



**UNIVERSITY OF PELEPONNESE
FACULTY OF HUMAN MOVEMENT AND
QUALITY OF LIFE SCIENCES
DEPARTMENT OF SPORTS ORGANIZATION
AND MANAGEMENT**

**MASTER'S THESIS
“OLYMPIC STUDIES, OLYMPIC EDUCATION, ORGANIZATION
AND MANAGEMENT OF OLYMPIC EVENTS”**

**The use of sport and the Olympic values as a social policy tool, creating a positive
impact for under-privileged communities**

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Dissertation submitted to the professional body for the partial fulfillment of obligations for the awarding of a post-graduate title in the Post-graduate Programme, “Olympic Studies, Olympic Education, Organization and Management of Olympic Events” of the University of the Peloponnese.

Sparta 2019

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Summary

The purpose of the main study is to explore the use of sport and the Olympic values as a social policy for the development of under-privileged communities basing the study on the Sport for Development and Peace approaches by considering the IOC main purpose “Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind, blending sport with culture and education, Olympism seeks to create a way of life based on the joy found in effort, the educational value of good example and respect for universal fundamental ethical principles.”

Drawing a qualitative study utilizing the IOC programme better known as “Sport for hope” which takes place in the countries of Zambia and Haiti, consisting on interviews to the IOC like the Head of the programme Barbara Schweizer Senior Sport for Development Program Manager of public Affairs and Social Development through Sport, as based at the UNESCO “Sport for Development and Peace proponents, not only but also the investigation consists in different case studies which help demonstrate the benefits of sport programmes for under developed communities such as Skateistan in which Jessica Falukner Communication Manager of the NGO has been interviewed as well as the help of Lissane Comeau Senior Program Director of Shooting Touch which takes place in Africa as in the Unite States of America.

Key Words

Olympic values, cohersion,policy,sport and development

ACKNOWLEDGEMENTS

I would like to express my eternal gratitude to Dr. Jim Parry, César Torres and Konstantinos Georgiadis for their invaluable suggestions during the planning and development of the dissertation, which not only started when the decision of the topic, but since Olympia during their lessons at the International Olympic Academy and their knowledge to teach and leave in me the importance of sport as a tool for human development.

I would also like to thank, all of my professors of the IOA as Dr. Constantinos Filis who because of his acceptance for me to work as an intern at the International Olympic Truce Centre during the year 2018 where I was able to see the valuable work athletes and academics do to add the Olympic Movement values and education into the school curricula in Greece.

Not only to my professors who were part of this valuable educative experience, but also to the individuals that kindly offered to be part of the interviews.

Thank you also to Francisco Echeguren as to my parents Guillermo and Ligia, my brother Guillermo and my aunt Bertha for their continuous support and encouragement during the Master programme in which also not only did they read my dissertation but because they have been constantly by my side when the workload was too demanding.

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CHAPTER I INTRODUCTION

1.1 Research Background

Sport is an international language, it has crossed continents, and has helped cultures get together to understand each other and share the same passion, besides this there still a debate among researchers whether sport serves and is effective for civil cohesion. The game has always been political and can segregate fans, athletes and countries, since everyone wants to achieve personal bests, but at the same time it has worked as a peace and development promoter.

Sport is not just a five-word letter, is not only about winning, loosing or having a draw; it gets into peoples lives, it changes them. It gives pleasure to athletes, to fans, to viewers, to sport lovers. It has become a way of living; it represents cultures, a lifestyle, it is part of the society; life might be the same with or without it, but it is a fact that it has become a tool for positive changes.

Sport per se is defined according to Meier 1988 as “A goal directed activity, with rules that limit the permissible means of goal attainment as them used to prohibit more efficient or less efficient means, they also make the activity possible, and requires the demonstration of physical skill and prowess”. Having said that, not only sport is just a physical activity with a final aim mostly known as finishing first, but also it has been proved that helps on developing values and create discipline when practicing, as the President of the International Olympic Committee Thomas Bach stated “it promotes health and helps prevent or even cure diseases of modern civilization. It is also an educational tool, which fosters cognitive development; teaches social behaviour and helps integrates communities. Sport will help the practicant develop himself/herself as a whole; as Martinkova and Parry (2011) have mention that you can find two different types of benefits in sport which are known as extrinsic and intrinsic values; firstly, the Extrinsic goals are the ones that are achieved even if its not in the nature of the discipline practiced per se and the intrinsic are the ones that are achieved because of their natural belonging of the discipline, meaning that some are in the nature of sport and some are achieved because of what is done with sport even if they do not belong to it specifically. When defining sport as an *extrinsic benefit*, we determine it as what is “outside sport”, that is to say it helps construct other values such as: health, socialisation, character, excellence, friendship, fair play and respect among others;

while when we talk about the *intrinsic benefit* is when the task of the sport must be fulfilled by its given rules by the sport that is being practiced.

With this in mind and the IOC involvement with the world, it is important to state the meaning of Olympism: “Olympism is a philosophy of life which places sport at the service of humanity. This philosophy is based on the interaction of the qualities of body, will and mind. Olympism is expressed through actions, which link sport, to culture and education (The Olympic Museum). Provided that and the IOC engagement on social development it is known their commitment with society goes far beyond of just a common procedure, they look forward on working on a real change with a goal, for the IOC the positive growth comes from building bridges among societies with the use of the games, of the values (International Olympic Committee, 2015).

Sport programmes around the world have been used for different positive actions, such as: alleviating crime, helping refugees, empowering women, gender equality, social development, health, sustainability initiatives, peace building.... (e.g. Sport for hope, FutbolMas, Sport for Peace and Reconciliation, Football Championship Among School Children and others are just a few NGO's working with sport for development).

“For each individual, sport is a possible source for inner improvement” Pierre de Coubertin

According to the United Nations, Social development encircles every human who has been limited to “develop” his or her person as a whole. Inclusive social development has a wide range of topics that include poverty eradication, the reduction of inequalities, creation and generation of jobs, to let civil society have a role, to include in social activities the youth, the elder, people with disabilities as the indigenous people (United Nations).

Moreover the UN and the IOC have worked together in favour of sport, for both of them recognize the importance of it for social development “The United Nations has long recognised the contribution of sport for development and peace and collaboration between the IOC and the UN which has played a central role in spreading the acceptance of sport as a means to promote internationally agreed development goals (International Olympic Committee). For the importance of sport and what it can help achieve, the UN counts with the United Nation Office on Sport for Development and Peace (UNOSDP) which was introduced in 2011 for promoting the international use of

sport, physical activity and play to complete specific development and peace objectives (Sport and Development)¹ The most successful NGO's work under a set of policies that are aligned with the Millennium Development Goals (MDG's) for giving the right to people to be part of sport activities for empowering participants pursuing principles such as for reinforcing the community in many different aspects by being inclusive and demonstrating the values that sport can bring with experience.

Conferring to the IOC and the Olympic Charter, which considers sport as a human right by being practiced without discrimination of any kind, they base their beliefs in four main *values*: - *Friendship, Solidarity, Excellence and Fair Play*. These are the pillars of the Olympic movement for that are used as a guideline for what the Olympic Games stand for. "The goal of the Olympic Movement is to contribute to building a peaceful and better world by educating youth through sport practiced without discrimination of any kind and in the Olympic spirit, which requires mutual understanding with a spirit of friendship, solidarity and fair play." (International Olympic Committee)

That being said, the IOC counts on the "Olympic Charter," which is a documentation of the principles of Olympism and the rules the IOC has adopted to help govern the organization. These rules or policies allow the IOC to function properly as the games to be held periodically. It also establishes relationships among other governing bodies such as International Federations, National Olympic Committees and other entities with ties with the Olympic Movement (International Olympic Committee). Not only does the IOC work under a policy for their needs to be accomplished, but it also does for national governments, regional bodies, intergovernmental organizations, private businesses, non governmental organizations and others count with a set of rules.

Conferring to the United Nations policy brief, a policy is a set of decisions that work under a purpose for a long-term objective and they seek to keep a good environment at the same time for social and economic development (UNDESA, 2016).

With that in mind, public policies, according to Lascoumes and Le Gales are a way of solving a problem with the use of certain instruments, which are "natural" and are at citizen's disposition, it helps organize social relations between the state and the ones who is addressed to; public policies run under a social interpretation using specific instruments that help government policy to be made.

¹https://www.sportanddev.org/sites/default/files/downloads/what_is_sport_for_development_and_peace.pdf, acces January 2019

Powell and Dimaggio (1991) name an Institution as the one who establishes rules that coordinate and govern the communication between the actors. Having said that, as mentioned before, NGO's and sporting institutions, count on a personal public policy brief, which helps determine what they are working and aiming for; as an example of it, the United Nations, have intervene with public policies that every member must follow, these public policies have now been aligned also to sport development as seen with the Social Development Goals (SDG's). The SDG's are a set of 17 challenges (see figure 1) that come from the MDG's in which all countries are invited to act for attacking poverty, protecting the planet, and ensure peace and prosperity for all, for them 17 goals are universally applicable.



Figure 1 – United Nations Sustainable Development Goals (The International Platform on Sport and Development, 2018)

The potential of sport is explicitly stated in the 2030 Agenda for sustainable Development as:

...The growing contribution of sport to the realization of development and peace in its promotion of tolerance and respect and the contributions it makes to the empowerment of women and of young people, individuals and communities as well as to health, education and social inclusion objectives. (UNGA 2015, 37, 10)

It is known that the UN and the IOC have become allies for working and creating a better world, this started after the UN recognised the importance of sport as a relevant tool that can help attack World wide problems, this considering that there is evidence that demonstrates how do NGO's have assisted on social development. Therefor NGO's and the UN have accepted that sport programmes are way to tackle the Social

Development Goals (SDG's). These seventeen development goals are not just for countries but have become a way for NGO's and sporting governing bodies rethink their own set of policies for aligning their objectives with the UN; for the UN knows that "Sport will continue to advance global development assisting in the work towards, and the realisation of, the SDG's" (Lausanne's Beaulieu Congress Center, 2017).

There is also evidence and demonstrated experience that sport can be a low-cost, high impact tool for advancing on development objectives. (Developing effective policies and programs)

1.2 Research question:

- I. Do sport and the Olympic values can develop a desirable improvement for under privileged communities?

1.3 Dissertation structure:

The following thesis begins with Chapter II by reviewing of existing sport literature as its use as a tool for improving people's relations such as community cohesion, social inclusion and even self-esteem under the use of the Olympic values basing the investigation under sport projects that have been implemented in around the world. Although sport is not the answer to World problems, it has with it a world of diverse assets that have helped under developed communities for preparing youngsters and women and guide them for having a positive lifestyle.

Secondly Chapter III prompts the methodological framework of the research, the methods that were used for the analysis of the information gathered as the selected procedures to operate the data analysis.

Chapter IV targets the discovery of the data, which was accumulated after the use of testimony and the use of evidence related to different sport projects around the world. After all these topics were examined, the last Chapter "V" examines the findings.

CHAPTER II LITERATURE REVIEW

“Governments intervene in sport policy for a wide variety of reasons: some are concerned to achieve objectives that are primarily internal, such as fostering the development of sport as a sector of the leisure industry, or to improve the nation’s health” (Dionyssi, 2016)

Sport can be and is being used as a way, as a tool to bring people together; we have seen that during the FIFA World Cup as in the Olympic Games just to name some sporting events, sport has been used as a tool for making a positive impact for humanity. (E.g. last Winter Olympic Games 2018 at PyeongChang where North and South Korea competed as one country). The Olympic Movement, is a non stop work in progress since the movement starts during the 4th year period until the games to start; the unifying progress begins during the Olympic Torch relay which passes through different countries carried by athletes and different distinguished personalities around the globe until it reaches its final destination where the games are going to be held. For this occasion, people from all around the world, gather to see the beginning of the games. The International Platform on Sport and Development (2018) state that “The Olympic Games is a perfect example of what an event can do for bringing people together, in it Millions of sport fans even not regular or common viewers watch their countries compete in a variety of sport disciplines. Though this, it is not only the competition where the unifying power of the Olympic Games begins, but its the organization of the tournament.

It was because of Baron Pierre de Coubertin that the Games of the modern Olympic era come back, this games took place in Athens 1896 with again aiming to one objective: to educate the youth through sport. Sport is not only about physical activity, it has been demonstrated that it can and has contributed in the everyday life of the world citizens; these contributions started back in 776 B.C when the games first took place in Greece. The games were known back then as “*Olympiakoi Agones*” which final aim was to bring all Greeks together, as Miller 2004 mentions *Olympiakoi Agones* was to create a PanHellenic nature that would bring all Greeks together with the use of athletic competitions; governmental laws were implemented, such as the *Ekecheira (Olympic Truce)* which consisted on having a period of time free of war, where athletes, fans as anyone involved during one to four months, were free to walk without any

preoccupation to be assaulted on their way to or during the games. The Olympic Truce since immemorial times until now, has demonstrated its potential for positive results with the use of sport: One, has to do with the way it can facilitate dialogue between rivals, and second it can help on growing confidence in political institutions, leaders can be inspired to create peace making resolutions. (Academy, 2009)

It is not a coincidence that sport has demonstrated its power to make a positive movement or why has it been declared as an elemental tool for human daily basis. Coming back to recent years, one of the greatest International Organizations The UNICEF has worked and supported over 60 years now the use of sport to enhance children's development; this is why they promote and consider sport as a:

- “Social tool, that brings people together from different ethnic, cultural, religious, linguistic and socio economic backgrounds;
- Sport plays an important role in improving physical and mental health, and fomenting active citizenship and social inclusion;
- Sport offers opportunities for the development of other equal leaders;
- Sport increases self-esteem between adolescent girls and provides opportunities for the improvement of girls in the face of gender-related barriers.” UNICEF

Sport is a break barrier; it is a tool that has the power to attract children, youngsters and adults into the physical activity world as for helping them to recognize their own potential in different ways such as:

1. “People can come together in a positive context and see each other accomplish things they never thought would be possible. This helps decrease stigma and discrimination as also it helps on changing the attitude of gatekeepers who have the power to permit or deny children the right to take part in physical activity;
2. By changing children's perceptions of themselves and their abilities, and advocates for changes in society to enable them to fully realize that potential.” UNICEF

E.g. Spain developed a project named: “Consorti leader priorat”: which main purpose is to:

- a) Promote the rural heritage and fostering rural tourism with the use of sport activities such as: hiking, climbing and biking along with educational programmes for respecting the environment.

With this project, positive consequences came into existence in which improvement of physical environment, the reduce of environmental impact, creation of employment in sport and physical activity, social engagement and the link of sport actions with the development of tourism² where demonstrated. (European Commission 2016)

Sport do count on universal attributes that can help and have helped on achieving development and peace benefits through sport, these attributes according to the UNOSDP include:

1. “Universal popularity: sport is universal, it goes beyond cultures, beliefs, it just moves people;
2. It is a communication platform: millions of people are reached through sport on sporting events, creating these events as social platforms for public education & social mobilization;
3. It connects: it brings people together, from players to teams, coaches, and fans;
4. As a path
5. It has the power to inspire, to motivate: it moves people since you can develop individual and team strengths and abilities. (Sport and development 2008)

2.1 Sport as a Social policy

“The Olympic Movement is an integral part of society and therefore has a duty to come to terms with the public authorities. Physical and sport education cannot develop if it is not integrated into government education and health policy” Dionyssi, 2016

Governments are and will always be involved in sport, as to the Olympic Games. It is known that the Games depend on governments for what is needed for the competition to be held “This is not just because of security needs, but also because if you need venues, courts, villas, transportation” (Parry Jim & Susan Brownwell, 2012) an accordance between both governing bodies must be done. It is absurd to think that they both work separately, quoting Dionyssi Gangas (2016) “it is not possible to divorce sport and politics, but it must be possible to protect sport from political exploitation.” In other words, it is important that sport-governing bodies protect sport from being used as

a tool for exploiting political personal benefits, but it must be well used by governments as a tool for community development as in accordance of the Olympic Movement objective. E.g. The Olympic Charter which contains the rules and regulations of the Olympic Movement, states that it is not permissible that any kind of political, religious or racial propaganda can be used or shown in Olympic venues, or any Olympic areas, nor on the athletes uniforms; if done the IOC counts with every possible mean to sanction athletes or governments.

For having a better relationship among governing bodies, the IOC created the International Relations Committee (IRC) with the final aim to work along with NOC's and governments and achieve positive sporting results, The Managing Sport Development, (2016) "The IRC was formed to facilitate and promote relationships between the IOC and benefiting organisations such as NOC's, public authorities and governments for they could work on programmes using sport for development." This came into existence after these governing bodies have used sport as a tool for empowering communities.

Sport policies have been implemented not only by the greatest Organizations but also by different countries that aim to make positive interventions with the use of sport. Dionysis (2016) mentions that Baron Pierre de Coubertin never saw sport as a discipline free of politics. On the other hand, he hoped that sporting activities might improve political relationships between nations. The case of South and North Korea in the recent Winter Olympic Games at PyeongChang 2018 has been one of the main remarks in Olympic history. The participation of both countries as one came into existence because of sport policies and peace-making decision for this specific period of time. This positive outcome strived also to the promotion of Olympic values, in which besides this result was not achieve by the practice of a discipline, it was because of the event that they both decided to participate as one; this created an amazing demonstration of the path that the Olympic Movement works for, as also having some values such as: respect, tolerance, diversity that got in between as a result of the Legal accordance that came among both countries.

Once Samaranch IOC President stated, "History teaches us that politics has always been omnipresent in the Olympic Movement. How could it have been otherwise! True, there was a time when the argument was that: one should not mix sport and politics, was in vogue" (Dionyssis, 2016). But this isn't anymore; the IOC and the implementation of the Games depend on the governments help, and the government in

someway depends on the Games as well for reasons such as being an attractive platform for demonstrating governmental power, as ideological exploitation (Dionyssis, 2016) Nations have used for their convenience propaganda linked between sport triumphs and the viability in their political-economic systems, since they realized sport is an instrument of state policy. Moreover, countries such as Russia and its president Vladimir Putin used the Sochi Winter Olympics to gain acceptance from its fellow citizens; therefore, he used the Olympics as a means to demonstrate the power of his government if athletes were capable of winning more gold medal than any other country, which at the end created a positive impact for him and his government in which the approval rating incremented in a 20% in a year and recovering his approval since 2008. (See the figure above)

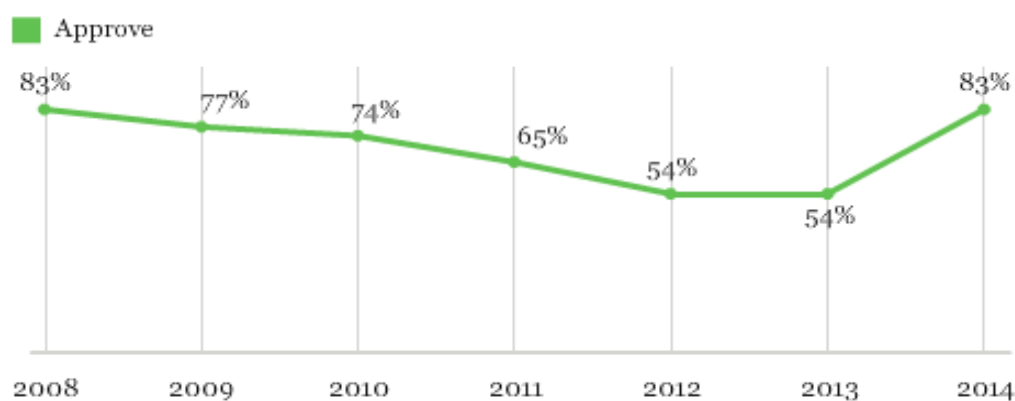


Figure 2 - Gallup news, by Julie Ray & Neli Esipova, July 2014
<https://news.gallup.com/poll/173597/russian-approval-putin-soars-highest-level-years.aspx>

On the other hand, the United Nations along with the Commonwealth and other multilateral institutions, has implemented an international policy that has helped to work on an intervention plan for the participating countries on their different levels of government for simplifying as for helping on implementing sport programmes for human development (Iain Lindsey & Champan, 2017). This goes according to each governments objectives, where not many but a selected group of governmental bodies around the World have financed and supported a sport programme that has been used as a back up for its progress. Not all countries but some count with Ministries of sport that acknowledge and have accepted the importance of physical activity for their citizens. In terms of sport policy, it is vital to specifically distinguish the level the particular aspects of sport that are promoted in policy and the factors that have been influential in such trends (Managing Sport Development, 2016). To put it in another way, sport policies are in constant change depending on whom they're aiming to: youngsters, education,

health, economy but also they have been used by politicians as a way for popularizing the national identity of their country “sport development has often been promoted across different nations on account of politicians desire to promote national identity or even policy for grass-root sport development” (Managing Sport Development, 2016) considering this, different governmental departments have come to take control under subsequent bodies, for this as Iain Lindsey & Champan (2017) mention that sub-national and local governments, the decentralization and depending on the local priorities need to be taken into consideration on a country specific basis, meaning that they will work under the needs of the community, considering what they are in need of to develop it. (Iain Lindsey & Champan, 2017)

As mentioned before sport policies haven't come up to only because of government ideals; according to the Commonwealth, these policies have come into existence because of Civil Society Organisations, Sport Federations and Private Sectors organisations. The Managing Sport Development (2016) states that Institutions and organisations are particularly important to both the making and implementation of sport policy. Like other policy sectors, there is typically a wide array of institutions engaged across different dimensions of sport development.

According to the UN, governments must follow four general areas when integrating Sport for Development and Peace policies. These areas are divided into:

- Catalyze government support and action;
- Policy development;
- Implementation and design of programmes; and
- Resource mobilization, partnerships and collaboration (United Nations).

It is not only about governmental bodies, but all institutions involved in sport when making sport policies, governments must take into consideration all stakeholder groups, when taking all bodies involved as also analysing the needs, opportunities and priorities for when having a analysis of them all, it will be easier to be found and therefore attacked the problem that is needed to be solved. (United Nations)

The Kazan Action Plan, is a plan that took place in 2017, in where a considerable amount of experts from governments, sport organizations, NGO's and educational experts gathered to find out new ways for maximizing the impact of sport in a community by turning common sport policy frameworks on national policy as also aligning their objectives into the Sustainable Development Goals 2030, this alliance

between both policies has been important so the UN next to other institutions could create a more effective mobilization of all Member States and partners (Müller-Wirth, 2018) and again attacking the world problems through the use of sport.

Under this new framework in where The Commonwealth has been a participant and a developer, they have interfere on assisting countries such as Botswana and Zambia in a strengthening sport policy and strategy to member governments. This has led into the growth of government partners and stakeholders that use sport for achieving extrinsic benefits of sport (Dudfield, 2017).

Sport policies in all countries are basic for a complete and holistic human development where not only citizens will benefit from these policies, but also the government will notice the assets for sport interventions that are included on Physical Education curricula, where then because of preventing and the use of physical activity, governments will notice the positive assets for compelling sport initiatives; for mentioning some:

1. Reducing the negative impacts on public health, when teaching how to take care of your body, promoting physical activity among children and youngsters, helping prevent sexual diseases...(see figure 3.0)

| | | |
|--|---|--|
| Increased physical activity levels | ➔ | <ul style="list-style-type: none"> • Reduced health care costs associated with chronic diseases and mental illness • Reduced costs to individuals from lost work and health care expenses incurred due to illness • Reduced employer payroll costs due to reduced absenteeism • Economic benefits from improved productivity |
| Higher childhood vaccination rates | ➔ | <ul style="list-style-type: none"> • Reduced health care costs due to reduction in preventable childhood illnesses • Reduced productivity losses due to absences by family members to care for sick children |
| Reduced adolescent health risk behaviour | ➔ | <ul style="list-style-type: none"> • Reduced health care costs due to reduction in high-risk adolescent pregnancies • Reduced health care costs arising from diseases linked to smoking • Reduced health care and policing costs from reduced alcohol and drug use |
| Improved HIV prevention knowledge | ➔ | <ul style="list-style-type: none"> • Reduced health care and productivity costs as a result of fewer HIV infections |
| Increased access to reproductive health information and services | ➔ | <ul style="list-style-type: none"> • Reduced health care costs due to improved maternal and infant health |

Figure 3.0 United Nations, *Developing effective policies and programmes*

As it is shown, the use of physical education brings positive outcomes for both the government and the citizens, for the government will be able to reduce their health costs, and the citizens when being health educated and active, health diseases will be less, leading into a positive result for both incrementing life wellness.

³https://www.un.org/sport/sites/www.un.org.sport/files/ckfiles/files/Chapter7_DevelopingEffectivePoliciesandPrograms.pdf, access January 2019

It is important when deciding and creating an action plan to count and plan a course which will help positively the programme to be developed according to the need is desired to cover. Having said that every programme, must be seen as a positive priority for their participants, it must also be in accordance to the national health plan as relevant and convenient to all (Managing Sport Development 2016).

Action plans have been manifested around the world in different cases for protecting children as for emphasising in on increasing children and specifically girl's participation in sport. The UNICEF (2016) states that the International co-operation and partnerships between public authorities, sport organisations and other non-governmental organizations are important to reduce gaps between States, for that they must exchange education programmes, advocacy, indicators and monitoring and evaluation tools based on Universal principles of the UNICEF charter. One good example is:

- ◆ Norway which with the help of The International Safeguarding Children in Sport Working Group has helped developed partnerships with sport sectors and organizations like: Save the Children International, Plan International and the UNICEF who have worked together for implementing and creating safe spaces for the practice of sport and empowering women not only in Norway but also in Africa. (United nations office of Sport for Dvelopment and Peace, 2013)

The International Charter of Physical Education, Physical activity and Sport of the UNESCO has highlighted a World Wide Social Policy where sport is valued as a tool for all. In it, it is mentioned that it must be available for every person to flourish in any kind of physical activity, and the government, sport and educational institutions must always support and enforce these activities. That is why; public strategies are essential for the sport governing bodies plans application. “Public authorities, must work on developing action plans for implementing legislation and regulations, for defining national sport plans with clear objectives for encouraging physical education, physical activity and sport with the inclusion of material, financial and technical support.” (UNICEF, 2015)

Moreover the UNESCO has enforced International Cooperation as a requisite to enhance positive impact in physical activity and sport.

Recalling the factor in which is extremely important for sport organisations and public authorities to work together for achieving positive impact in their communities

through sport, in *Sport for Hope* the International Sport Federations helped developed the sport facilities as also they offered technical expertise and financial assistance.

According to the International Olympic Committee these Sport Federations are:

- AAF – Athletics
- FIBA – Basketball
- AIBA – Boxing
- IWF – Weightlifting
- IHF – Handball
- FIH – Hockey

It is important to mention, that the Centres are in constant supervision by sport and government representatives who are in charge of running each venue, for rules and guidelines must be followed so the programme can work properly, by this we can see that governmental institutions are involved as the UN believes it must be done. “The creation of a common framework on sport for development and peace would draw together the full spectrum of actors involved in sport.” (United Nations Inter Agency Task Force on Sport for Development and Peace, 2003)

The UN support government initiatives when these help govern bodies achieve specific priorities, for it they count with the “Support for Sport Development and Peace policies and initiatives is most likely when initiatives are designed to help individual departments and governments achieve their specific priorities and honour their international commitments under relevant treaties, conventions and agreements” (United Nations).

Governments pursue particular targets according to their objectives that might be targeting health, development of the youth, inclusion, and education that at the same time go along with the UN initiatives.

For this to be achieved the UN and their “Developing effective policies brief” mentions that for using the complete sport potential it must:

- Be accepted completely by all agencies that sport is a tool for development and peace integrating it into their policies and programmes;

...National governments, must accept that sport can help to reach their goals, as also accept that sport must be integrated into their development priorities; this must lead into the ownership of national governments and the communities.⁴

A great example of it is the NGO "Shooting Touch" that do work with the government they implement their work on, this time especially with the Rwanda, quoting Lisanne Comeau 2019 "We partner with the Ministry of Sport and have an action plan and annual report that needs to be approved by them every year. We also work under the National Federation of Rwanda (FERWABA) for planning activities. Without them, we wouldn't be able to operate in the country."

2.2 Sport and Values

"Not only sport is assumed to provide a training ground for the development of desirable character traits and good citizens, but is also believes to reaffirm a commitment to societal values emphasizing competition, success and playing by the rules" (Jay, J Coakley, 1993)

Since immemorial times, values have been fundamental to construct and define the personality of human beings and the way they interact with others in society. "Values are the most general goods that we as humans pursue in terms of our overall existence" as Martinkova would say: values are important especially for education in its widest sense: self-education, sport education, physical education, Olympic education... According to the Olympic Charter (which is the set of rules for the organisation of the Olympic Games) the Olympic Truce works along with Olympism and the Olympic value system in which both of them and the goal of Olympism as already mention is to "Place sport at the service of the harmonious development of man with a view to promoting a peaceful society concerned with the preservation of human dignity"⁵

Having said that, Pierre de Coubertin strived for educational principles which were related to sport and education: specifically into: "The development of social and

⁴ Once key policies are developed, governments must address the challenge of developing programs and ensuring they have the capacity to deliver them effectively. Development effective policies and programs United Nations.

⁵ http://multimedia.olympic.org/pdf/en_report_122.pdf, accessed march 4th, 2019

moral behaviours such as fair play, respect and friendship by practicing sport and developing human abilities. The belief of sport as a source of moral education is not something new. Even Plato, in the *REPUBLIC* states: “there are two arts that god gave to mankind music and gymnastics which would help for a harmonious life and even Camus who declares were he truly learnt ethics was through sports” (Simons, 2000), as Camus, IOC mission is declared to “encourage and support the promotion of ethics in sport as well as education of youth through sport ensuring that the spirit of fair play prevails and violence is outlawed as to also cooperate with public and private organisations and authorities to place sport at the service of humanity and thereby to promote peace.”⁶

Sport as mentioned, acts under for the harmonious development of man, involving values and education; according to Martínková 2012 activities that contain movement, can describe two different types of values:

- a) Inherent values: when the activity per se contains a value of its own – values that are realized while doing the activity (e.g. in football you learn that you must cooperate for achieving the final aim, for if there’s no teamwork the team will fail) as also when striving to win which exists already in the activity for it’s a goal in the competition.
- b) Added value: when because of the practice of a sport you can add a value such as friendship or peace, (e.g. You are going to play a football game in the World Cup, one of the players of one of the teams makes a fault over someone from the other team, the one who did the fault goes gives him a hand shake and asks for forgiveness, this is an added value which came into existence because you know hurting someone is not part of the game.)

With this in mind, sport has been proof of how does it work as an activity leading action for positive outcomes.

It is through the practice of sport where athletes without matter if their professional, amateur or grassroots players when during practicing and competing on their discipline must strive to achieve the final aim of their sport with the use of the inherent and added value that will be found in their discipline, for this contains the real ideology of

⁶ http://multimedia.olympic.org/pdf/en_report_122.pdf, accessed march 4th, 2019

Olympism: “to combine the competitive and humanistic ideal” that sport has brought into existence and the Olympic movement has tried to demonstrate.

Martínková explains that Olympism consist in two principles in which values are divided into competitive and humanistic values.

“Competitive values, which are: the effort to improve, to win, the spirit of rivalry, perseverance, stamina, individualism, aggression, following the rules and discipline.” (Martínková 2012) These values are the ones that are inherent to the practice of sport, that will let the practicant achieve the aim of the discipline being practiced, not only but also they let and help the human develop and grow in a different way in comparison to people who don't practice any sport, this is because sport has the ability to build a person for the rules and the route he/her has to follow for achieving the final result according to their discipline. For Matínková (2012) Coaches and athletes do not have to do anything special in order to promote these values this is because coaches just have to teach the sport that is being practiced, and the values are taught while doing the sport through participation in the sport training and competition by athletes themselves. This means that the discipline per se has something in it that helps build the human and guides him for becoming better because if you want to become better, you will without anything or anyone else realize what you need to become better comes with individualism, stamina, and perseverance...

On the other hand we have the values that come along with a peaceful living form among people; Martínková (2012) name these values as humanistic, which are the ones that they direct athletes towards a kind of human existence in which people live together respectfully, harmoniously and joyfully. Humanistic values are the ones, which we consider the ones who help society live together peacefully. E.g. Let's say you practice athletics in your school, university or club, here besides being an individual activity you have to share the coach with other 5 people; for having and harmonious training, you must *respect* the others during the practice, be *tolerant* for someone might have difficulties in any stage of the training or even be tolerant with yourself, same happens with cooperation in which *cooperation* won't be a value in individual sports but it's already without discussion on a team sport, the value can be taught: for example the athlete in the discipline of tennis must cooperate with the coach for striving to what he must learn, this means if there is no work among them both, the aim both are looking for might not be achieve.

Conferring to the UNESCO, the competences earned through play; physical education and sport are basic for a complete development of the youth. Sport per se, provides a world of understanding how to treat others, how to react when losing but also when winning. “Sport is a way to build common understanding of the value of common bonds.” (United Nations Inter Agency Task Force on Sport for Development and Peace 2003)

It is because of the power of sport besides the values that define the IOC - *Friendship, Solidarity, Excellence and Fair Play*- more of them can be found when in the practice of it; the UN has recognised and found some of them.

Take a look to the next frame. (See figure 4.0)

| Skills and values learned through sport | |
|--|--------------|
| Cooperation | Fair play |
| Communication | Sharing |
| Respect for the rules | Self-esteem |
| Problem solving | Trust |
| Understanding | Honesty |
| Connection with others | Self-respect |
| Leadership | Tolerance |
| Respect for others | Resilience |
| Value of effort | Teamwork |
| How to win | Discipline |
| How to lose | Confidence |
| How to manage competition | |

Figure 4 United Nations Inter Agency Task Force on Sport for Development and Peace

On the frame above, we can see some of the skills and values that can be learned through the practice of sport. As recalling Matínkova (2012) in which because of the practice of sport values such as cooperation, communication, understanding, effort become part of added or inherent values; (e.g. There have been cases in football games, in which the referee marks a fault, a corner or even a penalty that was not supposed to be marked, and players who were going to shoot this faults have turned to the referees to let them know it shall not be marked because it was not a fault).

In the case of the programme of The *Sport for Hope Centres*, different activities are provided where the main core of Olympism is integrated, these are:

- “Values: values of Olympism, environmental and social responsibilities;
- Life skills development activities: where values and social behaviours are implemented for developing participants for their interpersonal skills;
- Sociocultural education: where artistic activities are practiced;
- Health education;

- Health services and,
- Community activities” (Centre Sport pour l’espoir Haiti)

The programme has helped not only by developing sport abilities but also, in the everyday life of the participants.

Olympic values such as *fair play, respect for others, joy of effort, pursuit of excellence and balance between body, will and mind*, are the core values in which its main extent define the Sport for Hope programme, though other added values have been implemented for the programme held in the Centres which help to develop and work with the assistants, meaning that humanistic and competitive values as Martínková would name, play together a role for achieving the final aim of it which consists on providing positive sport and development opportunities.

- Lioumpi (2018) announces Fair play as the one that consist in respect for the rules, for your teammates, for officials, for the opponent, which now does not only states for a “clean game” but also how you behave depending on some circumstances such as: e.g. if during a football match an opponent got injured but you have the chance to score and see the opponent in the field, if you kick out the ball, that is considered fair play. Meaning that “Fair play is not only following exactly the written rules but also the positive and right attitudes and the right spirit of sportmen/women in which they conduct themselves” (Lioumpi, 2018)
- Joy of effort: is when you are enjoying what you do;
- Respect for others: is when you respect yourself and others without discriminating how they look, what they believe in, skin colour, their ethnicity, religion;
- Pursuit of excellence: is when you want to improve, to be better for yourself, not for someone else and
- Balance between body, will and mind: when all of the person self is aligned.” (Lioumpi, 2018)

These values have guided people of the centre achieve a better development not only for themselves but also for the whole community; one main example is the Zambian Youth Olympic medallist at Nanjing 2014, in athletics Sidney Siame who has declared that “Sport for Hope has changed my life. I was able to improve in terms of performance, I also have learned valuable skills that help me a lot everyday”.

Coupled with the UN sport values (frame 1.1) found in these diversity of disciplines, the IOC truly believes that the world of Sport is without a doubt “*United by Olympism*” these meaning as: how the frame of the Olympism is a way of life that encourages and deposits values in every human. “United by, shows the values of Olympism and the global Community create, building lifelong friendships and fostering mutual respect amongst all. (International Olympic Committee, 2018) (See figure 5.0)

| | | | |
|---------------|------------|---------------|-------------|
| Excellence | Friendship | Respect | Progress |
| Peace | Purpose | Diversity | Inspiration |
| Legacy | Tolerance | Movement | Passion |
| Equality | Courage | Goals | Hope |
| Determination | Action | Perseverance | Love |
| Fair-play | Family | Sportsmanship | |

Figure 5 International Olympic Committee, 2018

As it has been showed in the frame above, the United Nations and the International Olympic Committee are in accordance that sport is a tool that teaches added values besides the ones that are inherent to the sport.

We have seen that values can be inherent or added to sport practice, but also human interference is basic for most of them to be implemented, that is why one of the main actors as a value for the IOC, and NGO’s when promoting sport for all, must be equality and respect, for them both will let see every human as an equal, no matter if you’re a boy or a girl. This value has been in the hurricane eye in recent years, especially when talking about gender *equality*.

... “*This refers to the equal rights, responsibilities and opportunities of women and men and girls and boys. Equality does not mean that women and men will become the same but that women’s and men’s rights, responsibilities and opportunities will not depend on whether they are born male or female*” (United Nations)

It is not a coincidence, (besides all programmes that use sport for developing and helping communities are open to all genders), that they point specifically to girl empowerment; coming back into Skateistan, where everyone is invited to be part of the programme, they extremely emphasise on girls. “Cambodia and South Africa are two countries with big needs for young girls...they both suffer from a lack of safe spaces for youth to play and learn.” (Verity, Skateistan: Meet the skaters changing lives, 2016) This is because sport, has always been considered as an activity practice by boys, it has

been stereotype like that because the use for most for not saying all disciplines claim the use of strong and aggressive abilities which are mainly pointed as men's qualities.

While in the other hand, Shooting Touch values and community cohesion has been working through their programme, in which it is mention by Lisanne Comeau (2019) that the programme has without a doubt brought the community together. When placed on teams or practicing together, it is clear to see that ethnicities are put aside. Additionally, our women have reported a better sense of belonging since joining our program. They have built lasting friendships, and people they can count on in their communities. We have also included men in some of our activities to engage and ensure they are in support. This has increased their education and is helping to break gender norms, which has ultimately brought families closer together.

For these institutions-programmes to work in accordance, Parry Jim & Susan Brownwell (2012) mentions that Hoffman considers three steps that must be followed for striving into an excellent organization:

1. "Identifying issues as ethical issues, or as having ethical dimension,
2. Engaging actively in moral thinking,
3. Translating decisions into moral actions"

This means that any Institution, NGO's...must be conscious of what they're aiming for, that when considering in creating a community development programme it is ought to expect they strive for the development for all in areas such as "ethics, human rights, fair play, equality, anti-discrimination..." (Parry Jim & Susan Brownwell, 2012)

2.2 The impact of sport for community development

"Sport works primarily by bridging relationships across social, economic and cultural divides within society, and by building a sense of shared identity and fellowship among groups that might otherwise be inclined to treat each other with distrust, hostility or violence". (United Nations)

Today's world has been affected by social divisions, where immigrants, refugees, and people who have suffered a wide range of inequalities, have been looking for a better life quality. Sport has consistently been proven to be a cost-effective and flexible

tool for promoting peace and development objectives. Therefore, the will and growth for implementing projects for developing communities with the use of sport has been increasing in recent years. *“Framing this power into a sustainable solution has been a relatively recent phenomenon that has given rise to a new brand of young social entrepreneurs who feel a growing sense of responsibility as a global citizen to effect change.”* (International Olympic Committee, 2018)

Sport projects have given citizens of under developed communities social cohesion and empowerment. The United Nations mentions “Sport –from its use as a game, for playing and as a physical activity to and organised competitive sport – has an important role in societies. It teaches and covers values...it brings individuals and communities together, bridging cultural or ethnic divides”.

One good example of the use of sport, has taken place in Zambia where Edusport Outreach International uses sport programmes to train young people in coaching their peers and to teach life skills to street children, orphans and at-risk youth. This programme is now being used in countries like Botswana, South Africa, Tanzania and Uganda. (United Nations Inter Agency Task Force on Sport for Development and Peace 2003)

As for when describing development, it is considered as a “process of enlarging people’s choices and increasing the opportunities available to all members of society. Based on the principles of inclusion, equity and sustainability.” (United Nations) Development as said before, has the main purpose for increasing opportunities to all members of a society, which goes along with: environment, economy, and social awareness among others.

Development goes together with the importance of human rights being totally respected. The IOC (2017) knows the importance to act in favour for human benefit; “the obligations that consist on protecting human rights and on resisting corruption this is why now if you want any city bids for hosting the Olympic games must follow the given rules the Olympic Charter asks for such as:

- “No discrimination is allowed in matters of gender, race, colour, language, religion, political views, nationality;
- Human rights must be respected as the Country must have regulations for any human right violation that can be applicable in the Host City

- Be out of any case of corruption, be consistent in international agreements as in laws and regulations;
- Contribute to sustainable development;
- And work along with a positive planning, construction, pro environment, health and safety, working force, and cultural conditions.” (International Olympic Committee, 2017)

These rules, demonstrate the ideals of what the Olympic movement stands up for, and again shows that even sport and politics don't get together, is a demonstration that the IOC won't tolerate any kind of violation.

Recalling the unification between the IOC and the UN as recognising sport as one of the greatest tools for transforming society, in the latest United Nation Summit, sport once again was considered as an important contributor to achieve United Nations main objectives for the Agenda 2030 the SDG's , though the main one's that are related to sport are:

1. “Goal 3: Good health and well being: improves the health and wellbeing benefits of sport and physical activity, increases the potential to deliver health education through sport;
2. Goal 4: quality education: helps improve education results, creates quality-learning environments;
3. Goal 5: gender equality: tackles the role of sport in society, women empowerment, safe spaces for gender issues;
4. Goal 8: Decent work & economic growth: boost the link between sport and more sectors, realise the impact of sport events based on employment;
5. Goal 11: Peace and justice strong institutions: establish platforms of dialogue, limit abuse, violence, exploitation, promote of effective and accountable institutions.” (The Commonwealth, 2015)

These goals among others have been a path for NGO's to work under the same line the UN has considered important for attacking specific needs for a positive social development. One good example is the Futbol Más NGO, based in Chile but now in 7 more countries in where because of their workshops they have been able to work on topics such as resilience and community cohesion through sport. (May, 2018)

Futbol Mas has also worked on strengthening their workshops and personal components for contributing in a more directed way to the SDGs. This work has led into a positive change in the community development in areas such as: The confidence among the

community from one to another has arisen, people takes care of the other more than they used to, people cooperate among each other for different occasions as for cooperating for the making of the Futbol Mas tournaments. (Fútbol Más, 2018)

It is not a coincidence sport is one of the main tools International Institutions based their upcoming wealth plans with the use of sport, for sport is for everyone to practice. The United Nations advises and supports on giving the opportunity for people with disabilities to participate in PE programmes in school and in community clubs, for them it is basic since it helps kids for empowerment among other benefits they get, same considerations goes for refugees, women, youngsters and kids.

Not only but also Civil Society Organizations and governments along with NGO's have intertwined to create and emerge social development; each one of them has different targets with the same objective: support children, youth, adults who have been segregated for their human rights violations.

The United Nations Inter Agency Task Force on Sport for Development and Peace (2003) offers a good example in Romania's educational programme which along with the UNICEF, has implemented a route to work and empower girls with the use of sport as to motivate children in attending to school. They allocate spaces for girls and women to play which will contribute to stop stereotyping that sport is for males, for sport has been a male dominant activity. "Through sport, girls are given the chance to be leaders, improve their self-esteem, as it provides gender equality inside and outside school, acquire interpersonal links and access to new opportunities." (United Nations Inter Agency Task Force on Sport for Development and Peace 2003)

◆ **Shooting Tocuh**

The United States and Rwanda count on a Sport for development organization known as "*Shooting Touch*" that uses sport to empower women, youth at risk as their communities. (Olympism in Action Forum 2018) The programme uses basketball as the main sport for:

1. Endorsing equal access to physical activity and wellness, they sick to provide health and educational assistance, with the use of lessons, working on education Promoting equal access to physical activity and wellness; providing health and educational services and working under values. See some of the outcomes in Rwanda on the next frame.

(Frame 6.0 and 6.1)

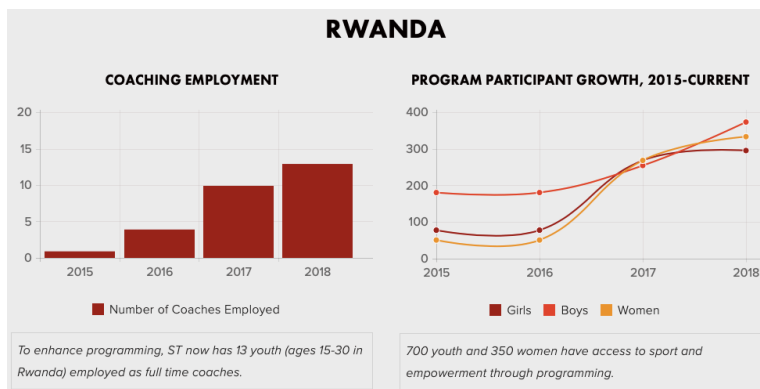
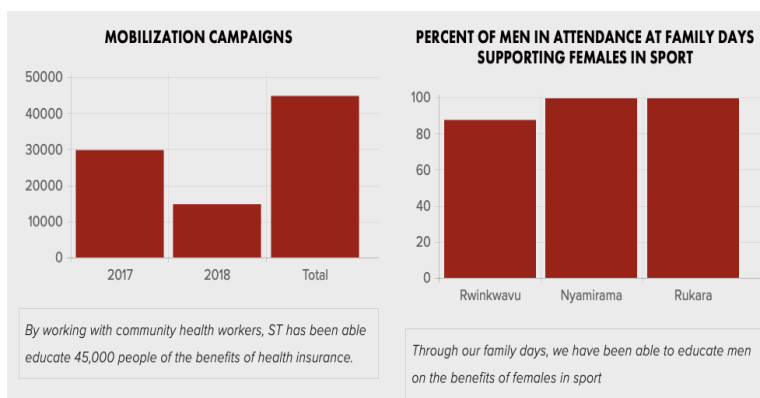


Figure 6.0 and figure 6.1 (Shooting Touch, 2017)



On the first graphic it is shown, how has Shooting Touch helped coaches to have a full time job (ages 15-30), in which on 2015 the coaches employed was under a low rate (among 1 person employed) , then after four years, by 2018 this rate growth was amazing for a total of 13 coaches were employed on a full time job.

On the second graphic, we can see how Shooting Touch campaigns of health and education, have been growing since the year 2015, and how did males have been more interested on supporting females in sport activities. Firstly the mobilization campaigns between 2017 and 2018 manifests a total of 45, 000 people who have benefit from health insurance; while in the second graphic the percentage of men supporting women in sport in three different cities of Rwanda.

The programme was founded under the belief that basketball is a language that everyone can speak, is a common expression no matter the economic, political, and racial circumstances. Shooting Touch has opened its doors to marginalized groups by contributing with essential needs of health and education intervention (Shooting Touch 2018)

With the use of a diversity of programmes, they have been working for a positive impact for the development of the participants such as:

1. The Basketball Health Corps (BHC)
2. The Getting Girls in the Game (G3)

In which both of them, the gender impartiality has been and acted as a fundamental key for the growth of the programme, which has led into achieving an enormous success.

Lisanne Comeau states that they count on different forms on monitoring and evaluating for measuring the impact of the program and to determine whether this is changing behaviors at home. Some of them is the use of 1) Surveys- pre and and post health education units and enrichments pieces. 2) Focus Group Discussions - To determine how people are feeling, what they are reporting before and after health units, events, etc. 3) Home visits- We do home visits annually to make sure that what they are reporting is accurate. For example, are they using malaria nets at home? Is there open water around the house that would attract breeding of mosquitoes? Do they have a station set up to wash their hands before eating? What is their hygiene? This way we can compare what they are reporting to what we see, and determine whether we need to change our methods of intervention.

◆ **Skateistan**

Afghanistan, Cambodia, and South Africa are other countries that have been using sport as a tool for empowering children (especially girls), in this case with the use of skateboarding founded by the skater Oliver Percovich (which was a sport competition during the YOG at Buenos Aires 2018 and will be as well at Tokyo 2020).

The impact: when kids being part of this skateboarding community, they become valuable for helping others. “As youth take part in our programme, they take back what they learned to their wider community.” (Verity, Skateistan: Meet the skaters changing lives, 2016)

Tin, the programme officer in Cambodia, became part of the community in 2012 refers to the programme as the one that changed her life, for her dreams become true after being part of it: “My dream was to become a teacher at an NGO...everything that I dreamed of started when Skateistan gave me a job. I am now an educator and also I am the best female skater in Cambodia.” (Verity, Skateistan: Meet the skaters changing lives, 2016). Coupled with, the growth for women in skateboarding has been impressive, Kelly, the Programme officer at Johannesburg states the following: “When there is a community of passionate women who share a vision things can get done and anything is possible.” (Verity, Skateistan: Meet the skaters changing lives, 2016)

It is not only about NGO's making a positive impact, but also the IOC besides the Olympic <winter and summer Games appearance> that they implemented actions for making a positive change, the IOC has enrooted a diversity of strategies to contribute a social development through the practice of sport for kids, youngsters and adults The International Olympic Committee has been working on not only being on screen, but their desire is to influence children by giving them better access to sport. They want children feel part of the Olympic Movement wherever they are. It is an objective for them, that Olympic Education becomes part of the daily scholars curricula because of what is can be taught by sports.

The International Olympic Committee counts on some programmes that have as an objective help develop people according to their needs, and some of them are:

- a) Women in sport
- b) Olympic refugee foundation
- c) Education through sport
- d) Social development through sport
- e) Sport for hope**
- f) Support to Youth Refugees
- g) Gender equality

“Sport programmes promote social integration and foster tolerance”. (United Nations Inter Agency Task Force on Sport for Development and Peace 2003)

Sport can make contributions to the world when applied correctly; it can help prevent conflict, as promotion of social cohesion.

Sport activities count and work under rules, which contribute on structuring unstructured environments, also values can be found and can be developed, this helps as a channel to stop aggressive actions and provide positive outcomes such as building individual and social skills for ensuring peace. (International Olympic Committee) Moreover considering *Sport for hope* we can ensure that sport has a particular way for providing valuable opportunities for positive mobilization for under developed communities.

◆ **Sport for Hope**

The IOC implemented the Sport for Hope Programme in Zambia, Africa and in Haiti, America. The programme started in 2010 with the final aim to popularize sport,

education and social development in countries that are on progress of flourishing by establishing and providing positive sport and development opportunities with by also spreading the values of excellence, friendship and respect.

The sport for hope centre at Zambia, has received 10,000 youngsters who have participated in cultural educational and social development programmes, as for the centre held at Port-au-Prince in Haiti, has hosted different sport camps, educational workshops, seminars for coaches and sport journalist to enlarge their participation in sport, in Haiti, the ones who are benefiting the most, are the youth, the families and the schools that surround the venue or are close to it.

Sports centres have been constructed in order to prepare youngsters as elite athletes and guide them for having a positive lifestyle promoting the principles and values of Olympism. At the end the control is given to the community in order for them to be the ones who keep on running the social development. “The objective is that the local communities take ownership of the Centre and adopt it as their centre for social and cultural development.” (International Olympic Committee)

A variety of activities are provided such as:

- “Values of Olympism, environmental and social responsibilities;
- Life-skills activities;
- Sociocultural education;
- Health education and services;
- Community activities” (International Olympic Committee) these are divided into three different areas:
 1. “Grassroots: socio-cultural and educational programme for the most under-privileged citizens, where there’s the opportunity for communities to leverage social and cultural development through events and activities;
 2. Academy: it is for local youth which are given socio cultural and educational programmes for a specific sport programme; and
 3. The help to elite athletes to have good training spaces.” (Centre Sport pour l’espoir Haiti)

The following programme has achieved the sports development in diverse ways, such as in Zambia where athletes competed in the Olympic Games welcoming thousands of youngsters to participate in the sports facilities activities as even hosting the African Youth Olympic Games (YOG).

Not only the programme has manage to help athletes to compete in the YOG but also the programme helped create infrastructure for outdoor courts and pitches in: football, rugby, athletics, volleyball, basketball, handball, judo, tennis, taekwondo, boxing, karate, badminton, table tennis, and weightlifting.

Barbara Schweizer, head of Sport for Hope, explains that coaches are firstly trained and sent by the programme with the aim after working with the community participants to be chosen as for being the next programme coaches; this is done for letting the community citizens be the ones to run the programme and the programme that way becomes sustainable.

Sport policies have been a tool for human and community development, but also for peace making.

The unification of both sporting institutions and the UN turned into a final positive consequence in where sport has been accepted as a development promoter for the social, economic and sustainable environment. (See figure 7.0)

| | |
|---|--|
| <p>Promoting health and preventing disease</p> <ul style="list-style-type: none"> • Prevents and manages chronic disease • Prevents and manages infectious disease • Enhances mental health • Reduces direct and indirect health care costs <p>Enhancing the inclusion and well-being of person with disabilities</p> <ul style="list-style-type: none"> • Reduces stigma • Enhances socialization • Enables independence and participation • Contributes to empowerment • Fosters greater inclusion <p>Enhancing social inclusion, preventing conflict, and building peace</p> <ul style="list-style-type: none"> • Promotes social inclusion • Provides respite in periods of conflict • Builds trust and establishes bridges between groups in conflict • Builds peace in a post-conflict situation • Promotes a culture of peace | <p>Strengthening child & youth development and education</p> <ul style="list-style-type: none"> • Enhances physical health and development • Fosters psychosocial health and development • Builds life skills and positive values • Helps children and youth recover from trauma • Strengthens education <p>Promoting gender equity and empowering girls & women</p> <ul style="list-style-type: none"> • Enhances girls' and women's health and well-being • Fosters self esteem and empowerment • Facilitates social inclusion and integration • Challenges gender norms • Provides opportunities for leadership and achievement |
|---|--|

Figure 7.0, Sport and development (Sport and dev)⁷

2.4 Concluding remarks

The review of research in this chapter has been specifically based on how sport and the Olympic values work as a tool for community development and cohesion along with the

⁷https://www.sportanddev.org/sites/default/files/downloads/what_is_sport_for_development_and_peace.pdf, access February 2019

ability of empowering the youth. This being done with the application of sport programmes in under developed communities in countries all over the world.

The investigation demonstrates the benefits sport brings into peoples' lives in order to share, to understand, to accept and to connect with others even when having different religion, culture, ethnicity and gender. Sport can create spaces where communities can come together by creating a social impact and increasing self-esteem, even developing social capital. This study also demonstrates the importance of the involvement of Governments and International Institutions such as the Commonwealth, the UN and the European Commission, among others, in sport and how they can use it as a “Change Maker.” The creation and application of sport policies helps the communities to progress and the governments to reducing the negative impacts on public health.

Previous research proves how politics and sport have intertwined in a positive way to find solutions to world problems, such as what United Nation developed for their 2030 agenda, in which most of the sport NGOs work to support the 2030 Sustainable Development Goals. However, sport should not be considered as the main factor for creating a positive impact on education and lifelong learning and as the only one with a social capacity for community cohesion but because of the impact it has proven to create, it shall be reinforce.

As it is mentioned sport has intrinsic and extrinsic values that bring positive outcomes, therefore reinforcing sports should be in every governing body agenda.

The study provides a valuable contribution that aims to make governing bodies understand the role of sport not just as a game that makes children laugh, but also as a stimulating activity in personal and social development.

With this in mind, the research aim attention at Shooting Touch, Sport for Hope, and Skateistan and their impact on the participants and the communities they are involved as how do the policy makings have contributed to positive factors in this communities are over different countries with the use of sport.

The investigation does not consider a specific country to work on, but everywhere around the globe, for the concern of a positive way of living is for all.

The question for the investigation is if sport and the Olympic values can develop a desirable development for under privileged communities.

The next Chapter presents and analyse the methodology that has been used to do the research.

CHAPTER III METHODOLOGY

3.1 Research methodology and design

The present research, shares an ideal of the use of sport and the Olympic values as a tool for developing communities that are in special needs such as women empowerment, education, health, values, human growth, improve quality of life... it is based on the organisational strategy of three different case studies of three different Sport programmes that have been implemented in different countries as also, the investigation of countries that count on public policies that help institutions and governing bodies to implement their programmes.

Single cases “circumscribe a dimension of qualitative research tools to research the principles of an occurrence within a real-life context. They enable a holistic review, giving time and space to build a detailed understanding of the topic” (Change Works, 2017) As Jonathan Grix (2009) has said a case study pursue to unpick the nuances associated with a particular phenomenon.

As mentioned before, NGO’s have used sport as a way for building a better “self” for kids who live under difficult conditions, the purpose of this extent investigation is to get to understand how has sport helped.

In order to assemble the information for determine the impact of sport as a tool for human development, the case study has gone along with the use of closed-fixed interviews, and paper documents analysis that have been used as the research method.

The investigation goes also under the analysis of government’s sports policy in general such as from countries like France, Germany, United Kingdom, Spain, Kazan, South Africa.

The interviewees where chosen because of their knowledge of the programmes, as for there availability to participate under the research.

3.2 The SAMPLE

The present study is based on a diversity of programmes in which two of them have been recognized by the International Olympic Committee and one that goes under the IOC guard: Shooting Touch, Skateistan and Sport for Hope, the three of them seek to empower the youth as also besides sport activities they provide educative lessons for complementing the participant studies.

Shooting Touch was chosen as one of the three case studies because of their commitment on working with children from Rwanda and the United States that are under some type of risk as also because of their concern for women and their communities to live better lives, the programme is funded by donors such as Adidas, The Boston Scholar's Athletes, UBS, Coach Up. The programme has achieved such amazing results that they are featured in Media channels such as ESPN, Vice, NBA, Dime, Slam and the Boston Globe.

Skateistan was chosen since it works on countries that have a big disparity of gender such as Afghanistan but their ambitious mind set for helping others allow them to go to the streets of Cambodia and even South Africa that also works as a non-profit organization with the final aim of empowering children through skateboarding and education in which they especially focused on girls and youth from low-income backgrounds. Skateistan is funded by daily donors, and count on partners such as the Tony Hawk Foundation, Embassy of Denmark, the Swiss Agency for Development and Cooperation, Laura's Sport for good foundation, Google.org, The Skateroom, Comic relief and the Svenska Postkod Lotteriet.

The third programme Sport for Hope was chosen for its ideal work that consisted on providing the youth in developing countries the possibility to practise sport and be educated with the Olympic Values, as also they have direct contact to the IOC.

Another key to consider these three programmes was their impact in the communities they work at which are shown in Chapter II and IV.

Information of the programmes can be found on their websites for they show the impact they have had during the years, however parts of the sample was selected from individuals that have been involved in the programme, as for people related to

community sport development programmes; both chosen on their awareness as involvement of the programmes such as administrative or participants.

Contacts were made with the IOC head programmes, which mainly allowed as propitiated valuable information regarding the operation of the Sport for hope Programme at Zambia and Haiti.

3.3 Procedures

Participants were contacted via e-mail, and were also known during the Olympism in Action Forum 2018, which was held in Buenos Aires, Argentina. Information about the study, containing the purpose of the study was presented to the individuals as letting them know the research information specifically needed for it to be approved. Moreover participants involved, had the freedom to provide any evidence they thought would be important for the analysis.

For the investigation appliance of the qualitative study, was used the “interview action.” “Interviews are particularly useful for getting the story behind a participant’s experiences. The interviewer can pursue in-depth information around the topic. Interviews may be useful as follow-up to certain respondents to questionnaires, e.g., to further investigate their responses.” (McNamara 1999)

Types of interviews can differ conferring into what kind of information you want to obtain. Either they can be informal/conversational, general, standardized/open-ended, closed, fixed response interview (Arizona State University). More specifically, closed-fixed response interviews were applies in which all interviewees are asked the same questions this led the investigation get a deeper insight of what every programme outcomes have come into existence after their implementation.

The interviews were applied via e-mail and via Skype, for the video call it lasted among 60 minutes, it was recorded with the interviewee’s permission, while the other two interviews were handed to the interviewees so they could take their time to reply.

As mentioned before, the interviews were fixed-closed for the investigation to be held, therefor the questionnaire was designed according to the information that we wanted to get.

An interview plan was designed with the main important questions that would help the investigation follow the needed path for structuring and answering the research question which consisted on knowing about: the funding, if there is governmental help, about the

policy making, positive outcomes on participants and the use of values on their programmes.

3.4 Data processing and analysis:

The qualitative analysis consisted firstly in after a deep investigation of each Sport programme, on interviewing and transcribing the recorded interviews to after all make a data procedure. For the data analysis of the interviews done, some parts were not added for not making information repetition.

This refers too, when transcribing the interviews; the information granted was separated according to the topic the interviewee offered, meaning that if they talked about Values and about funding in the same question, the information was divided according to their category and places on it in the different chapters.

CHAPTER IV ANALYSIS

4.1 Countries with sport policies

“The Olympic Games became the only source of inter-state legality in a society characterized by a perpetual state of conflict” (Academy, 2009)

According to the UN, UNESCO, the Commonwealth... sport policies are important for implementing sport programmes around the world regarding if they are Governmental or non-governmental implementations. Not to mention, the non-implementation of sport policies hasn't stopped NGO's to work with communities for empowering humans through the use of sport.

To give an illustration of what we mean, take a look at the case of Skateistan, in which according to Jessica Faulkner the Head of Communications Manager they don't work under a formal sport policy. “We don't work under a formal sport policy but we do work closely with sports bodies such as the IOC, who have supported us financially and with land for our first Skate School in Afghanistan. Our programs are designed to empower children through skateboarding and education, rather than specifically promoting competitive sport. For this reason, it falls outside the jurisdiction of a sport governing body, for example.”

Governmental authorities spend large amount of money to compete against others and for demonstrating their superiority in sport. For the growth and development in sport, governmental bodies have been investing big amount of money next to the creation of sport policies that would lead them to a great success.

The way of implementing a public policy is not concerned only by one body usually named the “Governments”; public policies count with a lot of different actors who serve as policy design and policy advocates, this are industrial organizations, citizens, non-profit organizations for mentioning some, this is because a public policy is intended to work and deal with public issues this is why it must always include all members of society. And they must always follow a certain set of rules for them to be created to attack a problem. This consists according to Yukio Adach (2011) of:

1. Analysing the problem: recognition of the problem that needs to be addressed;
2. Define the policy objective, consisting on selecting the target you want to fight with the policy;
3. To be clear of what is needed to achieve the objective;
4. And to create a successful design for the policy implementation according to the context

“The most important constraint in public policy design is the inescapable fact that government policy is ultimately determined and implemented through social interaction.” Yukio Adach (2011)

There are different frameworks for sport policy creations according to each nation; however, according to Müller-Wirth (2018) for the development of a sport policy and for it to be aligned to the MINEPS or the Kazan Action Plan, governmental authorities and sport organizations must integrate the following:

- Accept that sport is for all, that physical activity and physical education national policy goes in accordance to Sustainable Development Goals, the target must strive into tackling an specific SDG, the sport policy must also be aligned with sustainable development priorities (Müller-Wirth, 2018) (See figure 8.0)



Figure 8 - The Kazan Action Plan, Phillip Muller-Wirth 2018

On the frame above, we can see what a governing body or sport organization needs to be aligned into The Kazan Action Plan for striving into the SDG's that the United Nations strives for the Agenda 2030. However, countries count on their own public policies that have helped developed their countries and communities under their politics.

Some countries count with successful sport policies hat has lead them into a successful history in sporting activities, some of them are:

France

The National Centre for the Sport Development states in the first article of the Sports Code (L.100-1) that any physical and sports activity are an important part of education, culture, integration and social life, and play specifically take part of the battle against academic failure and the goal to reduce social and cultural inequality, as well as improving health. This meaning that sport, for the National Centre, has been one of the main tools as for the UN to fight against inequality in different areas.

The delegation of sport management by the State to sport associations; and solidarity between professional and grassroots within the sport federation are the two main principles that work for French sport development. (Sheerder, Willem , & Claes 2017)

- ◆ France counts with the National Centre for Sports Development (CNDS), which is a French Public Institution that works next to the National Foundation for Sports Development. The CNDS is the one that works towards the development and support of the practice of sport; it creates competitions, sporting events for the public to make them get involved in physical and sporting activities by giving them financial incentives as subsidies. See the next frame to have an idea of the funding during 2014:

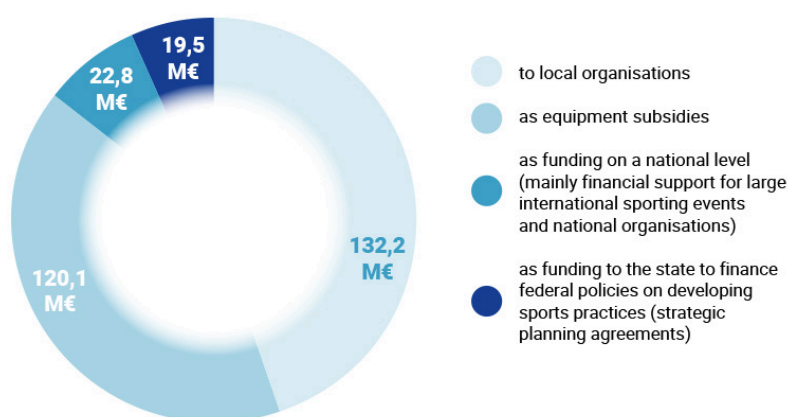


Figure 9.0 - (National Centre for the Sport Development)

On the graphic above, we can see how did the CNDS spend the money earned (which comes from the taxing profits of the gambling site “La Francaise des jeux” and from another tax that comes from broadcasting rights of sporting events); in which a total of €132.2 where given to local organisations, €120.1 millions where used for equipment, €22.8 for supporting sporting events for international and national organisations and finally a total of €19. 5 millions for financing federal policies for planning agreements. This demonstrates how does the CNDS invest on sport according to the needs of the country where not only national organisations are supported but also international ones.

The Sport French organization do not work alone, it is also based on cooperation between the State, which afford sovereign functions, and the Sports Movement, structured into sports federations and associations that provide real public service missions. (Service Publique Francaise, 2008)

United Kingdom

“Governance of sport in the UK has generally been left to sports governing bodies, with the state taking a hands-off approach. Sports organisations can be compelled to comply with certain corporate governance requirements as a condition for receiving public funds” (Gurovits, 2017)

According to the UK Sport (2016) the Government agencies such as Sport England and UK Sport can be consulted by any organization in need of funding under one condition – they will be assessed, and will have to follow a process to see if they contain the specifications to receive the public funding. These specifications are:

1. “Increased skills and diversity in decision making, with a target at least of 30% gender diversity;
 2. Greater transparency, for example publishing more information on the structure, strategy and financial position of the organisation;
 3. Constitutional arrangements that give boards the prime role in decision making” (UK SPORT 2016)
- ◆ The United’s Kingdom government has been investing on their athlete’s performance for maximising their abilities for the Olympic games. “Investment decisions are made on a four year basis wherever possible to cover a complete Olympic or Paralympic cycle, but are focused on an eight year performance development model.” UK SPORT (2016) mentions that the total invested (70%) of the income, comes from two different channels: The UK Sport (2016) mentions that The Central funding for sporting National Governing Bodies that lets them to assure athletes to have a favourable outcome from personnel support and training environments, and secondly conducted to the athlete at the Athlete Performance Award funded by the National Lottery in which the athlete is directly paid for their living and sporting costs.” Not only but also they count of centralised support services such as:
- ❖ “World class coaches,
 - ❖ Sport science and medicine,
 - ❖ Warm weather training and acclimatisation,
 - ❖ Athlete development.” (UK Sport 2016)

Achievement is measured by the total amount of medals won by the total of developed medallists.

As we have seen the United Kingdom count on a diversity of policies that contribute into the development of sports in different areas such as how does the government can contribute into their professional athletes and sport federations, as how can they contribute to NGO's who are interested in helping on the development of citizens through the use of sport.

Germany

“Germany is a nation of sport enthusiasts. Professional, Olympic and recreational sports have an important place in our society” (Federal Ministry of the Interior, Building and Community)

Achievements in German sport have been done because of years of hard work between the athletes and the government. Sheerder, Willem , & Claes (2017) Germany's governmental sport policy is ruled by the Federal Ministry of Interior (BMI) and 16 state governments, the BMI is the one in charge for elite sport and grassroots which go under the eye of the state government.

The Federal Ministry of the Interior, Building and Community mentions that the German government has been involved for high-performance and exceptional sport activities of national interest. Moreover “The Federal Government sees its tasks as promoting world-class sport, while the states have primary responsibility for promoting recreational sport for all.” (Federal Ministry of the Interior, Building and Community)

They constantly oversee and work for improving the sport conditions for recreational sport for they know that recreational sport can help promote social cohesion.

For the government, athletes are role models who's accomplishments motivate the youth. Athlete's success comes after a true commitment, as with discipline and hard work these values, help a society be unite.

Sport counts on a federal funding which help provide training and competitions facilities. This Federal Funding can be provided to sport organizations, associations and facilities after they have use up all their fundings. (Federal Ministry of the Interior, Building and Community)

We can see that Germany is among the world powers in terms of sport because of the public policy.

Georgia

In Georgia, the government it is obliged to provide sport as a public service. For them, it is a key for integration process of the society, athletes will unify for they have to work together regarding their ethnic, gender and religious background. Sport has been a potential tool for unifying the ethnic minorities.

The government of Georgia decided to implement and give importance to sport after a numerous problems started to hit back after the Post-soviet period in which sport system was collapsed, some of this problems are: diseases among population have increased, and people is not involved in sporting activities.

For Georgia's needs, they have decided to be part of international agreements such as with the International Convention against Doping in Sport, The united Nations on the Rights of the Child Convention, and works with the World Health Organization.

Georgia, has established some strategic objectives for:

1. Promoting a healthy lifestyle and level up healthier generations;
2. Establishing tolerant generations, and PE for persons with special needs;
3. Development of communities;
4. Crime prevention;
5. Level up academic performance;
6. Elevate the patriotic spirit;
7. Keep the development of national sports; and
8. Support and developed high achievement sport. (Government of Georgia, 2014)

The government, decided to implement for high achievement sport:

- Accessibility of mass to sport
- Finding sport talent and promote their career

While for the general mass:

- Implement: school in sport;
- University sport;
- Sport for people with special needs;
- Sport for the ones who are in prison; and
- Sport according to personal interests. (Government of Georgia, 2014)

For the sport policy implemented in Georgia, the National Government expects that: schoolchildren will increased their academic achievements, health improvement and

disease prevention, development of professional sport clubs and national teams for nation and international competitions and finally jobs creation.

Sierra Leone

- ◆ Another great example is Sierra Leone, where together with the UNICEF and Right to Play NGO who have worked in incorporating sport and play in its project “Community Based Reintegration programme” where volunteers work alongside community locals for building a network of coaches who implement sport programmes for providing the locals a place where they feel as belonging by creating community connections. (United Nations Inter Agency Task Force on Sport for Development and Peace 2003)

4.2 Community development through sport and the use of Olympic values

“Sport has a unique and special power to mobilized everyone in the world, for a moment, people can forget their anger and hate” Ban Ki Moon

All around the world, under developed communities can be found. To that end, as seen during Chapter I and II sport has helped in different ways for a positive community cohesion and development. Sport programmes have been used for providing opportunities for individuals which help not only to improve their athletic abilities but also their health and educational outcomes (The International Platform on Sport and Development, 2018); it is not only because sporting events and their power to bring people together into the same place, but also the NGO’s who have worked along with communities and for communities to grow and create a positive impact. These sport organisations are a catalyst for the inclusion for those who have been segregated.

In other words we can say that when having better citizens with a better development, a country, an organization, a school, will let reduce the compass of worldwide or/and country issues such as gender equality << it is mentioned that in 2007, by the The International Platform on Sport and Development, (2018) “women’s participation in sport has been increasing with achievement and great advances for gender equality and

the empowerment of women and girls, as also in leading positions in sport as Presidents, and Secretaries – General of National Olympic Committees.

Non profit sport organizations have worked to reduce the compass of needs for under developed communities; not only because of what they work for and stand for has been aligned into the United Nations Sustainable development Goals (SDG's) and has helped achieved these objectives (we have mentioned previously that the UN and the IOA are colluded positively for the growth of humanity) .

Skateistan, Sport for Hope and Shooting Touch case studies, have been used as an example to demonstrate the impact of sports for creating a positive impact in under developed communities.

In the case of Skateistan who has mobilized their participants with the simple use of a wood board, they have demonstrated that their impact has gone beyond... not to mention the programme started in Afghanistan and continued growing to Cambodia and South Africa; moreover with this in mind Jessica states that the “Community outreach is at the heart of what we do. We simply couldn't operate in the countries where we work unless the wider communities were supportive of what we do. Our staff goes out into the communities, visit the families of our students to explain the value of our programs and make links with other local organizations to ensure we can reach as many children as possible, including those in marginalized groups. We run community events in our Skate Schools in all locations to showcase what our students learn and to help community cohesion. Our creative, arts-based education also encourages children to consider their own role in their communities. Lessons such as human rights, resolving conflicts, dealing with bullying really help our students to become role models for others. Because of these factors, the communities where we work are really supportive of us, they believe in what we are doing and they participate in Skateistan activities.”

It is not all about just skating in the programme, they also count on a school programme better known as Back-to-school, which consists on helping kids to continue or pursuit education. “It is an accelerated program for children who are out of school. Students come to skate school for five days a week to attend classes covering the national public curriculum, and when completing the program we enroll children into public school.” (Skateistan)

But how does basketball has influenced on this cohesion?

Shooting Touch has used basketball as a tool for empowering the communities in cities such as the United States and Rwanda, which has brought positive outcomes for

the communities in which they have been working. Between both ST programmes the “BHC and G3” by the year 2018 a total of 3780 kids received health insurance, 100% of participants received free basketball programming and health services and 90% of the G3 girls report feeling healthier and more confident (Shooting Touch, 2018) and the female participation has risen in a country where female participation hasn’t been a common activity. They also have been able to create an equal gender ratio in programming. In Rwanda it is not common to see girls playing sports. Through BHC, they have managed to create positive relationships with communities as to build safe spaces for female to play basketball. (See figure 10.0)

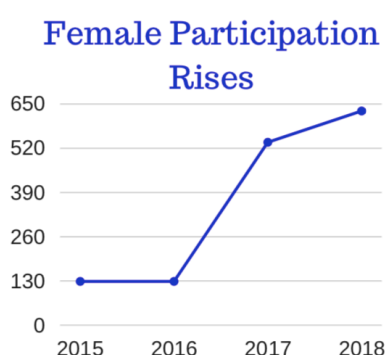


Figure 10 Shooting Touch, 2018

On the graphic above , it is shown how has the participation of female in basketball has incremented in a notorious way within a three year period in which for the year 2015 the female participation was between 150 females and by the 2018 increased more than a 100%.

Not only in this programmes can be seen the positive interference they have had for creating a bonding between the community, but also the Sport for Hope programme has had positive outcomes when referring to social cohesion. In their case, educational programmed have been a positive tool for participants which for the year 2014 the attendance to each of these programmes was fot a total of 28, 932 in Zambia (see figure 11) students which leads into a positive relation among the attendants.

| Attendance to social, educational and health related programmes in 2014 | | |
|--|---------------|-------|
| | Total | |
| Child Protection | 3'322 | 11.5% |
| Literacy | 1'286 | 4.4% |
| Arts & Culture | 534 | 1.8% |
| Girls Empowerment | 676 | 2.3% |
| Personal Hygiene | 501 | 1.7% |
| Anti-Doping | 2'150 | 7.4% |
| Sport Nutrition | 1'281 | 4.4% |
| HIV Awareness | 2'950 | 10.2% |
| Olympic Values | 2'713 | 9.4% |
| Medical Check-up | 13'519 | 46.7% |
| | 28'932 | |

Figure 11 - The IOC – Sport for hope Zambia

4.3 Positive outcomes on participants

Sport for hope:

For the AYOZ Zambia’s team for their first time in history; as also when the 16 year old athlete Siame from Zambia won the Gold medal in the YOG for the 100M sprint, positioning him as the first Zambian athlete to win in this discipline at an Olympic Event. “Sydney’s achievement will no doubt prove an inspiration to other young athletes at the Sport for Hope Centre and help encourage more young Zambians to take up sport.” (International Olympic Committee, 2014)

Also, two kids who started practicing judo at the Zambia centre, won silver and bronze medals at the African Junior and Cadet Championship whe not only these two athletes but also a total of 177 young athletes became part of their national teams in different disciplines. ((International Olympic Committee)

Skateistan:

Participants development comes along with being a better self for them as the world <if we go according to what the IOC purpose goes for>.

This time if we go back into the outcomes of what sport can bring and bring it along to *values* remembering some of them are inherent and the added values Jessica Faulkner describes that values are indeed without a doubt perceived by the practice of skateboard. “The reason that we use skateboarding as a tool for empowerment is because we believe it teaches lessons which are applicable in everyday life, as well as in the skatepark. Skateboarding is, by nature, a creative sport. There is no wrong or right way to do it and

it encourages children to be creative and develop their own styles. Any skateboarder can tell you how many times you have to fall before you land a trick and this teaches determination, goal-setting, resilience and self-assessment and improvement. These lessons can then be transferred into the classroom, where we teach creative, arts-based education and into the wider world. We see our students becoming more confident, more comfortable with trying new things. They develop more determination to succeed. They also develop etiquette and social skills through skateboarding, such as taking turns, helping others and celebrating the success of their peers”

Furthermore, there is evidence that suggests the positive outcomes for some skateistan students:

- *Madina Story*

Madina is a kid from Kabul, who has been part of the programme for almost a year, she comes from a family who has not much therefor she was asked by their parents not to study (as many girls in Afghanistan) “She was missing out on her education because her family didn’t want to attend school. But our Community Educator persuaded her family to let her attend our accelerated learning program and Madina should be able to re-join the public school system after one year.” Jessica Faulkner

Madina, has been able to develop herself not only in sport but also in an educative way when referring to school. “Since joining, I have learned to read and write. I can write the name of others and read it. Before joining Skateistan I could not dare to stand up and talk confidently, but now I am a totally different person. Now I feel proud of myself because I have got first rank in the first exam.” (Skateistan, 2018)

- Merza’s story

Merza is an Educator at our Skate School in Kabul. He used to work on the streets but he’s been with us for 10 years and has a completely different future as a result of his involvement with Skateistan.

For Mezra skateboarding has been a change maker for his life. “I was a simple and ordinary person, I didn’t know what the future looked like for myself. After I came to Skateistan and started skating and, in particular, when the students call me “teacher”, it gives me a really special feeling. This has changed my life a lot and my future too, I’m sure. I’m also very surprised that skateboarding has been added to the 2018 Asian Games

in Indonesia. We are going to represent Afghanistan for the first time and history will remember us as the first Afghan skaters that competed in Indonesia.” (Skateistan, 2018)

Shooting Touch:

Such as skateistan but with the use of a different sport as mentioned in Chapter II (Basketball) Shooting touch has been working for “putting youth and women on track towards a brighter future by marrying the values and skills learned on the court with lessons and experiences that target improved empowerment.” (Shooting Touch, 2018)

- Sandrine Uwiduhaye (Dudu) Story

Dudu is a 22 year old girl from Rwanda whom at the age of 18 her elder sisters left home, leaving her mother and her little sister behind leading her mom into a mental breakdown, and flourishing news that Dudu never heard before “she was adopted”, this news broke her heart.

She struggled into finding a place where she felt she belonged to, and then Shooting Touch appeared in her life. I started working here with individuals who are also trying to rebuild their lives and to create a better future for themselves and their families. (Shooting Touch, 2018)

“Shooting Touch gave me the opportunity to support myself and my family, to continue my education, as well as the great responsibility to mentor and coach youth and other members of my community. They are a second school and mother to me now.” (Shooting Touch, 2018)

- Jazzy story

Jazzy is from Dorchester, Massachusetts and is part of the G3 programme. Jazzy has been good at basketball and decided to be part of G3 for improving her game skills⁸ but at the end, she improved her academic status, her diet, and created and bond with her coaches and teammates, all through basketball. (Shooting Touch, 2018)

Jazzy states that basketball has helped her in her outside basketball life “G3 has helped me so much, it has helped me emotionally and physically to build confidence. It has helped me also with school...Playing with the G3 girls has taught me so much about playing on a team, it teaches me teamwork.” (Shooting Touch, 2018)

Conclusion

The value of sport for community development has been accepted for it has an important place on people's lives for its power to change. It has been approved by the United Nations as a universal tool that works as a Change Maker, for it has been seen and demonstrated to be a social influencer, it offers opportunities to master new skills, to feel included, to create community cohesion, empowering females, it contributes on the development on the values system, it influences human behaviour, it works also as a financial system, helping in educational and recreational aspects and developing a desirable social impact.

Firstly the findings show that sports values can go from education to the creation of a more passive community in which when youngsters, females as the more segregated citizens are taken into consideration will enhance self-esteem allowing them to feel happier with whom they are, they will become more tolerant, learn to respect diversity, to be perseverant as accepting themselves, if they start loving the sport they are practising they will find inspiration and perseverance that could lead them into a bigger plan they had for themselves or even break records such as what happened in Sport for Hope in which Siame from Zambia won the Gold medal in the YOG.

Secondly in the policy making area for increasing the social benefit of sport it is important that governing bodies such as Federations, Institutions, Organizations, and Governments decisions are taken aiming into a positive development objective; therefore it is important to: be clear as the Commonwealth mentions of the community necessities, also to have on mind what are you looking for while implementing sporting activities or what does your activity will aim at (e.g. empowering girls and reducing pregnancy or to improve cognitive and educational performance) with this in mind positive actions will strive such as:

1. Locals will be the ones who contribute in areas needed to get the activities done (such as in Sport for Hope where the coaches at first are professors chosen by the Head sport programme and according to the participant results participants become the teachers so the programme is sustainable);
2. The more people involved in sport activities, the less health risks will the government face;

3. When having venues to play or train at, the locals will feel proud and will feel they are part of something;
4. If taking abandoned spaces and turning them into community spaces with pitches or courts, vandalism and drugs consumption will reduce leading into a reduce of police services;
5. Citizens empowerment and confidence will grow regarding their gender, culture, religion.

Thirdly tangible positive impacts were shown while the programmes were active (and are until today), determining the true impact on the participants development such as the cases of Tin when becoming a teacher of Skateistan in Cambodia, or Madina's case for being able to continue her studies when they were stopped. This highlights that sport has been a tool not for one but for everyone who has been involved from governments, to citizens to teachers who have been part of this movement.

Moreover it is recommended that all programmes who are aiming to help under developed communities with the use of sport should align their objectives into the Sustainable Development Goals such as it is mentioned with Futbol Más in which with contributions such as this one, the Social development goals will be easier and faster to attack.

Countries who have sport policies who do not apply them, must take into consideration what other countries have had achieved with the use of sport. It is known that investing in sport is not cheap, but it will lead youngsters into a better life for the power of the skills sport can bring, not only to youngsters but to everyone involved. Sport policies shall not be taken as something common to work on, but they must be taken into consideration for helping a whole country with all of its citizens involved when implementing or creating the policy for a social benefit.

For developing sport policies, institutions such as the Commonwealth offer technical assistance to member countries

Appendix

Images:

1.1 Skateistan

Tin, as a teacher at Cambodia



Verity, *Skateistan: Meet the skaters changing lives*, 2016)

Madina, student at Back-to-school



1.2 Shooting Touch



Shooting Touch, <http://www.shootingtouch.com/welcome#team>



Interviews

❖ *Skateistan – Jessica Faulkner*

1. RCZ - Institutions and organizations are particularly important to both the making and implementation of sport policy; co-operation and partnerships amongst public authorities, sport organisations and other non-governmental organizations are crucial to reduce gaps; Do you count or have worked with any governmental body in the countries you are settle down or do you work under any Sport policy? If yes, how has it worked out, if not, is it harder to work without any sport policy?

JF - We don't work under a formal sport policy but we do work closely with sports bodies such as the IOC, who have supported us financially and with land for our first Skate School in Afghanistan. Our programs are designed to empower children through skateboarding and education, rather than specifically promoting competitive sport. For this reason, it falls outside the jurisdiction of a sport governing body, for example.

2. RCZ - Sport comes with values, which some of them are inherent and the added values, not only but also the IOC as the UN agree and recognize that values can be found in sport, so I'm wondering, if there's a moment you see that children, youngsters, women.. learn new values through the practice of skateboarding, if yes, how do you realize they are implementing these values into their everyday life?

JF - The reason that we use skateboarding as a tool for empowerment is because we believe it teaches lessons which are applicable in everyday life, as well as in the skatepark. Skateboarding is, by nature, a creative sport. There is no wrong or right way to do it and it encourages children to be creative and develop their own styles. Any skateboarder can tell you how many times you have to fall before you land a trick and this teaches determination, goal-setting, resilience and self-assessment and improvement. These lessons can then be transferred into the classroom, where we teach creative, arts-based education and into the wider world. We see our students becoming more confident, more comfortable with trying new things. They develop more determination to succeed. They also develop etiquette and social skills through

skateboarding, such as taking turns, helping others and celebrating the success of their peers.

3. RCZ - When talking about giving spaces for the participants of the programme, what would you say when talking about community cohesion and development through skateistan, how has Skateistan help communities to get along better, how has it mobilized the practicants and the families of them as well to a better cohesion? Has there been any change in the communities even the smallest one and how.

JF - Community outreach is at the heart of what we do. We simply couldn't operate in the countries where we work unless the wider communities were supportive of what we do. Our staff go out into the communities, visit the families of our students to explain the value of our programs and make links with other local organizations to ensure we can reach as many children as possible, including those in marginalized groups. We run community events in our Skate Schools in all locations to showcase what our students learn and to help community cohesion. Our creative, arts-based education also encourages children to consider their own role in their communities. Lessons such as human rights, resolving conflicts, dealing with bullying really help our students to become role models for others. Because of these factors, the communities where we work are really supportive of us, they believe in what we are doing and they participate in Skateistan activities.

4. RCZ - Of course there must be participants that get better experiences than others or some might have had achieved important outcomes... could you please mention some participants who have literally change their life in some way after being in Skateistan with a it of their story?

JF - Merza is an Educator at our Skate School in Kabul. He used to work on the streets but he's been with us for 10 years and has a completely different future as a result of his involvement with Skateistan. She was missing out on her education because her family didn't want to attend school. But our Community Educator persuaded her family to let her attend our accelerated learning program and Madina should be able to re-join the public school system after one year.

❖ *Shooting Touch – Lisanne Comeau*

1. RCZ - Institutions and organizations are particularly important to both the making and implementation of sport policy; co-operation and partnerships amongst public authorities, sport organisations and other non-governmental organizations are crucial to reduce gaps; Do you count or have worked with any governmental body in the countries you are settle down or do you work under any Sport policy? If yes, how has it worked out, if not, is it harder to work without any sport policy?

LC - We partner with the Ministry of Sport and have an action plan and annual report that needs to be approved by them every year. We also work under the National Federation of Rwanda (FERWABA) for planning activities. Without them, we wouldn't be able to operate in the country.

2. RCZ - Sport comes with values, which some of them are inherent and the added values, not only but also the IOC as the UN agree and recognize that values can be found in sport, so I'm wondering, if there's a moment you see that children, youngsters, women.. learn new values through the practice of basketball, if yes, how do you realize they are implementing these values into their everyday life?

LC - We use various forms of monitoring and evaluation to measure the impact our program is having and to determine whether this is changing behaviors at home. 1) Surveys- pre and and post health education units and enrichments pieces. 2) Focus Group Discussions - To determine how people are feeling, what they are reporting before and after health units, events, etc. 3) Home visits- We do home visits annually to make sure that what they are reporting is accurate. For example, are they using malaria nets at home? Is there open water around the house that would attract breeding of mosquitoes? Do they have a station set up to wash their hands before eating? What is their hygiene? This way we can compare what they are reporting to what we see, and determine whether we need to change our methods of intervention.

3. RCZ - When talking about giving spaces for the participants of the programme, what would you say when talking about community cohesion and development through skateistan, how has Skateistan help communities to get along better, how has it mobilized the practicants and the families of them as well to a better cohesion? Has there been any change in the communities even the smallest one and how.

Our program has definitely brought the community together. When placed on teams or practicing together, it is clear to see that ethnicities are put aside. Additionally, our women have reported a better sense of belonging since joining our program. They have built lasting friendships, and people they can count on in their communities. We have also included men in some of our activities to engage and ensure they are in support. This has increased their education and is helping to break gender norms, which has ultimately brought families closer together.

4. RCZ - Of course there must be participants that get better experiences than others or some might have had achieved important outcomes... could you please mention some participants who have literally change their life in some way after being in Skateistan with a bit of their story?

LC – Mitete is a 13 year old boy, who started playing and being part of Shooting Touch at the age of 11, where his first years as a kid, he devoted his life for caring for cows and goats, now he complements it with basketball. Here, he made it to the All star team. He also learned to complement school with sports, since he mentions that since he's been playing basketball, he feel more relaxed in school, or when he is involved in an argument with his family, the basketball helps him calm his emotions, he controls them.

With this statement of Mitete, you can see how does basketball has helped a 13 year old kid to take control of his emotions, he has found a compatibility between life and sports.

❖ Sport for Hope – Barbara Schweinezer

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