DELLA COOPERAZIONE
SDC SWISS AGENCY FOR DEVELOPMENT AND COOPERATION
COSUDE AGENCIA SUIZA PARA EL DESARROLLO Y LA COOPERACIÓN



Sport: an effective tool for peace and development

Experience has shown that sport is an outstanding tool in achieving development goals on an individual, social, cultural or economic level. Therefore sport today has an important place as an instrument in the programmes of a growing number of development organisations including the Swiss Agency for Development and Cooperation (SDC).

Sport is not a new element in development cooperation. For a long time however its potential was underestimated and it was rarely used in a systematic way. In the meantime there has been a fundamental shift; more and more national and international development organisations today are turning to sport as a complement to the traditional methods in their local, regional and global development and peace promotion programmes. Mostly this is done in close cooperation with sports associations.

A clear expression of this new dynamic is the "International Year of Sport and Physical Education 2005" declared by the UN General Assembly. The stated goal: UN agencies, governments, civil society, development organisations, sports associations and researchers should use the possibilities of sport to promote education, health, development and peace.

Universal, play-oriented, simple

In putting the accent on play and fun, sport reflects fundamental human values such as respect for the opponent, recognition of rules, fair play and teamwork. At the same time, it is

universal in the best sense of the word: Its rules are simple, easy to understand and the same everywhere. More than any other activity, sport can unite humanity regardless of cultural differences.

Relevant to all spheres of development

Its characteristics make sport an ideal tool to achieve development goals. Its use is not limited to individual areas. Sport can promote individual personality development in children, adolescents and adults, the social, cultural and economic development of groups, and peaceful interaction between cultures.

SDC is among the leading actors in the field of sport and development. It uses sport as a tool in its own development cooperation and humanitarian aid activities and is also involved on the international level in raising awareness, coordinating and networking all actors.

Ambassador for sport and development

The former Swiss President Adolf Ogi is the driving force internationally in the field of sport and development. Since 2001, he has been UN Under-Secretary-General and Special Adviser to Kofi Annan on Sport for Development and Peace. Since 2001 he has succeeded in having sport placed on the global development agenda and in promoting cooperation between development organisation, sports associations and the economic sector.



Priorities of SDC commitment

As an instrument for development and peace sport has been a factor in various areas and has a cross-cutting impact. It contributes to the empowerment of individuals and groups and can be effective in the following spheres:



Personality development and social integration

- Sport is an important social learning field, which, through fun and play, gives the individual the possibility to learn basic social skills such as teamwork, dealing with fixed rules, organisational skills, dealing in a structured way with spare time, dealing constructively with strong emotions (e.g. in winning and losing).
- Supervised sports programmes can help better integrate marginal groups into society e.g.
 - school dropouts, street children, child soldiers
 - handicapped
 - ethnic minorities
 - HIV/AIDS victims



Humanitarian aid

- In conflict or post-conflict situations sport can help create a structured, constructive activity based on the peaceful reduction of aggression and tension.
- Following armed conflicts or natural catastrophes, sport can make an important contribution to overcoming the effects of traumas, e.g. in refugee camps.



Crisis transformation and prevention

- Sport can strengthen the interaction between communities, peoples and cultures and thus contribute to a situation whereby the parties maintain a dialogue even in open or latent conflict situations.
- Sport can promote identity and cohesion of communities and increase the readiness of individuals to become involved in society.



Health promotion

- Sporting activities can make an important contribution to the physical and mental health of the individual and society.
- Sport is an appropriate way to reach high-health-risk groups such as street children, adolescent girls and boys, and young adults living in poverty. Sport can promote greater awareness of ways to deal with one's own body and it offers positive role models.



Gender

- Sport can help overcome gender stereotyping, raise questions about the socio-cultural expectations of girls and women, improve their social contacts and strengthen their participation in social life.



Mobilisation

- Sport has an extremely high potential to mobilise both at the individual and societal level. It is ideally suited to disseminate messages relevant to society, health and peace. Sports events are excellent opportunities for information campaigns and actions (AIDS prevention, vaccination programmes).

What is sport?

Playing games and sports is one of the most deeply rooted human needs and has an important role in all cultures. In the context of development, sport includes all forms of physical activity, organised or unorganised, which contribute to physical fitness, mental well-being and social interchange. Sport can also have negative features such as violence, corruption, discrimination, hooliganism, nationalism, doping and fraud. To let its positive potential thrive, it is important that it is supervised and managed.