

Report of the Ministerial Lunch Meeting

Sports as a Means to Support Local Economic Development and Job Creation

Theme of the 2006 High Level Segment of ECOSOC

Creating an environment at the national and international levels conducive to generating full and productive employment and decent work for all, and its impact on sustainable development"

5 July 2006, United Nations, Geneva

XLGeneration
Foundation



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Congratulatory Message



I am pleased to receive the Draft Outcome Report of the High Level Ministerial Lunch Meeting on '*Sports as a Means to Support Local Economic Development and Job Creation*'.

I would like to congratulate you and your team on the success of the meeting at the 2006 High Level Segment of Economic and Social Council of the United Nations!

We, at UNFIP are very appreciative of the NGO Section, DESA and this initiative supported by ECOSOC. I would also take this opportunity to applaud the various partnerships launched under the UN-NGO-IRENE umbrella. The initiatives that support the outcomes of the General Assembly Resolutions are always highly appreciated above all when it is a civil society initiative. My kudos to you for your initiative in bringing the civil society to participate and get involved in the UN processes. It is through initiatives like these that we see the response of the civil society as they support the mandate of GA and other bodies by facilitating partnerships that can help us achieve and honour the mandate.

In January 2004, the Executive Office of the Secretary-General asked the United Nations Fund for International Partnerships (UNFIP) to assume new responsibilities on Sport for Development and Peace. Since then UNFIP has been working towards promoting sport related partnerships at the field level.



Specifically, UNFIP's role involves providing support to the Secretary-General's Special Adviser on Sport for Development and Peace, by facilitating the development of sports-related strategic partnerships at the field level, collaborating with the international sport community and sports-related organizations and providing guidance on sport related project partnerships while working closely together with UN New York Office of Sport for Development and Peace (UNOSDP).

UNFIP is encouraging foundations, the private sector, civil society and governments to get involved in the promotion and use of sport in programmes to achieve development and peace. As new and exciting topics are thought of and projects commissioned, I look forward to the continued practical outputs of the "World Sports Alliance" to propel the development goals of United Nations even further!

Congratulations once again to everyone involved for your dedication and hard work.

Amir Dossal, Executive Director,
UNFIP



Preface



The year 1996 was the International Year of Poverty Eradication, it was then established that Economic growth and human development exhibit a great degree of interdependence. The central message of Human the Development Report 1996 was that “there is no automatic link between economic growth and human development, but when these links are forged with policy and determination, they can be mutually reinforcing and economic growth will effectively and rapidly improve human development”.

We knew it then and we know it now. Among various components that together ensure economic growth, the 2005 World Summit places the goals of full employment and decent work as priorities into the United Nations development agenda. Against this backdrop ECOSOC decided to devote its 2006 High-Level Segment to employment and hence the theme *“Creating an environment at the national and international levels conducive to generating full and productive employment and decent work for all, and its impact on sustainable development”*

While discussing the issue of generating full and productive employment, one of major instrument that is being recognized is the medium of sport. Sport significantly strengthens the economy and society. It develops skills that individuals can use to become more productive at work; and it builds social cohesion and generates economic capital, keys to development and prosperity. But more importantly here, sport has an important role to play in employment generation.



This report of the Ministerial Luncheon on “*Sports as a Means to Support Local Economic Development and Job Creation*” as part of the 2006 High Level Segment of Economic and Social Council (ECOSOC) is a compilation of the proceedings, statements, theme paper, and the draft declaration adopted at the end of the high-level roundtable dialogue. It also presents recommendations to form “World Sports Alliance”, a new civil society initiative to be promoted under the umbrella of UN-NGO-IRENE.

Ali Hachani,

President of ECOSOC

Co-Chair Group of Friends, Sports of Development and Peace



Introduction

NGO Section Department of Economic and Social Affairs, is proud to present this report of the Ministerial Luncheon on “Sports as a Means to Support Local Economic Development and Job Creation” held on 5 July from 1-3 PM in Salon Lausanne in Geneva, as part of the 2006 High Level Segment of Economic and Social Council (ECOSOC).

Capitalizing on the momentum generated by the World Cup, the lunch meeting was hosted by United Nations Non Governmental Organizations Informal Network (UN-NGO-IRENE) of the NGO Section, Department of Economic and Social Affairs. It was co-sponsored by Give them a Hand and XL Generation Foundation.

I would like to bring reference to the theme paper (refer page 11) and the Report of the Secretary General A/59/268 that encourages partnership initiatives, which uses sport as an effective medium to promote development and peace.

“In its resolution 58/5 of 3 November 2003, the General Assembly encouraged Governments, international sports bodies and sport-related organizations to elaborate and implement partnership initiatives and development projects compatible with the education provided at all levels of schooling to help achieve the goals contained in the United Nations Millennium Declaration; encouraged the United Nations to develop strategic partnerships with the range of stakeholders involved in sport, including sports organizations, sports associations and the private sector, to assist in the implementation of sport for development programmes. Pursuant to resolution 58/5, the Secretary-General urged Governments to give serious consideration to how sport could be more systematically included in plans to improve people’s lives, especially those of children living in poverty, disease or conflict”.



This is a detailed report of the proceedings at the luncheon, which received valuable contributions from several eminent speakers, who addressed the issue of effectively using the medium of Sport for local economic growth and employment generation. The report also covers a brief on a documentary film, which was presented on behalf of the Office of Sports for Development and Peace.

I thank you for your support to various partnerships launched by the UN-NGO-IRENE and will be pleased to see this unique partnership in the arena of sport grow and develop.

The report includes the valuable contributions of the His Majesty King Mohammed VI of Morocco, who is the President of Mohammed V Foundation, (an NGO in Consultative status with ECOSOC), conveyed by His Special Envoy Mrs. Zoulika Nasri.

In support of the various existing mandate of the General Assembly and ECOSOC, the Mohammed V Foundation supported the “World Sports Alliance” as an outcome of the meeting.

Sincerely,

Hanifa Mezoui, Chief
NGO Section, DESA



Executive Summary

The High level Ministerial Lunch Meeting was successfully held on the 5 July 2006 from 1.00 PM to 3.00 PM in United Nations, Geneva. The meeting was well attended by around 57 participants including member-states and senior UN officials, NGOs, sports organizations and other members from civil society, representatives from the private sector and eminent sports personalities.

The lunch meeting was hosted by United Nations Non Governmental Organizations Informal Network (UN-NGO-IRENE) of the NGO Section, Department of Economic and Social Affairs. It was co-sponsored by Give them a Hand Foundation and XL Generation Foundation.

The meeting discussed issues relating to “*Sports as a Means to Support Local Economic Development and Job Creation*”. The Lunch Meeting received valuable contributions from several eminent speakers, who speaking at the occasion addressed the issue of effectively using the medium of Sport for local economic growth and employment generation. A film on the issue under concern was presented on behalf of the Office of Sports for Development and Peace.

The meeting concluded with a recommendation/declaration being adopted by the participants which aimed at empowering the various stakeholders in their efforts to use the medium of sport to create a favourable environment in support of the 2006 High level Segment of the ECOSOC on the theme; “*Creating an environment at the national and international levels conducive to generating full and productive employment and decent work for all, and its impact on sustainable development*”. The declaration also



urged the Creation of 'World Sports Alliance'- A multi-stakeholder partnership in support of the Millennium Development Goals.

The Forum was moderated by Mr. Gordon Tapper, President, Give them a Hand Foundation, who underlined the important contribution of NGOs in partnership with governments and the United Nations towards the achievement of the MDGs. Ms. Hanifa Mezoui delivering the Introductory Remarks spoke on the evolving role of ECOSOC and how this Round table would provide an opportunity, engaging stakeholders from various sectors to identify effective approaches towards using sports as an effective means for economic development and job creation.

Attending the Lunch meeting in her capacity as the Official Representative of His Majesty King Mohammed VI, the King of Morocco, H.E. Ms. Zoulika Nasri, Counsellor to the King of Morocco read the address of H.E. the King of Morocco to the High Level Segment of the Economic and Social Council.

Closing Remarks by H.E. Ambassador Ali Hachani summed up the deliberations and discussions at the Roundtables. He underlined that such a meeting provided a valuable opportunity for members of the Council to engage with representatives of all the major stakeholders. Expressing his recognition to all participants for the success of the meeting, he observed that it had been a rich and constructive dialogue.

Among others notable participants were Amb. Anwarul K. Chowdhury, UN Under-Secretary General and High Representative for the Least Developed Countries, Landlocked Developing Countries and Small Island Developing States; Mr. Amir Dossal, Executive Director, UNFIP; Ambassador Walther Lichem, Ambassador/Member of the Board, People's Decade for Human Rights Education; Ms. Rachel Mayanja, Special Advisor on Gender Issues and Advancement of Women,



UN Division for the Advancement of Women; Mr. Jean Robert Moret, Adviser to the Permanent Mission of Switzerland to the UN; Mr. Ado Vaher, Director, UN Affairs and External Relations, UNICEF; Mr. David Winiger, Special Assistant to the Special Adviser to the Secretary General on Sport for development and Peace.

Jose Roberto Silva Jr. and Lucimar Ferreira "Lucio" well known Brazilian Soccer players from the current World Cup team and Mr. Marcelo Gonçalves Costa Lopes, Ex-Brazilian Soccer Player participated as part of Brazilian Foundation of America, an organization recommendation for the ECOSOC consultative status and strongly supported the World Sports Alliance for using the medium of sport to promote development.



Theme Paper

Sport as a Means to Support Local Economic Development and Job Creation

The United Nations General Assembly, in November 2003, proclaimed 2005 as the International Year of Sports and Physical Education (IYSPE) with the aim to encourage governments, sport-related organizations and athletes to help achieve the Millennium Development Goals (MDGs).

IYSPE recognizes sports as a catalyst for economic development. Individually, each of the various sectors of the *sports economy* can create activity, jobs and wealth. When several of these are combined together into a coordinated strategy, it is possible to achieve additional economic gains because of the synergies that result.

A study on behalf of Sport England by Cambridge Econometrics suggested that in 2000 an estimated 400,000 people were employed in England in jobs that are directly related to sport. Of the 400,000 jobs identified in this study, over 157,000 were within the Commercial Sport (CS) sector, of which more than 48,000 were within spectator sports. Almost 33,000 were estimated to be employed in sport-related manufacturing of which 25,000 were reported to be within motor sport engineering. Some 170,000 people were employed in 2000 in the Commercial Non-Sport sector, which includes higher-education establishments as well as betting and gaming, construction employment associated with sports investment and jobs in the other suppliers to the CS sector.



Some 37,500 people were in sport-related employment in the local authority sector during 2000 and a further 38,000 in the Voluntary sector, which includes both non-profit making sports clubs often run by amateurs as well as the increasing number of community facilities that are run as trusts and where any profits made are directed back into the facilities.

The panel will discuss the local economic potential of sport as it relates to job creation and ways and means to secure the political will that is essential to ensure that sport and physical education are incorporated into country development and international cooperation policies and agendas.

“Sport and physical education contribute to economic and social growth, improve public health, and bring different communities together. Access to and participation in sport and physical education provide an opportunity to experience social and moral inclusion for populations otherwise marginalized by social, cultural or religious barriers caused by gender, disability, or other forms of discrimination”.

-IYSPE Document

Working in this spirit, WSA would like to work on issues of health and education with a focus on developing the Human Capital so that they can participate more meaningfully in the process of economic development.

The event will look forward to creating strategic sport-based partnerships that would work on a common framework for coordination and knowledge sharing.



Recommendation

Recommendation adopted by the participants at the High Level Ministerial Lunch Meeting on Sports as a Means to Support Local Economic Development and Job Creation at the 2006 High Level Segment of ECOSOC

We the co-organizers and participants at the High Level Ministerial Lunch Meeting on Sports as a Means to Support Local Economic Development and Job Creation at the 2006 High Level Segment of ECOSOC:

Conscious of the growing evidence that Sport and physical education contribute to economic and social growth, improve public health, and bring different communities together, access to and participation in sport and physical education provide an opportunity to experience social and moral inclusion for populations otherwise marginalized by social, cultural or religious barriers caused by gender, disability, or other forms of discrimination;

Convinced that Sports have great potential for bringing people together, fostering unity, understanding, tolerance and goodwill among people, which are essential ingredients in the promotion of the culture of peace throughout the world;

Recalling the General Assembly resolution 60/9, which “welcomes the widespread commitment demonstrated by Member States, sport-related organizations and the private sector for the successful commemoration of the International Year for Sport and Physical Education, as a means to promote education, health, development and peace, through the organization of activities and events at national, regional and international levels”;

Also Recalling the General Assembly resolution 58/5, which “invites Governments, the United Nations, its funds and programmes, the specialized agencies and sport-related institutions to strengthen cooperation and partnership between all actors, including family, school, clubs/leagues, local communities, sports associations and decision makers as well as the public and private sectors, in order to ensure complementarities and to make sport and physical education available to everyone”

Recalling the report of the Secretary-General (A/59/268) (A/60/217); General Assembly resolution 59/10, 60/1; 60/8 and 60/9 and Economic and Social Council resolution 1980/67 and E/2005/L.35;



Reaffirming its faith in the decision to proclaim 2005 as the International Year for Sport and Physical Education (IYSPE), which recognizes sports as a catalyst for economic development where individually, each of the various sectors of the sports economy can create activity, jobs and wealth and, when combined together into a coordinated strategy, makes it possible to achieve additional economic gains because of the synergies that result;

Recognizing that Sports based industries can become the engine of growth and greater employment, and that their diffusion should be accessible to all countries, particularly the most vulnerable countries;

Recognizing the importance of creating sports based partnerships, under the umbrella of the United Nations and its various agencies, as integral part of sustainable development initiatives;

Emphasizing the need for sport and physical education to be included as a tool to contribute towards achieving the internationally agreed development goals, including the Millennium Development Goals and the broader aims of development and peace;

The High Level Ministerial Lunch Meeting on Sports as a Means to Support Local Economic Development and Job Creation at the 2006 High Level Segment of ECOSOC:

Acknowledges that the gender segmentation of the labour market creates an additional challenge for women in the economy, restricting opportunities for them in sectors traditionally dominated by men, and calls upon Governments and all other stakeholders, where appropriate, to make further efforts to address the gender wage gaps and gender segmentation of the labour market and to improve the conditions and security of women's employment in all sectors of the economy;

Urges the creation of a World Sports Alliance, which uses the medium of sports to significantly contribute towards promoting development and peace as a foundation to a just, humane and equitable society;

Appreciates the support of United Nations Office of Sport for Development and Peace and the NGO Section, DESA, United Nations in the launch of World Sports Alliance;

Also Appreciates the initiative of Give them a Hand and XL Generation Foundation in joining hands to launch the WSA initiative;



Encourages all stakeholders to support the partnership recommended by the High Level Ministerial Lunch Meeting on Sports as a Means to Support Local Economic Development and Job Creation at the 2006 High Level Segment of ECOSOC;

Invites sports based organizations active in the field of international development assistance to devote a significant percentage of their development assistance to projects that promote, develop and implement sustainable programmes aimed at community development in each country/region in need with the support of the local government, agencies and NGOs;

Conscious of the importance that sport-based development programmes address a real community need.

Encourages sports firms to donate/sell at very low costs their products and services in order to facilitate access to professional sporting and other sport based industries in the developing countries, particularly low-income countries.

Cautions the development of sports projects that are seen as exploiting young people, especially by over-branding sport projects;

Encourages sports projects, which are built around coaching and sport leadership, offering participants training, qualifications and experience;

Encourages the manufacturing of equipment and event organization within a country to help create a market for additional goods, services and skills from the local population;

Calls upon companies and NGOS to bring resources, dynamism and innovation to sports programmes being undertaken globally;

Highlights the role of sport for business engagement in development;

Urges World Sports Alliance to develop and promote strategies to mainstream a gender perspective in the design and implementation of its programme policies, including in budgetary policies and processes at all levels, and in the monitoring and evaluation of related programmes of action;



Interactive Discussion

Introductory Remarks by Ms. Hanifa Mezoui, Chief, NGO Section DESA

Ms. Hanifa Mezoui, Chief, NGO Section DESA in her introductory remarks spoke about the evolving role of ECOSOC as the ‘development parliament’ of the world, a term proposed by Mr. Mark Mallock Brown. Talking about the Round table, she said that being held as part of the High Level Segment, it will provide a valuable opportunity, engaging stakeholders from various sectors to identify effective approaches towards using sports as an effective means for economic development and job creation.



Mentioning the theme of the HLS, she commented that the 2005 World Summit firmly brought back the issue of employment back to the development agenda. She continued that in tackling this theme over the past few months and especially during the past few days, conscious attempts have been made to look at various sectors and all possible dimensions – and one of them happens to be the medium of sports. She then elaborated on how sport can contribute to economic development by creating additional sources of income such as the manufacture of sporting goods, the development of sport-related services, infrastructures or sports events.



Speaking about the challenges, the greatest one she mentioned would be to determine how such economic potential can be harnessed so that the benefits may be felt by both developed and developing countries.

She then briefly spoke about the role of the UN NGO Informal Regional Network which has largely been in facilitating the civil society participation by providing a platform to actively contribute to the work of the United Nations and support it in achieving the Millennium Development Goals, while mentioning the various partnerships which were forged with the support of UN-NGO-IRENE.



She acknowledged the efforts of Give them a Hand Foundation and XL Generation Foundation, for having joined hands to launch this initiative. Calling it a great privilege and opportunity for the UN-NGO-IRENE to be able to work as an enabler in strengthening civil society and in supporting the mandate of the Office for 'Sports for development

and peace' and through such partnerships the realization of the Millennium development goals.

Before closing she conveyed her salutations to Her Excellency Ms. Zoulika Nasri, the special envoy of the King of Morocco, President of ECOSOC, Under-Secretary General, Amb. Chowdhary, Executive Director UNFIP and other Ambassadors.



She closed her statement by wishing everyone a very fruitful discussion and by welcoming all the stakeholders to participate in the efforts to addressing these concerns while taking effective steps towards using the medium of sports to promote peace and development.

Message from His Majesty King of Morocco



Extending his warmest thanks to all those who have contributed to organizing this meeting, which falls within the framework of the United Nations ECOSOC High-Level Segment, the King extended his congratulations to the Secretary General of the United Nations for his endeavours to ensure the success of this important meeting, and for giving Morocco an opportunity to participate in a promising and concrete initiative.

The message reiterated the Kingdom of Morocco's consistent support to UN agencies for all actions designed to promote peace and development and underscored the full backing of the country for the lofty objective chosen by the sponsors of this initiative.

Speaking about the luncheon on "Sports as a Means to Support Local Economic Development and Job Creation" the message conveyed that it gave Morocco a chance to engage in an in-depth reflection on the overall objective of job creation and hence calls for the need to pool efforts in order to achieve this goal on a sustainable basis.



It reaffirmed the faith of the kingdom of Morocco in the need for joint efforts in this field, which is shown by the relentless action it has been undertaking in this regard, with the direct involvement of the nation's resources, the civil society, with the support of the production sector. It also acknowledged the effective partnerships developed by United Nations Organization at various levels and the efforts taken to streamline them.

H.E. Mrs. Nasri, on behalf of the King, pledged the support of the Kingdom of Morocco for this project, which she continued is consistent with Morocco's determined action in this field. Making pertinent remarks on the action of the Mohammed V Foundation for Solidarity, an institution which has special



consultative status with ECOSOC, she spoke about Morocco's endeavours in this connection, emphasizing on youth integration as one of the Foundation's constant concerns. She also mentioned the National Initiative for Human Development, which was launched by H.E. King Mohammed IV over a year ago. The initiative brings together and synchronizes programmed sectoral actions such as those involving youth and sports. Referring to it as a major public initiative for the promotion of social development, she mentioned that it seeks to achieve harmonious, equitable development in Morocco, and to lay the foundations for a vibrant economy and for a society based on solidarity and democracy.

Talking about sport as a basic element of development, she mentioned the several activities related to sports which have been recently been held in Morocco, including



the Second Pan-African Youth Leadership Summit and the Special Olympics Middle-East/North African Programs, which seeks to promote sport for the handicapped. Morocco, she said therefore welcomes the proposal tabled by the Give them a Hand Partnership Initiative Foundation and the XL Generation Foundation to launch the “World Sports Alliance” program, which is designed to give sport a pivotal role in the education of children and teenagers around the world and to contribute, by the same token, to the achievement of the Millennium Development Goals.

Before closing, H.E. Mrs. Nasri conveyed his wishes for the success of the meeting and once again underlined the King’s keen interest in the World Sport Alliance and that Morocco looks forward to discussing the modalities of implementation of this commendable initiative within the framework of the Economic and Social Council of the United Nations.

Mr. Pier Paolo Celeste, Board Member, Italian National Insurance Institute for Employment Injuries (INAIL)

Mr. Pier Paolo Celeste introduced himself as Board Member of Italian National Workers Compensation Authority (INAIL). The Italian Constitution, he mentioned guarantees to all citizens the right to healthy conditions at their workplace as well as the right to all means adequate to life exigencies in case of personal damage due to an accident at work or an occupational disease. INAIL manages this compulsory insurance.

Speaking about sport, he said the fact that sport contributes to a healthy lifestyle, become very clear when we assign a monetary value to it. Giving in some numbers, he said the compensation battle costs yearly 4% of the world GDP (1250 billion \$) only in terms of injures, diseases and deaths and this my friend’s, is without including the



health costs of every country. So it goes without saying that a sportive person is less exposed to risks during his/her working life.

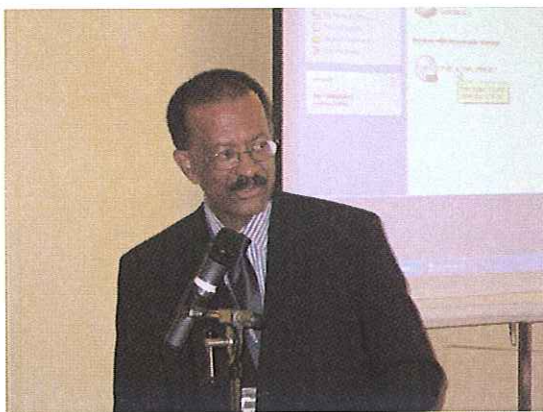
Then speaking about employment generation and decent work, he spoke of the International Labour Organization which has among its foremost issues, the Safety and Health at Work and the Environment; One of the major components of the decent work agenda is reducing risks at work and providing social protection.

INAIL, he continued pursues several objectives: the reduction of accidents at work, the insurance of workers involved in risky activities; the re-integration in the labour market and in social life of work accident victims.

With a view to contributing to the reduction of accidents, he mentioned INAIL has also implemented a number of important tools to continually monitor employment and accident trends, it provides small and medium size enterprises with training and advice in the field of prevention and funds companies that decide to invest in the improvement of safety.

Mr. Gordon Tapper, President, Give them a Hand Foundation

Mr. Gordon Tapper introduced himself as a proud UN Staff member and informed all present that he was there as the President of Give them a Hand Foundation. He also spoke briefly about the Foundation, which he said was born at the 'UN Cafeteria'. This informal community based partnership initiative; he continued, grew to become a foundation, which brings together Member States, NGOs, Private Sector, Artists and UN staff towards achieving the Millennium Development Goals (MDGs) and stands to promote the humanitarian causes of the United Nations. It was endorsed at the 2005 High level Segment of ECOSOC.



Speaking about the areas of concern for GTAH, he mentioned the various humanitarian missions that the organization has undertaken before and since then. He also spoke about a fundraising concert “Sounds of New Orleans” which was organized recently and supported by the Permanent Mission

of Italy to United Nations and by Ambassador Marcello Spatafora, Permanent Representative, Mission of Italy to the UN on a personal level. This concert, he informed was organized as a follow-up to the humanitarian mission to help rehabilitate the victims of natural disasters including New Orleans.

Talking about the focus of the organization, he said that it is to develop the Human Capital and to enable the community especially in rural areas to lead an active and more meaningful life, thereby allowing them to participate in the process of economic development. He then mentioned that creating a prosperous local economy requires a number of different elements to be in place and sport can contribute towards strengthening the economy and workforce development in many different ways. Giving an example of the impact of the Commonwealth Games held in Manchester in 2002, he said that an evaluation revealed that 6,500 jobs were created; 300,000 additional visitors were attracted to Manchester; £670 million of additional inward investment for Manchester was generated; a 150 acre derelict site was regenerated and 72,000m² of employment floor space was created; approximately 250 companies have realized an additional increase of £22 million in their turnover, as a result of trade development and supply chain initiatives linked to the Games; new transport links were put in place; and new neighborhood facilities and outreach sports programmes



were provided. This he said in a small way makes us believe in the power of sports, and in the fact that sports can contribute to the development of an economy thereby creating employment opportunities.

And this belief, he said is what led GTAH Foundation to join hands with XL Generation Foundation to launch World Sports Alliance at this lunch meeting here today. He then gave the floor to Mr. Alain Lemieux, President of XL Generation to elaborate more about the Alliance and what it strives to achieve.

Mr. Alain Lemieux, President, XL Generation Foundation



Mr. Alain Lemieux introduced himself as President, XL Generation Foundation; he expressed his pleasure for being privileged to be speaking at the United Nations. He opened his statement by establishing his strong faith in the power of sport, which he said was based on a true story. In September 2003, he continued XL Generation had made a donation of turf worth 1 million to the Dunfermline Athletic FC. The fact that it was artificial turf and would get destroyed, gave the club, a good reason to open the ground to the community. Working with the support of Carnegie Foundation and the Local Police Department, DAFC developed a project which he informed has today evolved into a program called the Twilight Football Initiative.

The initiative was undertaken in a suburb neighbourhood with low profile youth crimes. The programme, he continued was meant for the community children to encourage them to learn soccer and stay away from the street and because free to and fro stadium transportation was provided to all the children, it served as an incentive



for them to come to practice. Another interesting point he noted about the program was that the professionals at the stadium or the coach would take turns to volunteer their time to train the children.

A few months later he received a warm thank you video which showed how successful the program was and also that the police records showed a visible decrease in the juvenile crime rate, the success of which was attributed to the program.

This program he said proved to be an inspiration for XL Generation Foundation and reinforced the belief that sports have a great potential for bringing people and fostering development led them to start a program for the underprivileged children.

Explaining his involvement with the United Nations, he said that when they learnt about the call from the Secretary General of involving the sports based companies in using sports as a tool to promote development and peace, XL Generation Foundation sought the support and guidance of United Nations in implementing this program.



Expressing his gratitude to all present, he thanked him for having given him the honour to introduce the concept of the World Sports Alliance to the eminent audience at the High -level Segment of ECOSOC. Following the presentation explaining the World Sports Alliance, he sought everyone's support in using sport as an effective means to help achieve the MDGs.



This was followed by a video presentation on the concept of “World Sports Alliance” and it’s Sports Education Empowerment Programme (See Annexure).

Thanking everyone for their presence, Mr. Lemieux thanked everyone and informed that he would be available for any further clarifications. Urging all the stakeholders to actively support the initiative, he invited Mr. Stephane Planque, Representative of Zinadine Zidane and Mr. Marcelo Gonzalves Costa Lopes, Brazilian Soccer Player to express their support for the initiative.

Mr. Marcelo Gonçalves Costa Lopes, Brazilian Soccer Player



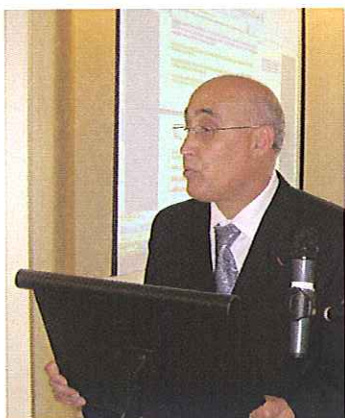
Mr. Marcelo Gonçalves, an ex-player of the Brazilian Soccer team in the World Cup winning team of 1994, speaking at the occasion conveyed his faith in the spirit of sport and the effect it can have on young minds. Extending his support to the event and to the cause of World Sports Alliance, he said that it is important to have such institutions which not only encourage children to participate in an engaging activity but through the medium of sports, arts and culture try to bridge the social gaps. Before closing he extended his full support to the initiative and informed that he would be looking forward to support its implementation especially in Brazil.

Mr. Larbi Bencheikh, Secretary General, Royal Moroccan Soccer Federation

Mr. Larbi Bencheikh, speaking at the occasion, strongly supported the King’s statement and spoke highly of the Mohammed V Foundation for Solidarity, which is an NGO in Consultative status with ECOSOC and works towards fulfilling the goals of United Nations. He also mentioned about the various programmes which have been implemented with youth as its focus and appreciated the efforts undertaken by



the Foundation in building various centres which are being used by many associations, NGOs and local stakeholders to promote youth integration through vocational training, sports and culture



He also spoke about the recent inauguration of the National Youth Training Centre, built within the complex of the National Football Centre, which has been entirely dedicated to nurturing Morocco's future football champions, through the FIFA *Goal* programme, presided over by Mohamed Bin Hammam.

Closing remarks by H.E. Ali Hachani, Permanent Representative of Tunisia to the United Nations and President of the Economic and Social Council and Co-Chair, Group of Friends for Office of Sports for Development and Peace



H.E. Amb. Hachani began by expressing his recognition to all participants for the success of the meeting and said that it had been a rich and constructive dialogue. He then briefly spoke on how United Nations recognized the importance of sport as an instrument for promoting peace, especially as it disregards both geographical borders and social classes. He also made a reference to the various resolutions passed by the United Nations in-order to facilitate the exploitation of the beneficial effects of sport for development to their full extent.

Then talking about the importance of employment as a route out of poverty, he mentioned the series of studies being undertaken by ILO to examine the linkages



between economic growth, employment and poverty. The main purpose of these studies, he continued, is to contribute to the development of strategies and identification of policies that could be used to engender higher rates of economic growth and employment generation, thus achieving a faster reduction in poverty. He also mentioned that the ILO is collaborating with SIDA and UNDP in implementing various programmes.

He then spoke about the various Round tables that have been hosted during the past two days; all of which centered on finding novel ways to support economic growth through job creation. He mentioned that various innovative approaches and new ideas to advance the development agenda have been put forward and Sport as a tool certainly has great potential to accelerate development.

He conveyed his support and encouragement for the productive dialogue and for the World Sports Alliance which is a promising new initiative. He also commended the well documented magazine, which he said very well puts forth the concept of the programme and serves as a tool to help spread the word about the initiative.

Talking about the Sports Education Empowerment Programme (SEEP) introduced by WSA, he said that one of the interesting points which he noted about this initiative was its gender sensitivity especially the various means by which it seeks to promote gender equality and empower women. Another feature of the program which, he said interested him was its thrust on Community Building through Service-Learning - While it aims at empowering children through education and preparing them for a better future, it does so through the mechanisms of community building.



Elaborating more on the concept, he said that it is interesting as it makes an effort to ensure the involvement of community in which the program is being implemented, which, he said is a key factor to success.

Before closing he also put in a word of caution that many good concepts fail in implementation because they fail to secure the much needed participation from the society where the programme is being implemented.

Before closing, he complimented that the issue as discussed by the members of the meeting today showed greater engagement and promise of implementation and that as President of ECOSOC and Co-Chair of Group of Friends for the Office for Sports for Development and Peace, he would very much like to welcome the initiative and look forward to many such initiatives working its way towards achieving the MDGs.



Responses on the Draft Declaration

Ambassador Walther Lichem, People's Decade for Human Rights Education



Ambassador Lichem, came up with three particular references in the draft declaration. In the first paragraph, the word Social to be replaced by Societal, in para seven the word tolerance to be replaced by Societal Cohesion and in para fourteen, the word stakeholders to be replaced by partners

Ms. Rachel Mayanja, Special Adviser of the Secretary-General on Gender Issues and Advancement of Women

While discussing the Draft Declaration, Ms. Rachel Mayanja, Special Adviser of the Secretary-General on Gender Issues and Advancement of Women expressed her concern over the need for a possible inclusion of a clause on gender equality in the declaration to be adopted at the end of the Round Table. She stressed on the need for ensuring the participation of women as equal partners with men in all aspects of human endeavour.



Ms. Saida Agrebi, President of Tunisian Mothers Association and Coordinator of the Informal Regional NGO Network for Africa (UN-NGOIRENE/ Africa)

Responding to an intervention made by Ms. Mayanja, Ms. Agrebi responded that there have been various developments towards inclusion of women in the sector of organized sporting events. She informed the Round table about the upcoming



Women's Soccer team in Tunisia, which has being actively supported by their organization.

Speaking at the occasion, she also gave a brief of the 'Tunisian Mothers Association' which she informed, is composed of elected members at central, regional and international levels. The association conducts operational researches and studies on mothers' conditions, children and the family and organizes national, regional and international seminars, meeting, workshops and forums. The Association deals with a myriad of social, cultural, health, environment and development projects.