



UNITED NATIONS SPORT BULLETIN

Updates on UN sport-related activities supporting efforts to achieve the Millennium Development Goals and promote peace

Published by the Office of the Special Advisor to the Secretary-General on Sport for Development and Peace on behalf of the United Nations Communications Group (UNCG) Working Group on Sport for Development and Peace

Number 19, 19 May 2006 / www.un.org/sport2005

UN to promote Sport for Development and Peace during FIFA World Cup – In cooperation with the Fédération Internationale de Football Association (FIFA), the UN New York Office of Sport for Development and Peace, led by the Secretary-General's Special Adviser on Sport for Development and Peace Adolf Ogi, will encourage activities to highlight the role that soccer (football), plays in promoting development and peace, in conjunction with the 2006 FIFA World Cup in Germany on 9 June-9 July. The initiative will be kicked off by a message from the Secretary-General emphasizing the value of soccer in contributing to the achievement of the Millennium Development Goals by 2015. UN representatives, including UN Resident Coordinators where appropriate, can deliver the message to teams from the 32 countries on six continents participating in the World Cup, in coordination with media-friendly activities. Among suggested activities are sports events for children and youth emphasizing fair play and peace competition, video chats between young people in developed and developing countries on the theme of sport and peace, and panel discussions on radio and television about sport for development and peace. The UN system-wide initiative in partnership with the UN Department of Public Information is a follow-up to a meeting that the Secretary-General and Mr. Ogi had with FIFA President Joseph Blatter in January, at which it was agreed to strengthen cooperation. Contact Richard Leonard: richard.leonard@undp.org

-- **UNICEF and FIFA launch Unite for Children, Unite for Peace** – The initiative includes a public service announcement on peace and tolerance produced by MTV International that features 15 World Cup players, a web site (www.unicef.org/football), and a manual in English, French, Spanish, and German to help coaches address violence and discrimination, particularly against women and girls. Contact Alison Qualter-Berna: aqualter@unicef.org

-- **Green Goal to safeguard environment at the World Cup** – The program aims to off-set the 100,000 tons of carbon dioxide generated by transportation and construction for the event, reduce electricity use by 20%, and minimize wastes produced at the matches, which begin in Germany next month. The German Organizing Committee, including UNEP and the Oeko Institute, has produced a short, witty film on Green Goal to be presented on giant screens before each match. Contact Nick Nutthall: nick.nutthall@unep.org; visit www.unep.org/sport_env

Tanzania press trip highlights sport's role in fighting malaria – The UN New York Office of Sport for Development and Peace organized the trip for journalists from the U.S.-based National Association of Black Journalists (NABJ) and European journalists in partnership with the UN Information Centres in Dar es Salaam and Geneva and the UN country team in Tanzania. The trip followed up on the United Against Malaria 60th UN Anniversary Concert in Geneva last October, supported by Pictet & Cie, when music stars from five continents joined with Secretary-General Kofi Annan to support the Roll Back Malaria Partnership. In Tanzania, a country hard hit by the disease, the journalists heard from the Ministry of Information, Culture and Sports that soccer matches the agency is holding in rural areas across the country alert fans about the need to use insecticide-treated bed nets and other prevention steps through public address announcements, leaflets and banners. Support for the trip came from the Kaiser Family Fund, Sumitomo Chemical and the Global Fund to Fight AIDS, Tuberculosis and Malaria. The power of sport is being increasingly mobilized against malaria worldwide. The World Swim for Malaria aims to involve 1 million people to raise money for the cause, and a New York doctor, training for Olympic kayaking in Uganda, set up the Soft Power Health charity that helps provide bed nets to protect families. Tanzanian Olympic stars joined with counterparts from Ethiopia, Nigeria, Senegal and South Africa at the 2000 Olympics to support for the Roll Back Malaria campaign, and this office joined with the New York Knicks basketball team this spring to publicize a "Dunk Malaria" campaign by Hedge Funds vs. Malaria. Contact Richard Leonard: richard.leonard@undp.org

India and Pakistan Cricket Teams raise \$10 million for earthquake relief – The two national teams, whose matches have helped improve relations between the two countries, held a one-day international match in Abu Dhabi, United Arab Emirates, on 18 April to raise funds for people in both countries affected by the devastating quake, which struck last October. The teams were appointed United Nations Spokespersons for Sport for Development and Peace last year, and after the disaster, Mr. Ogi

sent condolences and encouraged the teams to take action to aid the survivors. Of the funds raised, \$7.5 million will be donated to help survivors in Pakistan and \$2.5 million will go to help those affected in India. Officials from both countries attended, including President Pervez Musharraf of Pakistan and Shri Sharad Pawar, Union Cabinet Minister of India. Contact Nadia Samadani: nadia.samadani@undp.org

UNODC and Qatar National Olympic Committee set up Global Sport Fund against Drugs – The fund will provide grants, provided by Qatar, to non-governmental organizations worldwide to sponsor events, youth camps and exhibitions and to hold training seminars for coaches and young people. The fund aims to encourage NGOs to be creative in developing sport-related prevention projects that best meet the needs of young people in their communities. Applications from organizations worldwide will be accepted for project proposals beginning on 26 June, the International Day against Drug Abuse and Illicit Trafficking. Contact Richard Murphy: richard.murphy@unodc.org; visit www.unodc.org

Nike, Inc. helps UNHCR create volleyball uniform for Somali girls – Volleyball is popular among the 25,000 Somali girls in three refugee camps in northern Kenya, but the traditional Islamic *hijab*, which wraps around the head and drapes over the body, made it difficult to play the game. UNHCR turned to the company, a corporate partner, to design a uniform that would adhere to the traditional dress code but allow freedom of movement. After a design was approved by the girls and community leaders, the designers taught some of the girls how to sew the outfits using local fabrics. The uniforms have improved the quality of play and are attracting more girls to the game. Contact Frauke Joosten: joosten@unhcr.org

UNDP Argentina backs program against violence and discrimination in soccer – UNDP Argentina supported the National Program of Preventive Policies on Security in Soccer in a campaign at major soccer matches in February and March. In cooperation with the sub-Secretary of Security in Soccer (Home Affairs Ministry), UNDP managed the National Campaign against Violence and Discrimination in Soccer Matches. The campaign focused on violence on and off the field among professional teams and their fans. Support came from several organizations, including the Argentina Soccer Association and Families of Victims of Argentina Soccer, as well as a private television channel and the national Communications Secretary. The initiative included television and radio spots, banners, merchandising, and activities at educational institutions around the country. Materials were distributed through the Education Ministry in the provinces of Buenos Aires, Santa Fe, Córdoba and Buenos Aires City. In addition, the National Institute against Discrimination organized an event with the Toba community, an indigenous community, prior to one of the soccer matches. Contact Pablo Basz: pablo.basz@undp.org

UNICEF raises over 500,000 euros for Sudan vaccinations at Winter Olympics – The UNICEF Italian National Committee, with support from the Turino Organizing Committee for the XXth Winter Olympic Games (TOROC) and Italian sport and television stars, appealed for donations of one euro by cell phone text messages and two euros by calls over phone lines during the games. Additional funds were raised by a drawing to win Olympic Pigottos, hand-made rag dolls dressed as Olympians. Contact Alessandro Pinto: a.pinto@unicef.it

UPCOMING EVENTS

The Roma Seven Sport for Peace and Development International Rugby Tournament – The tournament will be held in Rome on June 9 with the participation of clubs from Argentina, Croatia, France, Ireland, Italy, Malta, Netherlands, New Zealand, Nigeria, Scotland, Spain, Wales, and Zimbabwe. The event will promote peace through sport among youth of different origins and countries and focus on creating youth employment and development of skills through sport. The organizers, among them the Region of Lazio, the Italian Rugby Union and the Rome Municipality, received support from the Italian Ministry of Foreign Affairs and the ILO/Universitas Programme. Contact Giovanni Di Cola: dicola@ilo.org

The United Nations Communications Group (UNCG) Working Group on Sport for Development and Peace includes participants from: FAO, ILO, UNAIDS, UN/DESA, UNDP, UN/DPI, UNESCO, UNEP, UNFIP, UNFPA, UN-Habitat, UNHCR, UNICEF, UNIFEM, UN Millennium Campaign, UN Millennium Project, UNODC, UNOHR-LLS, UNOPS, UN Volunteers, WFP, WHO, and the World Bank. Contacts: Djibril Diallo, Director, UN New York Office of Sport for Development and Peace (djibril.diallo@undp.org); Richard Leonard, Bulletin Editor (richard.leonard@undp.org); David Winiger, Special Assistant to the Special Adviser to the Secretary-General on Sport for Development and Peace (dwiniger@unog.ch). Visit www.un.org/sport2005