

“Sport is a universal language that can bring people together, no matter their origin, background, religious beliefs or economic status. [...] Sport can play a role in improving the lives of individuals, not only individuals, I might add, but whole communities.”

*Kofi Annan, UN Secretary-General*



# Sport and the Millennium Development Goals



# World Cup 2010: Nation Branding and competing on the global stage



# Physical Education removed from school curriculum



# NGO's filling the gap



UN Office on Sport for Development and Peace, 2001

# **DEVELOPMENT NATIONS AND MEGA SPORT EVENTS**

**“BOXING ABOVE THEIR WEIGHT”?**

***OR***

**UNIQUE OPPORTUNITY FOR DOMESTIC  
NATION BUILDING AND COMPETING ON  
THE GLOBAL MARKET?**



1995



2010



# Sport organisations and corporate social responsibility

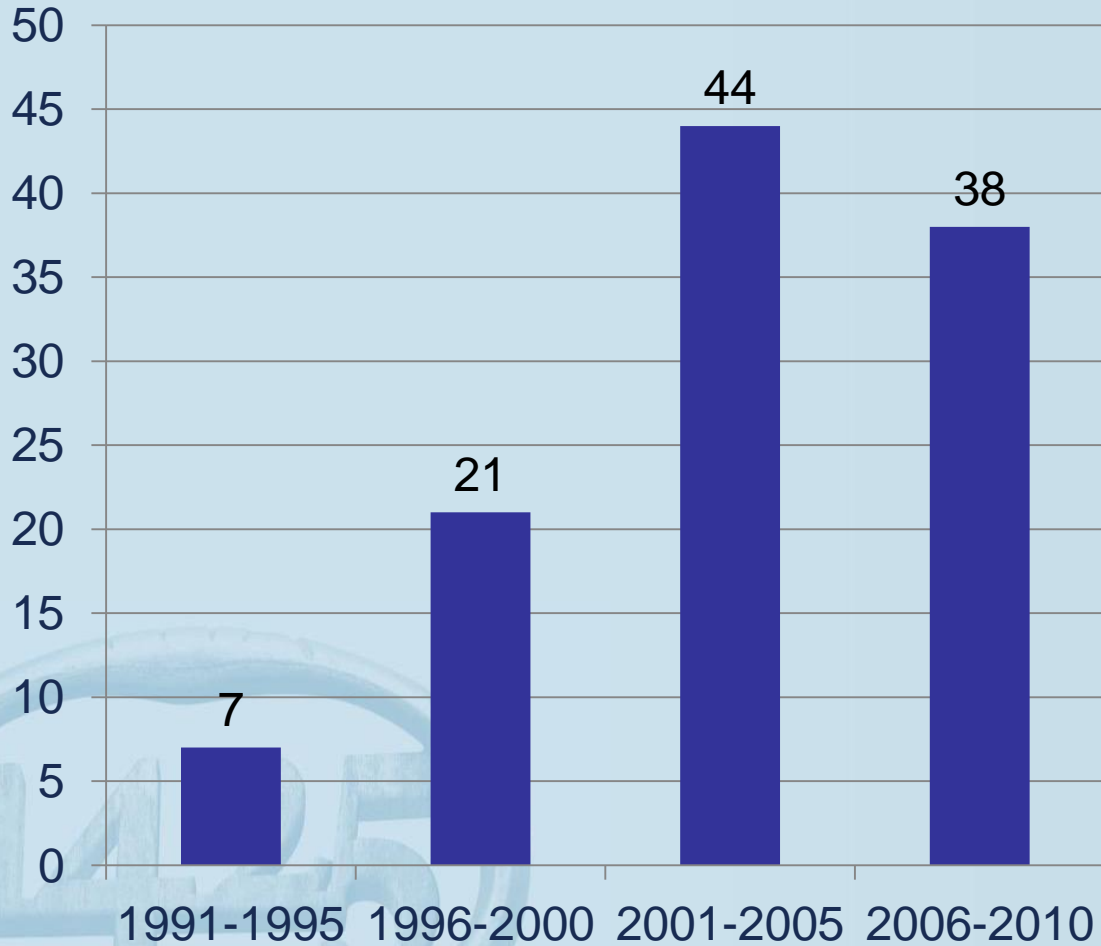




# Physical Education: a right

- The practice of physical education and sport is a fundamental right for all (*UNESCO Charter, 1978*)
- Sport and physical activity improve people's physical and mental health at a low cost and are essential for development (*UN, 2001*)
- Making physical education and sports a part of the schooling system helps young people perform better and improves their quality of life  
(*Maggingen Declaration on Sport and Development, 2003*)

# NGO's on Sport and Development



- Playable
- Grassroot soccer
- Score
- Dreamfields
- Right to play
- Kicking for peace
- ...



# SPORT & DEVELOPMENT

## A role to play for universities?

- Innovative collaborative research
- Education
- Service to global community
  
- Cooperation KU Leuven with
  - Stellenbosch University
  - University of the Western Cape
  - University of Bloemfontein



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INTERDISCIPLINARY CENTRE OF EXCELLENCE  
FOR SPORTS SCIENCE AND DEVELOPMENT

“Sport and physical activity provide one of the most cost-effective forms of preventive medicine”

United Nations Inter-agency Task Force on Sport for Development and Peace, 2003, p. 3



