



Research “Sport values in Europe” “Sport values for better Europe”

1. Resume of “Sport values for better Europe” project:

Main topic of the content: The main topic of this project is to use “sports as a way of improving active citizenship activities, cultural exchange and social inclusion of young people”. Sport activity has enormous potential of social inclusion thanks to its capacity to bring all the people together, regardless of age, gender or social origin.

Learning objectives:

- To raise knowledge and gain new experiences on Sport and outdoor activities as tools of recognition of non formal learning;
- To clarify the challenges of Sport as a tool for education regarding to content and methodology, non formal and informal learning process, intercultural learning and impact on local community;
- To create a network of professionals (youth leaders, social workers and Trainers) who work with people with fewer opportunities using those new methodologies and ready to develop new E+ projects raising awareness on personal, social and professional development during the work activity;
- To develop the potential for young people within education and employment;
- To straighten the ETS community in Europe and the world.

Working methodology: The working method proposed by the Trainers will start from a wider point of view, macro areas such as values, education and intercultural dialogue through Sport, to the specific activities such as tools and methods to be held during the daily working life in every NGOs or youth centres when you can make the difference for building a civic society (bottom-up process).



By its very nature sport is about participation. It is about inclusion and citizenship. Sport brings individuals and communities together, highlighting commonalities and bridging cultural or ethnic divides. Sport provides a forum to learn skills such as discipline, confidence and leadership and it teaches core principles such as tolerance, co-operation and respect. Sport teaches the value of effort and how to manage victory, as well as defeat. When these positive aspects of sport are emphasized, sport becomes a powerful vehicle through which the United Nations can work towards achieving its goals.

This report views sport in a broad sense, combined with the values sport carries inside. Incorporated into the definition of “sport” are all forms of physical activity that contribute to physical fitness, mental well-being and social interaction. These include play, recreation, organized casual or competitive sport, and indigenous sports or games.

Sport has an impact on health and reduces the likelihood of many diseases. Sport can be a significant economic force, providing employment and contributing to local development. It is also a key site and natural draw for volunteer involvement. Furthermore, participation in sport supports the preservation of a clean and healthy environment.

The practice of sport is vital to the holistic development of young people, fostering their physical and emotional health and building valuable social connections. It offers opportunities for play and self-expression, beneficial especially for those young people with few other opportunities in their lives. Sport also provides healthy alternatives to harmful actions, such as drug abuse and involvement in crime. Within schools, physical education is an essential component of quality education. Physical education programmes not only promote physical activity, there is evidence that such programmes correlate to improved academic performance. Sport can cut across barriers that divide societies, making it a powerful tool to support conflict prevention and peace-building efforts, both symbolically on the global level and very practically within communities.

When applied effectively, sport programmes promote social integration and foster tolerance, helping to reduce tension and generate dialogue. The convening power of sport makes it additionally compelling as a tool for advocacy



and communications. Sport is a powerful vehicle that should be increasingly considered by the United Nations as complementary to existing activities.

Sport is far more than a luxury or a form of entertainment. Access to and participation in sport is a human right and essential for individuals of all ages to lead healthy and fulfilling lives. Sport – from play and physical activity to organised competitive sport – has an important role in all societies. Sport is critical to a child’s development. It teaches core values such as cooperation and respect. It improves health and reduces the likelihood of disease. It is a significant economic force providing employment and contributing to local development. And, it brings individuals and communities together, bridging cultural or ethnic divides.

The potential of sport as a tool for development and peace is yet to be fully realized. While sport and play are repeatedly acknowledged as a human right, they are not always seen as a priority and have even been called the “forgotten right”.

This report views sport in a broad sense. Incorporated into the definition of “sport” are all forms of physical activity that contribute to physical fitness, mental well-being and social interaction. These include play, recreation, organized casual or competitive sport, and indigenous sports or games. Play, especially among children, is any physical activity that is fun and participatory. It is often unstructured and free from adult direction. Recreation is more organized than play and generally entails physically active leisure activities. Sport is more organized again and involves rules or customs and sometimes competition. Importantly, play, physical recreation and sport are all freely chosen activities undertaken for pleasure.

The concept of “sport for all” is central to this understanding of sport. “Sport for all” initiatives aim to maximize access to and participation in appropriate forms of physical activity. Emphasis is placed on participation and the inclusion of all groups in society, regardless of gender, age, ability or race.

This innovative use is not the creation of new sporting champions and the development of sport but rather the use of sport in broader development and peace-building activities. While in some instances such activities may lead to the



development of sport, the primary desired outcome is to contribute to overall development via sport-related projects.

Many of the core values inherent in sport are compatible with the principles necessary for development and peace, such as fair play, co-operation, sharing and respect. The life skills learned through sport help empower individuals and enhance psychosocial well-being, such as increased resiliency, self-esteem and connections with others. These features of sport are beneficial to people of all ages, but they are especially vital to the healthy development of young people.

Sport, however, is a reflection of society. It should be acknowledged that sport, like many aspects of society, simultaneously encompasses some of the worst human traits, including violence, corruption, discrimination, hooliganism, excessive nationalism, cheating and drug abuse. However, these negative aspects of sport by no means outweigh its potential positive benefits.

Participation in sport has significant physical benefits, contributing to people's ability to lead long and healthy lives, improving well-being, extending life expectancy and reducing the likelihood of several major noncommunicable diseases, particularly heart disease, diabetes and certain cancers. Sport also provides psychosocial benefits, such as fostering social integration and teaching coping mechanisms, as well as psychological benefits, such as reducing depression and improving concentration.

Sport further builds human capabilities by increasing knowledge and contributing to education. Incorporating physical education into the school curriculum and providing opportunities for recreation improves a child's ability to learn, with evidence indicating that it also increases attendance and overall achievement. Sport also educates people about the body, raising awareness and respect for their bodies and those of others, critical for healthy living and the prevention of diseases. Similarly, participation in outdoor sports raises awareness and respect for the environment, teaching people about the importance of a clean and healthy environment.



Sport is also a key component of social life, directly engaging communities. It brings people together in a fun and participatory way. It helps create social relationships, build connections and improve communication between individuals and groups. Sport also mobilizes volunteers and promotes active community involvement, helping to build social capital and strengthen the social fabric.

While sport is essential to human development, it also contributes to economic development. The economic potential of sport is highlighted by its economic weight, resulting from activities such as the manufacture of sporting goods, sports events, sport-related services and the media. In the UK, for example, the value-added of sports activities is estimated to be 1.7% of GDP, with sport-related turnover comparable to that of the automotive and food industries.

Beyond being an economic force in itself, sport is also a potential catalyst for economic development. A physically active population is a healthier population, improving the productivity of the workforce and increasing economic output. Sport and physical activity also provide one of the most cost-effective forms of preventative medicine, with the potential to dramatically cut health care costs.

Sport adds further to economic development by providing a cheap method of improving employability, especially among young people. By teaching core skills essential for the workplace such as teamwork, leadership, discipline and the value of effort, it provides young people with a constructive activity that helps reduce levels of juvenile crime and anti-social behaviour and, in instances of child labour, provides a meaningful substitute to work.

Sport can also be an engine for local economic development and job creation. Sport programmes provide employment opportunities as well as stimulate demand for goods and services. Sport is also an important source of public and private expenditure, such as that spent on infrastructure, during major events and on consumption. Together, these factors result in sport having considerable potential for initiating economic development.

The potential links between sport and peace are also powerful. From international events to the grassroots, sport brings people together in a way that



can cross boundaries and break down barriers, making the playing field a simple and often apolitical site for initiating contact between antagonistic groups.

Consequently, sport can be an ideal forum for resuming social dialogue and bridging divides, highlighting the similarities between people and breaking down prejudice.

The popularity of sport and its convening power further contribute to sport being a powerful voice for communicating messages of peace and site for symbolic public acts on the global and local levels.

Sport is an effective element in community-based initiatives that aim to create sustainable peace. The skills and values learned through sport are many of the same skills and values taught in peace education to resolve and prevent conflict and create conditions conducive to peace, from the inter-personal to the international. Well-crafted sports activities teach respect, honesty, communication, cooperation, empathy, and how and why to adhere to rules. Sport is a powerful way to communicate these values, especially to young people, in a way that is fun and participatory. For refugees, displaced persons, orphans and former child soldiers, sport offers a sense of normality providing structure in destabilizing environments, and serving as a means to positively channel energies.

Sport is more than a practical method to achieve development and peace. The opportunity to participate in and enjoy sport and play is a human right that must be promoted and supported. Sport and play are therefore not only a means, but also an end.

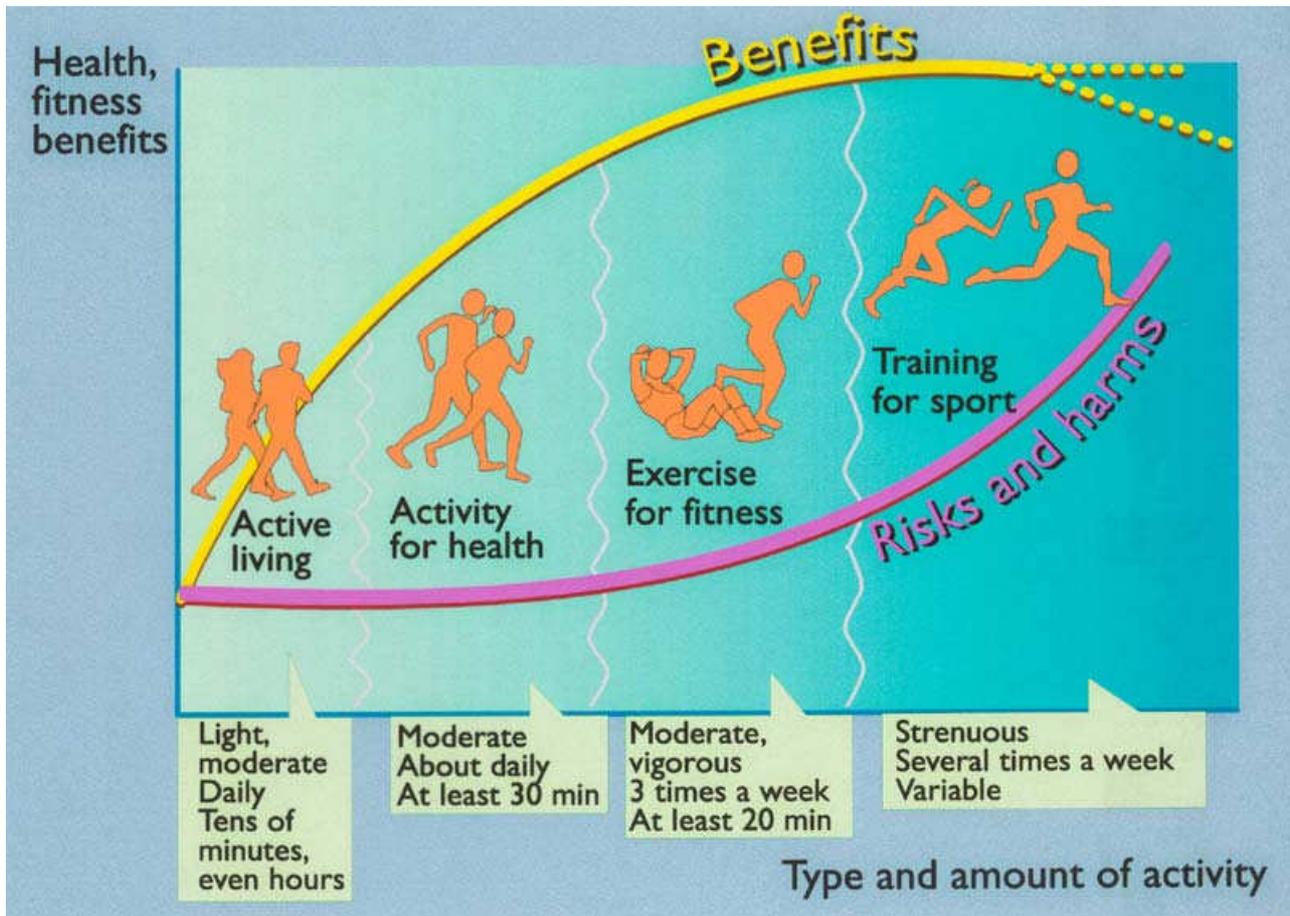
That sport is a human right is explicitly embodied in Article 1 of the Charter of Physical Education and Sport adopted by UNESCO in 1978. The charter states that: “The practice of physical education and sport is a fundamental human right for all.” It stresses that every person is entitled to participate in sport, including especially women, young people, the elderly and the disabled.

Similarly, a child’s right to play is enshrined in Article 31 of the Convention on the Rights of the Child, which recognizes “the right of the child to rest and leisure, to engage in play and recreational activities appropriate to the age of the child.” This article continues, stating that not only do children have the right

to play, they also have the right to the provision of the opportunity to play, requiring states to “encourage the provision of appropriate and equal opportunities for cultural, artistic, recreational and leisure activity”.

In spite of these international instruments, the right to sport and play is often denied. In many cases this is because of discrimination, particularly by gender and ability. It is also frequently due to political neglect of the importance of sport in society, exemplified by the decline in spending on physical education and the lack of appropriate spaces and resources necessary for sport.

However, the facts that access to and participation in sport and play are human rights create the responsibility to ensure these rights are upheld. It places a duty on governments, the United Nations system and others to ensure that the opportunity for participation in sport and play exist, allowing all people to enjoy their right to sport and play.





The correlation between increase in disease and decrease in physical activity requires that sport becomes a priority in policies by governments and concerned stakeholders at all levels and in all sectors.

The economic benefits of a physically active population include improved public health, reduced health care costs and increased productivity, further highlighting the importance of sport and physical activity as a priority for governments and concerned stakeholders.

Care should be given to ensure 'sport for all' and physical activity programmes are appropriately designed and culturally relevant. They should also be inclusive of those groups who receive additional health benefits from physical activity while lacking equal opportunity to participate, especially women, persons with disabilities, young people and older people.

The global Move for Health Day/Initiative should serve as a partnership-based opportunity for developing and/or strengthening global, national and local policies and programmes on physical activity within an integrated framework of noncommunicable disease prevention, health and development.

Sport has a natural place in education, whether the approach used is formal, non-formal or informal. In schools, physical education is a key component of a quality education and can be used to promote schooling among young people. Outside the classroom, sport is a 'school for life', teaching basic values and life skills, important for holistic development.

Sport is also a powerful vehicle for public education, while sporting events can effectively increase awareness and galvanize support and action around key issues (see Sport and Communication).

Sport is an ideal school for life. The skills learned through play, physical education and sport are foundational to the holistic development young people. These skills, such as cooperation and confidence, are essential for social cohesion and are carried throughout adult life (see box).



Sport actively educates young people about the importance of certain key values, such as honesty, fair play, respect for self and through sport others, and adherence to the rules and respect for their importance. It provides a forum for them to learn how to cope with communication, sharing, competition, not only how to lose but also how to win. Sport is a way to learn how to respect the rules, add self-esteem and to build understanding of the value of common bonds. For example, sport can also be used for problem solving, building trust, emphasise understanding and honesty, the importance of diversity, contribute to inclusion and help people. Physical activity in the different forms can also help with the development of connection with others, but in the mean time self-respect, leadership and tolerance. It is also a good way to understand the own identity of the young people and those of others in a global world. It is building huge respect for others and resilience.

Traditional sports and games are also usually lower cost in terms of value of effort, but priceless in terms of teamwork ability, and they are even much more reachable in terms of facilities and equipment than common sports. By them you can also learn how to win and lose, build discipline and confidence.

It is imperative that sport programmes both in and out of school include all people and ensure equal opportunity to participate regardless of gender, ethnicity or ability.

The skills and values learned through sport are especially important for girls, given that they have fewer opportunities than boys for social interaction outside the home and beyond family networks. Ensuring that girls receive equitable access to quality education is central to development. Since achieving education for all and reaching girls who are denied access to basic education means expanding the way education is provided, non-formal forms of provision such as sport-related programmes should be considered.

In Romania for example, few different education programs are using sport to increase school participation among the Roma community. The projects aims to motivate children to regularly attend school as well as improve the gender balance in education by providing an opportunity for girls and boys to participate in sport teams, conditional upon school attendance and academic performance.



Through sport, girls are given the chance to be leaders and improve their confidence and self-esteem. As girls begin to participate in sport, they also acquire new interpersonal links and access to new opportunities, allowing them to become more engaged in school and community life. Sport provides young people with their own space, both physically and emotionally, which is especially important for girls. Sports teams and leagues often provide girls a forum to develop a sense of camaraderie and share time and values with other girls. Providing girls access to sport can also contribute to achieving gender parity in education. Given that sport is a traditionally male domain, girls' participation in sport challenges stereotypes of girls and women, breaking down entrenched attitudes. And, as female athletes gain recognition, they become mentors for others. Sport can be an effective tool for empowering girls and women, given that they are often excluded from participating and enjoying the physical and psychosocial benefits offered by sport. By directly challenging and dispelling misperceptions about women's capabilities, integrated sport programmes help to reduce discrimination and widen the role prescribed to women. In the US, research shows that regular participation in sport correlates to girls being less sexually active, lower rates of teen pregnancy and higher academic performance.

Giving young people with disabilities the opportunity to participate in physical education programmes at school and through community clubs is crucial given the additional benefits they receive from sport and physical activity. The values, transmitted through sport in such target groups are beneficiary both for people with disabilities in order to ensure their proper integration and also for young people without disabilities that will be able to grow their values for accepting the differences. Sport can integrate persons with disabilities into society, providing an arena for positive social interaction, reducing isolation and breaking down prejudice. Sport programmes for the disabled are also a cost-effective method of rehabilitation. They are highly therapeutic, improving motor skills and increasing mobility, self-sufficiency and self-confidence. The Norwegian Confederation of Sport and Olympic Committee (NIF) supports sport programmes for the disabled. For example, in Zimbabwe they are working with the Zimbabwe Olympic Committee and Commonwealth Sport Development Programme (now IDSP), to assist people with disabilities, enabling them to participate in a sport of their choice. Combined karate with vocational training programmes for the



physically disabled in Kenya is another good practice, where over 1 million workers are disabled, in order to help improve motor skills and mobility as well as confidence.

Sport provides an ideal “school for life”, especially when activities are explicitly designed to teach key skills and values and ensure the empowerment of marginalized groups. Due to the negative future impact on public health and health budgets resulting from the neglect of physical education, governments should acknowledge the importance of physical education and show their support by improving the provision of resources, staff training and allocating appropriate amounts of school time to physical education. To achieve broader goals in education and development, sport programmes must focus on the development of the individual and not only the development of technical sports skills.

More than stimulating economic growth, effectively designed sport programmes strengthen basic human capabilities, create connections between individuals, and teach core values and life skills. They are a valuable tool to initiate social development and improve social cohesion, especially when implemented with young people. Together, the benefits from such programmes provide a powerful means to tackle social exclusion, rehabilitate child labourers and integrate marginalized groups into their communities.

In Zambia, “Edusport Outreach International” uses netball, basketball, athletics, aerobics, dance and volleyball programmes to train young people in coaching their peers and to teach life skills to over 10,000 street children, orphans and at-risk youth. The success of this program has led to it being used as a model for programmes in Botswana, South Africa, Tanzania and Uganda.

In Georgia, more than 46,000 children from 2028 schools have participated in regional football tournaments sponsored by government agencies, UNICEF, businesses and NGOs. The matches are designed to encourage a healthy lifestyle for young people, promoting the message that “smoking, drinking and taking drugs can’t compare to the extraordinary high of kicking a winning goal”.

In the UK, a recent report showed that sport programmes in high-crime areas helped reduce juvenile crime, vandalism and delinquency and stopped many young people from re-offending. Factors that contribute to young people turning to



crime include the absence of positive role models, a lack of self-discipline and boredom. Sport can tackle these causes of juvenile crime by helping disaffected youth make positive connections with adults and peers, by integrating them into constructive activities within society and by providing a useful activity for their time. In Brazil, few programs support a detention centre for young people in trouble with the law. After academic classes, they play football, learn judo and practice gymnastics, helping them to channel frustrations and learn new ways to deal with anger.

The relationship between sport and the environment includes both the impact of sport on the environment and the impact of the environment on sport. All sports activities, events and facilities impact on the environment, creating an “ecological footprint”. Although sport is generally not a major cause of pollution, its cumulative impact is significant and can include pesticides, erosion, waste generation and habitat loss. As a result, the negative impact of sport on the environment should always be minimised. In Serbia has been created a Education through sport “green” project, that aimed to provoke the attention of young people of environmental issues and the project has marked substantial interest in the Belgrade youth.

It is also important that sport is pursued in an environmentally sustainable manner given that the deterioration of environmental conditions reduces the health, well-being and living standards of individuals and communities as well as their levels of physical activity. Factors such as waterborne, airborne and soil-borne pollutants and ultra-violet radiation impact negatively on people’s ability and willingness to participate in sport. Conversely, a cleaner environment encourages people to be more connected to the natural environment and to be more physically active. Participation in sport also requires the provision of appropriate, safe and clean places to play, whether specific facilities or parks and open spaces. Maximising participation in sport therefore requires the creation of a clean, suitable and sustainable environment. The inherent link between a clean environment and participation in sport is part of what makes sport a powerful tool for communicating environmental messages and encouraging action to clean up the environment.



In order to maximise the economic potential of sport, development strategies should take an integrated, coherent approach, with emphasis placed on the value of stimulating growth at the local level. Sport programmes aimed at supporting social development must be well-designed, led by trained personnel, focused on the development of the individual, and inclusive of all groups regardless of age, race, gender or ability. Consideration must be given to the potential harm or adverse effects of sport activities on the environment. The positive environmental achievements of sport organizations and the organizers of sports events should be recognized, as this can inspire others to increase their efforts in support of a sustainable environment.

Sport is considered as an international language. Its ability to cross cultures enables sport-related programmes to bridge social and ethnic divides. As a result, sport can be a powerful tool to promote peace, both symbolically on the global level and very practically within communities. The power of sport can be used as both a tool for preventing conflict as well as an element for building sustainable peace. When applied effectively, sport programmes promote social integration and foster tolerance. These core values are the same as those necessary for lasting peace. In post-conflict environments in particular, this can work to reduce tensions and generate dialogue. The use of sport to promote peace is extremely effective in programmes at the community level since they directly involve those affected by conflict and social tension. Sport is often denied in times of instability and yet it offers a sense of normality, especially for young people. Sport programmes provide structure in an unstructured and destabilising environment and serve as a means to channel energies away from aggression or self-destruction. Concurrently, they help build the individual skills and values necessary to avoid conflict and to ensure peace. Various groups benefit particularly from sport for peace programmes: In Somalia, NGO's are working towards promoting peace through sport with programmes that train youth in peaceful conflict resolution skills while doing sports training as well as provide resources and encourage and support inter-district and regional sport-peace tournaments. The aim is to build the capacity of sport while creating a protective environment to help rehabilitate and reintegrate young people living in a post-conflict situation.



On the global level, sport can serve as a compelling symbol for peace. The United Nations General Assembly recognizes the potential of sport to support the building of a peaceful and better world, and since 1993, has endorsed the Olympic Truce in advance of the Olympic Games. Worldwide, there is increasing recognition of the power of sport as an international messenger for peace. Sport has on several occasions successfully brought together the two Koreas, most recently seen at the 2003 Pan-Asian Games when the North and South Korean teams marched side-by-side in the opening ceremony.

In 1997, UEFA made resources available for the campaign against landmines. The campaign has expanded to raise funds and awareness concerning the importance of protecting children in war, particularly against their recruitment as child soldiers and for the legal provisions to protect them. The Pakistani-Israeli tennis pair Aisam ul-Haq Quereshi and Amir Hadad served as positive role models for peace within their countries, known globally as “a two-man peace initiative, with rackets”.

Given that the skills and values taught through sport are compatible with efforts to promote peace, sport activities should be considered as a supportive element of programmes in post-conflict and high-tension areas. It is imperative that sport for peace programmes emphasize the positive values and cohesive potential of sport, and are provided in safe and supportive environments that are enjoyable and pressure-free. Sport-related peace initiatives require responsible and well-trained leadership. As an international language, sport should be considered as a practical means to communicate messages of peace and help find non-violent solutions to problems.

Sport is one of the world’s most powerful communication tools due to its near universal appeal, its convening power and its many positive associations. Together, these features give sport the capacity to reach a range of audiences in a variety of ways, particularly groups that are otherwise difficult to reach. On its own, sport has the ability to communicate messages such as cooperation, co-existence, or how to graciously manage victory and defeat. As a powerful channel to communicate messages, sport can also be an arena to promote community values. Whether a one-off event or a longer-term campaign, sport provides valuable opportunities for both advocacy and the mobilization of communities.



The popularity of sports stars allows them to effectively reach diverse audiences, as well as attract the media's attention. In addition to raising awareness about issues, athletes serving as spokespersons can generate the interest of fellow athletes and team members, and contribute to resource mobilization efforts. Sports events are an ideal forum for reaching large numbers of people, whether at the event or through its media coverage. Methods for raising awareness include using public service announcements, in-stadium videos and banners, half-time shows, publications and linkages on event websites. Globally, sports events can incorporate all of the above elements and provide additional opportunities in marketing and fundraising. Establishing strong relationships with sport federations and associations is an effective way to tap into existing networks and structures on regional and national levels, allowing a large and diverse audience to be reached with values understanding and implementation. As sports organizations work to develop their sport at local levels, NGO's working on the topic can promote and support those areas where the development of sport overlaps with the use of sport for development issues. Furthermore, working directly with sport organizations can lead to positive changes and get them on board, setting high-profile examples for others to follow.

Sport is a particularly effective element to support social mobilization efforts. The convening power of sport makes it a useful tool to gather communities for direct public initiatives. It allows for broad delivery of messages and programmes to a wide range of people at local and national levels, drawing diverse groups of people together in a fun and supportive environment. Whether as an additional element to an existing sports event or as a sports festival specifically organized to support mobilization efforts, sport platforms provide a practical and cost-effective medium to get critical information and programmes to hard-to-reach groups in a comfortable and familiar atmosphere. Public campaigns should have clear strategies and focused objectives, and consideration should be given to the various ways to use sport as a vehicle to send messages. When designing communications initiatives using sport, programme objectives, target audiences and the mediums to communicate must be clearly defined. At the local and national level, sport should also be considered as a highly effective tool to support social mobilization efforts and a practical method of engaging diverse communities



in broader activities, particularly in support of large-scale immunization campaigns or other health initiatives.

The creation of a common framework on sport for values promotion would draw together the full spectrum of actors involved with sport, including government (e.g. ministries for youth, sport, health, finance and others), sports organizations (e.g. sports federations, NOCs, national football associations, sports clubs), sport-related development NGOs, and the private sector. Within this framework, the resources and needs of particular locations should be mapped, communication and consultation between the different actors facilitated, and strategic actions and partnerships planned. A common framework on sport for values promotion should be established at the national level that draws a broad range of actors together in order to create strategic partnerships for programme implementation and assist country-based planning.

“Education through sport” /ETS/ is a non-formal educational approach that works with sport and physical activities and which refers to the development of key competences and core values of individuals and groups in order to contribute to personal development and sustainable social transformation. ETS is a method of developing key competencies in various aspects of life using sport and physical activities. It is a pedagogical approach that uses sport and physical activity as a vehicle to spread a set of values in order to develop specific competences which can improve different fields in/of life. ETS helps to enhance social, cultural, moral, ethical competencies to provide changes at personal, professional and social levels. ETS is a process of learning and teaching using personalised systems to provide skills, knowledge and experience in many aspects of life. It includes a learning process that uses sport and physical activity as a vehicle to implement real life skills and competences for individuals or groups. This is one of the possible approaches that can be widely implemented across Europe and the world.

This report has shown that sport – from play and physical activity to organized and competitive sport – is a powerful and cost-effective way to support values promotion. The many benefits of sport and physical activity are not only enjoyed by the individual, but felt throughout society. There is, therefore, a crucial need for NGO’s, governments and concerned stakeholders to integrate sport and physical activity into policies and programmes across a range of sectors, including health, education, and economic and social development in order to promote

community values. By promoting sport in a strategic, systematic and coherent way, the potential of sport as a tool for values promotion can be realized. When sport is used as an instrument for values promotion it must be implemented in a way that is equity-driven and culturally relevant. Sport programmes must be based upon the “sport for all” model, ensuring that all groups are given the opportunity to participate, particularly those who gain additional benefits such as women, persons with disabilities and young people. Sport programmes must also be designed explicitly to draw out the core skills and values that can be learned through sport. When the positive aspects of sport are maximized, it is a powerful and cost-effective way of supporting a range of development and peace objectives. The time is ripe for all the players at the decision making field to realize the full potential of sport as a viable and practical tool for values promotion.



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