INFORMATION KIT

2010 FIFA WORLD CUP IN SOUTH AFRICA: A UNITED NATIONS PERSPECTIVE

CONTENTS

1. PRESS RELEASE: “Much More than Victory and Defeat: UN System Prepares for the Kick-Off of the 2010 FIFA World Cup™” (p.3)

2. BACKGROUNDER: UN’s Initiatives around the 2010 FIFA World Cup™ in South Africa (p.4)

3. QUOTABLE QUOTES by the Special Adviser to the UN Secretary-General on Sport for Development and Peace (p.5)

4. OPINION PIECE: “For the World Cup to Leave a Real Legacy” by Wilfried Lemke, Special Adviser to the UN Secretary-General on Sport for Development and Peace (p.6)

5. GENERAL ASSEMBLY’S RESOLUTION 64/5 “2010 International Federation of Association Football World Cup in South Africa” — 19 October 2009 (pp.7-8)

6. OPINION PIECE: “Racism and the Football World Cup” by Navi Pillay, United Nations High Commissioner for Human Rights (p.9)

7. HUMAN RIGHTS COUNCIL’S RESOLUTION 13/27 “A world of sports free of racism, racial discrimination, xenophobia and related intolerance” — 26 March 2010 (pp.10-13)

8. BACKGROUNDER: Contribution of Sport to the Millennium Development Goals (pp.14-15)

Available at www.un.org/sport
Geneva, 8 June 2010

Geneva, 8 June 2010 – Today, United Nations Secretary-General Ban Ki-moon is heading to South Africa where one of the most anticipated sporting events in history will begin this Friday. For the very first time ever, the FIFA World Cup will take place on African soil, representing an immense opportunity for positive change in the region. The UN’s strong presence at and around the event will emphasize that while the competition will undoubtedly be fierce, the tournament represents much more than victory and defeat.

For the duration of his stay in South Africa, Secretary-General Ban Ki-moon will be accompanied by his Special Adviser on Sport for Development and Peace, Mr. Wilfried Lemke, who has made public his expectations positive social change inspired by this World Cup: “My hope is that the 2010 edition of the World Cup leaves a real legacy, not only for South Africa but for the entire continent. I hope that the transformation will long last, with no turning back. All the involved stake-holders will have to ensure this promise.”

Today Mr. Lemke will join the Secretary-General and South African President Zuma at a Gala Dinner organized in the lead-up to the opening of the World Cup for the benefit of efforts to achieve MDG 2, universal primary education. While the Secretary-General will then go on a continental tour bringing him to Burundi, Cameroon, Benin and Sierra Leone, his Special Adviser will visit a number of grassroots projects mobilizing the power of sport to provide hope and assistance to vulnerable individuals and communities in the townships of Johannesburg and Cape Town. This Friday, the Secretary-General will travel back to Johannesburg to attend, together with the Special Adviser, the opening of the tournament taking place at the Soccer City Stadium in Johannesburg.

The 2010 World Cup is an opportunity for the UN to support existing and new projects that address the Millennium Development Goals (MDGs). These projects include, but are not limited to, topics such as HIV/AIDS prevention and awareness, environmental sustainability, child protection, healthy lifestyles, racism, education and gender equality (for a complete list of UN initiatives in relation to the 2010 FIFA World Cup, please consult the enclosed backgrounder). It is crucial that these projects develop as sustainable programmes that reach well beyond the month of the World Cup, in order to provide hope and tangible progress for Africa’s future development. It is the UN’s intention to ensure that this objective is achieved, and the Secretary-General’s and his Special Adviser’s presence at the opening of this historic edition of the World Cup is a testimony to this commitment.

The involvement of the UN in the 2010 FIFA World Cup was made clear in October of 2009 when the General Assembly adopted resolution 64/5 which recognizes the potential of the event for African development, and encourages all member states to become involved. Since then, UN agencies have lined up to use the event’s momentum to drive sustainable development projects. In particular, the creation of the MDG song, “8 Goals for Africa”, represents the collaboration of a variety of UN agencies. The joint initiative to create and launch the song supports the objective of the Secretary-General and the entire UN system to promote the Millennium Development Goals in the five year countdown to 2015 when they are expected to be achieved.

Additionally, the UN High Commissioner for Human Rights, Ms. Navi Pillay, released an opinion piece last week in the wake of resolution 13/27 adopted by the Human Rights Council in March of this year, calling for the 2010 World Cup to be a “catalyst to call for global action against intolerance and racism”, indicating her expectations for the event.

Under the guidance of Secretary-General Ban Ki-moon, the UN is increasingly recognizing the potential of sport for development and peace. As Kofi Anan paved the way through his presence at the 2006 FIFA World Cup in Germany, Mr. Ban will represent the United Nations’ commitment to use sport for positive social change in Africa this month. His presence will be a strong statement that the UN is paying tribute to the host, is committed to support Africa at this time and beyond, and that it will spare no efforts to ensure that the 2010 edition of the FIFA World Cup is remembered as a positive turning point in the history of African development, and in the attainment of the MDGs.
“The World Cup is an event in which we actually see goals being reached,” as former Secretary-General Kofi Annan rightly wrote in 2006. With only five years left until the 2015 deadline to achieve the Millennium Development Goals (MDGs), the world’s largest sporting event – held for the first time on African soil – represents a historic opportunity for the UN family to raise awareness and harness the potential of the tournament to advance its objectives and ensure that the 2010 edition of the FIFA World Cup is remembered as a positive turning point in the history of African development.

**International Organization for Migration (IOM)**
- Launching an international campaign aimed at preventing trafficking in persons during the World Cup
- Awarding and overseeing a series of small grants to 16 community-based organizations to support a range of prevention and protection activities around the country

**UN Office for the Coordination of Humanitarian Affairs (OCHA)**
- Supporting FIFA 2010 host provinces in conducting reviews for cholera preparedness and response systems as well as in stockpiling emergency supplies, including vaccines, emergency health kits, etc.
  - Providing support for training in disaster management and response in Gauteng and Western Cape.

**Office of the High Commissioner for Human Rights (OHCHR)**
- Focusing on the theme of racism and sport (through the International Day for the Elimination of Racial Discrimination, editorials, advocacy work, etc.)

**Joint UN Programme on HIV/AIDS (UNAIDS)**
- Utilizing FIFA LOC Trademarks (logo, slogan, mascot, song etc.) and restricted zones and events to promote HIV/AIDS prevention, treatment, care and support

**UN Development Programme (UNDP)**
- Carrying out the UNDP/Global Environment Facility (GEF) Sustainable Transport 2010 Project
- Raising awareness on the MDGs, including through the song, “8 Goals for Africa”, composed and recorded by eight popular African musicians, which was launched on 14 May 2010 by UNDP Administrator Helen Clark in Johannesburg

**UN Environment Programme (UNEP)**
- Collaborating with the South African Government and the Local World Cup Organizing Committee on various aspects related to “greening” the event
- Partnering with PUMA on the ‘Play for Life’ project, in connection with the 2010 International Year of Biodiversity

**UN Population Fund (UNFPA)**
- Co-producing 25 TV programmes to increase awareness of and support for the MDGs (some of the programmes, shot in Africa, address MDG issues via football stories)
- Launching a football-themed electronic game to end violence against women and girls

**UN Human Settlements Programme (UN-HABITAT)**
- Organizing a community event during the World Cup and an Expert Group Meeting addressing safety and security issues in urban areas

**UN Children’s Fund (UNICEF)**
- Setting up child-friendly spaces in various Fan Parks
- Launching ‘Red Card’ campaign in collaboration with the mobile-based social networking platform MXIT to support and empower children and youth in the prevention of child trafficking, child labour and child pornography
- Carrying out outreach and educational work with UNICEF’s Goodwill Ambassadors through the ‘Brothers for Life’ campaign (together with UNAIDS)

**UN Millennium Campaign**
- Launching ‘Kick Out Poverty’ campaign in several African countries, including South Africa
- Holding Round Tables that highlight the importance of using the World Cup as a platform to organize public mobilization events to advocate for the achievement of the MDGs

**World Health Organization (WHO)**
- Providing technical assistance on health security, emergency preparedness and response planning
- Collaborating with the South African Ministry of Health on a brochure promoting healthy lifestyles
On the Potential of the 2010 World Cup for Sustainable Development in Africa

• By assuring that the World Cup will trigger sustainable development and social change in South Africa, that it will not only be for the best football teams in the world but also for the people and for all the children and young people on the African continent, we will make this World Cup a tremendous success.

• While we still have to see in the months ahead what the precise effects of the World Cup will be in terms of economic growth and social advancement, I believe that the World Cup will overall, and in particular in the longer term, have a positive socio-economic impact in South Africa e.g. through the development and upgrade of infrastructures and branding. I believe that it can serve as an example for the African continent of social and economic possibilities for the future.

On Hopes and Doubts about the World Cup

• Many people had doubts and concerns about the World Cup being held in South Africa. I was at the Confederation Cup and I can assure you that I was thrilled by the stadiums but more importantly, by the hospitality of the people. That is what counts. It is not only about the favourite team winning, but about the hospitality and the atmosphere of the whole country, the smile, the enthusiasm, the spirit…

• Of course, the World Cup is for many people a commercial business. It is in many respects an elite sporting event driven by prospects of profit. But I will do my utmost to focus more on the legacy and social potential behind the event.

On the World Cup as a Test Case for South Africa

• The country has the opportunity to prove, one more time, that it can manage a planetary scale mega-event and play a leading role on the international stage, promoting a positive image of South Africa and the entire continent.

• The way in which South Africa manages the event, its successes and failures in this regard, is widely regarded as an important test case, leading the way for developing countries at large.

On Awareness-Raising and Mentality Change

• By hosting the World Cup, South Africa is given a great opportunity to use this mega-sporting event to raise awareness on social themes, to make young people listen, and to transform the enthusiasm of the people into positive dynamics, such as pride, self-confidence, hope, nation-building, ownership, diversity, solidarity, tolerance, and development.

• I am convinced that the World Cup will change the image of the continent for the better. It will send a positive signal to the world, a message of achievement and capability, which will be conducive to investments and tourism, and which can motivate other developing countries.

On the Nation-Building Factor

• My hope is that the unifying and nation-building factor that was at play in South Africa when the country hosted and won the Rugby World Cup in 1995 will repeat itself, but on a continental scale this time.

• Sport builds bridges between people. It brings them together on common and neutral ground. Sport is a means to foster tolerance, respect and peace, and to facilitate communication and dialogue among people. Let me give you an example: when the Iraqi football team, made of Sunni and Shia Muslims, as well as Kurds, won the Asian Cup last year, the divided country found itself temporarily united behind the team. Similarly, in the Ivory Coast, the divisions caused by the conflict between north and south are forgotten when the Elephants, the all-Ivorian national team, play. Football stars can act as ambassadors for reunification and peace.

On Collaboration and Cooperation

• The first FIFA World Cup ever on African soil is to kick-off. The opportunity could not be bigger to create a meaningful synergy between the different actors in development through sport in general, and football in particular.

• The World Cup is a catalyst. It is a triggering force that stimulates and activates thousands of individuals, communities, and countries on the African continent and elsewhere. Many ‘sport for development and peace’ projects – including ones at the grassroots level – have already largely benefited from the momentum created by the World Cup and the interest in sport programmes has grown greatly.

On the Environmental Impact of the World Cup

• Today, ecological concerns are a top priority for host cities and host countries that organize mega-sports events such as the Football World Cup. First, the ecological impact of the event itself should be minimized by taking a number of environmental-friendly actions. Secondly, and most importantly, the event should leave a positive legacy for future generations.

• South Africa is committed to tackling environmental issues and embracing the concept of sustainable development. By taking climate-friendly actions, the organizers will use this opportunity to raise awareness and to lay a foundation and set new and higher standards for greening future events in South Africa.
For the World Cup to Leave a Real Legacy

Since 2001, the UN Office on Sport for Development and Peace (UNOSDP), has been acting for the promotion of sport as a instrument for social change. For Wilfried Lemke, Special Adviser to the Secretary-General on Sport for Development and Peace, this FIFA World CupTM is a major test for Africa.

Mega sports events such as the Olympic Games and the Football World Cup present tremendous opportunities. They have the potential to boost social, economic and environmental development. They can be positively used as platforms for outreach, advocacy and fundraising activities. As the eyes of the world are watching, sport events can be used to promote development objectives such as the UN Millennium Development Goals (MDGs), and bring Sport for Development and Peace initiatives to the spotlight. Major events have also amplified athletes’ profile, making them important role models and spokespersons, raising awareness around the objectives of the UN and social issues in general.

Many grassroots projects have already largely benefited from the momentum created by the World Cup. The world’s most popular sport, football, became the driving force to achieve many goals. The Football for Hope movement, an initiative by FIFA and streetfootballworld, is working towards that direction. But not only the official partners of FIFA, but also many other local initiatives that implement similar programmes, have achieved to involve marginalised youth through sporting programmes.

Created in 2001, my office – the UN Office on Sport for Development and Peace (UNOSDP) – acts as the UN gateway for the promotion of sport as an instrument for positive social change.

“Ecological concerns are also a top priority.”

The World Cup in South Africa is the first ever to be organized on African soil. The country has the opportunity to prove, one more time, that it can manage a planetary scale mega-event and play a leading role on the international stage promoting a positive image – in South Africa and on the entire continent. It is a unique occasion to sensitize the world on societal themes, and transform the African peoples pride and enthusiasm in a positive dynamic of solidarity, tolerance, and development. African leaders have been invited to take part in the event and show Africa’s ownership on the World Cup.

South Africans should not feel that they have to deliver the most gigantic and epic event of all time. They should in my view try and showcase the best the whole continent has to offer which, in a sense, an even broader, multifaceted and challenging objective.

Hosting a large international sporting event promises not just the excitement of the event and media exposure for the host country, but also the expectation of a positive return on the considerable investment associated with hosting it. In terms of infrastructural development – such as transport and stadia development being the major investments – it is assumed that it will generate local economic activity and resultant jobs.

Tourism is a crucial source of income in South Africa. An upgraded transportation system, state of the art facilities, and reinforced security, shall improve its international perception, which, in the long run, may generate increased numbers of private and business tourists, as well as draw external investors.

Ecological concerns are also a top priority. The 2010 World Cup carbon footprint will be twice as high as the Beijing Olympics. 97% of the spectators will have to fly to South Africa whereas the country heavily relies on coal to produce its energy. Nevertheless, I believe that, with the support of the UN Environment Programme (UNEP), South Africa is committed to tackling environmental issues and embracing the concept of sustainable development. By taking climate-friendly actions, the organizers will use this opportunity to raise awareness and to lay a foundation and set new and higher standards for greening future events in South Africa.

The way in which South Africa manages the event, its successes and failures in this regard, is widely regarded as an important test case, leading the way for developing countries at large.

Sport has the unique power to attract, mobilize and inspire; and is by far, the most popular activity in which youth engage. The 2010 FIFA World Cup is an opportunity to generate a synergy between the various stakeholders in development through football and sport in general. I am persuaded that the tournament will be a great success and will shed some very positive light on the country and the continent as a whole. My hope is that it leaves a real legacy; that the transformation will long last, with no turning back.

Published in June 2010 in the Special Issue of Sport et Citoyenneté’s scientific journal “2010 FIFA WORLD CUP™: AFRICA’S HOUR?”

E-mail: Sport et Citoyenneté, www.un.org/sport
Resolution adopted by the General Assembly

[without reference to a Main Committee (A/64/L.3 and Add.1)]

64/5. 2010 International Federation of Association Football
World Cup in South Africa

The General Assembly,

Recalling its resolution 63/135 of 11 December 2008, in which it recognized
the value of sport as a means to promote education, health, development and peace
and welcomed the establishment of a United Nations Office on Sport for
Development and Peace,

Recognizing the potential of sport to contribute to the achievement of the
Millennium Development Goals, and noting that sport has the potential, as declared
in the 2005 World Summit Outcome,¹ to foster peace and development and to
contribute to an atmosphere of tolerance and understanding,

Acknowledging the use of mass sports events to promote and support sport for
development and peace initiatives,

Acknowledging also the role played by sport in Africa as an instrument for the
promotion of unity, solidarity, peace and reconciliation, and the preventive
campaigns against scourges, such as HIV/AIDS, affecting the youth of the
continent,

Welcoming South Africa’s readiness to host the historic 2010 International
Federation of Association Football World Cup, which is to be held for the first time
on the African continent in recognition of Africa’s contribution to the advancement
of world sports, and recalling the endorsement and support of the Heads of State and
Government of the African Union for efforts to ensure the success of the event,

Noting with appreciation the role played by the African Union in helping to
start the ball rolling for the 2010 World Cup in South Africa by rallying countries
across the continent to use the great appeal of football for a broad range of
development and peace activities through the International Year of African Football
2007 and the World Cup legacy programme,

¹ See resolution 60/1.
1. Emphasizes the role of sport in the promotion of peace, solidarity, social cohesion and socio-economic development;

2. Notes that, given its universal popularity, football can bring people together and play a positive role in promoting development and peace;

3. Welcomes the historic and unique dimension of the 2010 International Federation of Association Football World Cup in South Africa, marking the first time that that major sports event will take place on the African continent;

4. Also welcomes the preparations by South Africa for the hosting of the 2010 World Cup, and expresses its continued support, where appropriate, to South Africa in the pursuit of ensuring the success of the tournament;

5. Encourages all Member States to support sport and its use as a tool to promote peace and development, including through the continued contribution to the achievement of the Millennium Development Goals and dialogue among civilizations;

6. Firmly supports the launch of the 1GOAL World Cup 2010 campaign, which aims to raise global public awareness of and advocate for the importance of achieving the Millennium Development Goals of universal primary education and gender parity in education by 2015;

7. Encourages the relevant authorities to exert every effort to ensure that the 2010 World Cup will leave a lasting legacy for peace and development in Africa;

8. Encourages all Member States to support, where appropriate, including through stimulating popular attendance, the 2010 World Cup, to be hosted by South Africa in June 2010.

21st plenary meeting
19 October 2009
The Football World Cup kicks off on June 11. This is an opportune occasion to reflect on the fact that sport is meant to foster social cohesion, bring different cultures together in a celebration of healthy competition, and to overcome the diffidence and even contempt that all too often divide countries and communities in the political and social arenas. The movie “Invictus” on how Nelson Mandela used rugby to defuse potential strife and build a common national identity was one such reflection. And the choice of South Africa, a country that renounced the institutionalized racism of Apartheid, as the host venue of the 2010 World Cup provides both a perfect opportunity and a platform to renew our efforts to combat discrimination in all its forms.

As a victim of racism and a sports fan, I urge all who play or simply watch sport to use the World Cup as a catalyst to call for global action against intolerance and racism. These are scourges that affect countless women, men and children around the world and that must be challenged at every turn.

Indeed, fear, intolerance and xenophobia can all be combated with diametrically opposed values of fair play and cooperation that are so central to team sports such as football. The World Cup is perhaps the highest expression of football’s ability to join millions of people from all regions of the world in a common and joyous pursuit.

Undoubtedly, we all have our favourite team and wish it victorious, but let us not forget that the World Cup allows us to connect with others whose different history, culture and traditions we might otherwise never be exposed to. As a result of these contacts, we are all enriched. Our common passion for football reinforces the bonds of community pride, makes explicit our shared aspiration for excellence, and channels and elevates our instinct of competition.

But let us also be vigilant about racism and other manifestations of intolerance that poison sport – particularly football – that undermine its positive message and that bring it into disrepute. This happens all too often when the supporters of competing teams use intolerant slurs and even violence to vilify and attack their opponents. Regrettably, even the players themselves have at times been prone to such despicable behaviour. Professional footballers are rightly obliged to uphold the highest standards of sportsmanship, both ethically and under FIFA’s code of conduct, which includes provisions on non-discrimination. Yet on occasions, rich clubs and rich national bodies have escaped more severe sanction by paying derisory fines after serious racist incidents during matches.

National football authorities everywhere must back their strong rhetoric with serious and consistent disincentives. Manifestations of racism or intolerance in or around the stadiums during the World Cup should be swiftly addressed and the perpetrators isolated.

The clear message of the World Cup must be that there is no place for racism and intolerance in sport. I welcome the stand taken against racism by FIFA and UEFA – both organizations continue to build programs which promote tolerance and campaign against racism. FIFA plans to use the four quarter final matches of the World Cup, in particular, to make an unequivocal statement against racism to millions of people around the world. Before those matches, the captains of each team will read a declaration encouraging players, officials and fans around the world to say “no” to any and all forms of racism.

The Football World Cup presents a unique opportunity to maximize the potential of this sport to educate ever-expanding constituencies and attract talent irrespective of social status and position in life. For many poor athletes, football has offered a pathway out of seemingly endless exclusion. Their accomplishments have inspired others to follow suit. In every society, successful sports men and women are role models whose behavior is closely scrutinized and even emulated. Young minds are especially influenced by both positive and negative messages received from those they respect, particularly their sports heroes.

Ultimately, the real winners of this year’s World Cup will be those who celebrate and uphold both in words and in deeds its values of fair play, honest competition, respect and tolerance both on and off the field. Let’s kick discrimination off the field. Let’s tackle exclusion. Let’s put racism offside.
Resolution adopted by the Human Rights Council

13/27

A world of sports free from racism, racial discrimination, xenophobia and related intolerance

The Human Rights Council,

Stressing the importance of combating racism, racial discrimination, xenophobia and related intolerance in all circumstances, including in sports,

Recalling the Universal Declaration of Human Rights, the International Covenant on Civil and Political Rights, the International Covenant on Economic, Social and Cultural Rights, the International Convention on the Elimination of All Forms of Racial Discrimination, the Vienna Declaration and Programme of Action and the Durban Declaration and Programme of Action,

Acknowledging that, in paragraph 218 of the Durban Declaration and Programme of Action, the World Conference against Racism, Racial Discrimination, Xenophobia and Related Intolerance urged States, in cooperation with intergovernmental organizations, the International Olympic Committee and international and regional sports federations to intensify the fight against racism in sport by, among other things, educating the youth of the world through sport practised without discrimination of any kind and in the Olympic spirit, which requires human understanding, tolerance, fair play and solidarity,

Acknowledging also that the Durban Review Conference, in paragraph 128 of its outcome document, urged all international sporting bodies to promote, through their national, regional and international federations, a world of sports free from racism, racial discrimination, xenophobia and related intolerance,

* The resolutions and decisions of the Human Rights Council will be contained in the report of the Council on its thirteenth session (A/HRC/13/56), chap. I.
Recognizing the potential of sport as a universal language contributing to educating people on the values of diversity, tolerance and fairness and as a means to combat racism, racial discrimination, xenophobia and related intolerance,

Acknowledging the use of mass sport events to promote and support sport for development and peace initiatives and, in this regard, welcoming General Assembly resolution 63/135 of 11 December 2008, in which the Assembly recognized the value of sport as a means to promote education, development and peace and welcomed the establishment of the United Nations Office of Sport for Development and Peace,

Recognizing the potential of sport in contributing to the achievement of the Millennium Development Goals, and noting that, as declared at the 2005 World Summit, sport has the potential to foster peace and development and to contribute to an atmosphere of tolerance and understanding,

Recognizing also the potential contribution of the Special Adviser to the Secretary-General on Sport for Development and Peace, the Office of Sport for Development and Peace, the Physical Education and Sport Unit of the United Nations Educational, Scientific and Cultural Organization and the Group of Friends of Sport for Development and Peace to combat racism, racial discrimination, xenophobia and related intolerance in sports,

Recognizing further the imperative need to engage women and girls in the practice of sport for development and peace and, in this regard, welcoming activities that aim to foster and encourage such initiatives at the global level,

Welcoming General Assembly resolution 64/4 of 19 October 2009 on the building of a peaceful and better world through sport and the Olympic ideal and, in this context, welcoming also the adoption on that date of resolution 64/3, in which the Assembly invited the International Olympic Committee to participate in its sessions and work in the capacity of observer,

Recalling Council resolution 9/14 of 18 September 2008, in which the Council urged the United Nations High Commissioner for Human Rights to take measures, in consultation with various international sporting and other organizations, to enable them to contribute to the struggle against racism and racial discrimination,

Recalling also Commission on Human Rights resolution 2005/64 of 20 April 2005, in which the Commission condemned all acts of racism in sporting events and urged all States and national, regional and international sporting associations and federations to adopt firm measures for the prevention of such acts,

Expressing serious concern at past and recent incidents of racism in sports and at sporting events and, in this context, welcoming efforts of sports governing bodies to combat racism, including by pursuing anti-racism initiatives and by developing and applying disciplinary codes that impose sanctions for racist acts,

Noting with appreciation the initiatives taken by the United Nations system, as well as national, regional and international sports federations and organizations, to promote development and peace through sport and physical education and, in this respect, acknowledging the importance of the work of grass-roots organizations,

Welcoming the readiness of South Africa to host the historic 2010 International Federation of Association Football World Cup, to be held for the first time on the African continent in recognition of its contribution to the advancement of world sports, and recalling the endorsement and support of the Heads of State and Government of the African Union for efforts to ensure the success of the event,
Recalling the invitation to the International Federation of Association Football, in connection with the 2010 Football World Cup tournament to be held in South Africa, to introduce a visible theme on non-racism in football,

Recalling also the request to the High Commissioner for Human Rights, in her capacity as Secretary-General of the Durban Review Conference, to bring the above-mentioned invitation to the attention of the International Federation of Association Football and to bring the issue of racism in sport to the attention of other relevant international sporting bodies,

Welcoming the hosting of the 2010 and 2014 International Federation of Association Football World Cups in South Africa and in Brazil, respectively; the hosting of the inaugural 2010 Summer Youth Olympic Games in Singapore; the hosting of the 2011 International Federation of Association Football Women’s World Cup in Germany; the hosting of the 2010 and 2014 Winter Olympic and Paralympic Games in the cities of Vancouver, Canada, and Sochi, Russian Federation, respectively; the hosting of the 2012 and 2016 Summer Olympic and Paralympic Games in the cities of London and Rio de Janeiro, respectively; and stressing the importance of making use of these events to promote understanding, tolerance and peace and to promote and strengthen efforts in the fight against racism, racial discrimination, xenophobia and related intolerance,

1. Recognizes the shared commitment to a world of sports free from racism, racial discrimination, xenophobia and related intolerance, and calls upon all States to take all necessary measures to that end;

2. Welcomes the historic and unique dimension of the 2010 International Federation of Association Football World Cup in South Africa, which marks the first time this major sport event will be held on the African continent;

3. Underlines the importance of combating impunity for racially motivated crimes in sport, and urges States to take all appropriate measures, in accordance with domestic legislation and international obligations, to prevent, combat and address all manifestations of racism, racial discrimination, xenophobia and related intolerance in the context of sporting events, and to ensure that racially-motivated crimes are punished by law, as appropriate;

4. Stresses the importance of combating and addressing acts of incitement to discrimination, hostility or violence in sporting events;

5. Strongly encourages States to organize and finance awareness-raising campaigns for preventing and combating racism, racial discrimination, xenophobia and related intolerance in sport;

6. Encourages relevant special procedures mandate holders to consider, within their existing mandates, the human rights dimensions and potential of sports free from racism, racial discrimination, xenophobia and related intolerance;

7. Invites States to consider including in their national reports, to be submitted to the Council under the universal periodic review mechanism, information on measures to combat racism, racial discrimination, xenophobia and related intolerance in sports and to promote sports as a tool to combat all forms of racism, racial discrimination, xenophobia and related intolerance;

8. Encourages States to share experience and best practices in fighting all forms of racism and racial discrimination, xenophobia and related intolerance in sport and in promoting integration and intercultural dialogue in and through sport;

9. Invites the President of South Africa, the President of the International Federation of Association Football and the Secretary-General to strengthen and reinforce
the visible theme on non-racism in football at the World Cup to be held in South Africa in 2010;

10. *Invites* host countries, in cooperation with the United Nations High Commissioner for Human Rights, the Special Adviser to the Secretary-General on Sport for Development and Peace, relevant parts of the United Nations, the International Olympic Committee, the International Federation of Association Football and other relevant international sporting bodies to seize the opportunity offered by major sports events to develop campaigns aimed at sensitizing a wide public on the eradication of racism, racial discrimination, xenophobia and related intolerance;

11. *Invites* the High Commissioner to cooperate with the Special Adviser to the Secretary-General on Sport for Development and Peace, relevant parts of the United Nations, the International Olympic Committee, the International Federation of Association Football and other relevant international, regional and national sports associations and federations, as well as non-governmental organizations and civil society, in the development of programmes to prevent and eradicate racism, racial discrimination, xenophobia and related intolerance in sports and to use sports as a tool to eliminate all forms of discrimination;

12. *Encourages* the High Commissioner, the Special Adviser to the Secretary-General on Sport for Development and Peace and other relevant parts of the United Nations to engage with relevant international sporting bodies to discuss practical measures aimed at combating racism, racial discrimination, xenophobia and related intolerance in sport, such as the development and promotion of codes of conduct against racism in sport and of international certificates for clubs and sports associations cooperating with programmes aimed at eradicating racism, racial discrimination, xenophobia and related intolerance in sports;

13. *Encourages* the High Commissioner and the President of the Council to invite, when appropriate, representatives of international sporting bodies to dialogue with the Council on these matters;

14. *Calls on* States, the United Nations and sport-related institutions to help initiate and assist in the implementation of grass-roots initiatives aimed at combating racism, racial discrimination, xenophobia and related intolerance in sports, and invites the United Nations Office of Sport for Development and Peace, where appropriate, to coordinate and facilitate the engagement of the respective stakeholders;

15. *Requests* the High Commissioner to include these matters, as appropriate, in her relevant reports submitted to the Council.

45th meeting
26 March 2010
[Adopted without a vote]
The Millennium Development Goals (MDGs) were established at the UN Millennium Summit in September 2000. The eight MDGs aim to eradicate or reduce poverty, hunger, child mortality and disease, and to promote education, maternal health, gender equality, environmental sustainability and global partnerships. The target date for achieving the MDGs is 2015.

Sport has been recognised as a viable and practical tool to assist in the achievement of the MDGs. While sport does not have the capacity to tackle solely the MDGs, it can be very effective when part of a broad, holistic approach to addressing the MDGs.

### ERADICATE EXTREME POVERTY AND HUNGER
- Participants, volunteers and coaches acquire transferable life skills which increase their employability
- Vulnerable individuals are connected to community services and supports through sport-based outreach programs
- Sport programs and sport equipment production provide jobs and skills development
- Sport can help prevent diseases that impede people from working and impose health care costs on individuals and communities
- Sport can help reduce stigma and increase self-esteem, self-confidence and social skills, leading to increased employability

### ACHIEVE UNIVERSAL PRIMARY EDUCATION
- School sport programs motivate children to enroll in and attend school and can help improve academic achievement
- Sport-based community education programs provide alternative education opportunities for children who cannot attend school
- Sport can help erode stigma preventing children with disabilities from attending school

### PROMOTE GENDER EQUALITY AND EMPOWER WOMEN
- Sport helps improve female physical and mental health and offers opportunities for social interaction and friendship
- Sport participation leads to increased self-esteem, self-confidence, and enhanced sense of control over one’s body
- Girls and women access leadership opportunities and experience
- Sport can cause positive shifts in gender norms that afford girls and women greater safety and control over their lives
- Women and girls with disabilities are empowered by sport-based opportunities to acquire health information, skills, social networks, and leadership experience

### REDUCE CHILD MORTALITY
- Sport can be used to educate and deliver health information to young mothers, resulting in healthier children
- Increased physical fitness improves children’s resistance to some diseases
- Sport can help reduce the rate of higher-risk adolescent pregnancies
- Sport-based vaccination and prevention campaigns help reduce child deaths and disability from measles, malaria and polio
- Inclusive sport programs help lower the likelihood of infanticide by promoting greater acceptance of children with disabilities
IMPROVE MATERNAL HEALTH

• Sport for health programs offer girls and women greater access to reproductive health information and services
• Increased fitness levels help speed post-natal recovery

COMBAT HIV AND AIDS, MALARIA, AND OTHER DISEASES

• Sport programs can be used to reduce stigma and increase social and economic integration of people living with HIV and AIDS
• Sport programs are associated with lower rates of health risk behaviour that contributes to HIV infection
• Programs providing HIV prevention education and empowerment can further reduce HIV infection rates
• Sport can be used to increase measles, polio and other vaccination rates
• Involvement of celebrity athletes and use of mass sport events can increase reach and impact of malaria, tuberculosis and other education and prevention campaigns

ENSURE ENVIRONMENTAL SUSTAINABILITY

• Sport-based public education campaigns can raise awareness of importance of environmental protection and sustainability
• Sport-based social mobilization initiatives can enhance participation in community action to improve local environment

DEVELOP A GLOBAL PARTNERSHIP FOR DEVELOPMENT

• Sport for Development and Peace efforts catalyze global partnerships and increase networking among governments, donors, NGOs and sport organizations worldwide