

EXHIBITION

# SPORT, A FORCE FOR PEACE

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BANQUE  
HAVILLAND

## ABOUT

# PEACE AND SPORT



Peace and Sport is a neutral and independent organisation based in the Principality of Monaco, founded in 2007 by Joël Bouzou, Modern Pentathlon World Champion in 1987, Olympic medallist and President of the World Olympians Association. Placed under the High Patronage of H.S.H. Prince Albert II of Monaco, Peace and Sport acts concretely to demonstrate the unifying, educational and social impact of sport through sports diplomacy initiatives and field programs with the support of Champions for Peace.

Peace and Sport and Banque Havilland share the conviction that peace through sport is not only a belief but has also proven its effectiveness on the field. This exhibition is to mark Peace and Sport's 15th anniversary. It presents Peace and Sport's field programs and events where sport has contributed to achieve peace and development goals.





## NEUTRALITY AS A VALUE

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Peace and Sport's values are naturally anchored into the universality of sport and the neutrality of the Principality of Monaco. Since its creation, the Organisation has benefitted from the unfailing support of H.S.H. Prince Albert II of Monaco and H.S.H. Princess Charlene of Monaco.

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## COOPERATION

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Through structured sport workshops in France, Peace and Sport has promoted social inclusion and cohesion while using the positive effects of sport to develop skills that are useful for professional integration. Champions for Peace, such as the Rugby star Imanol Harinordoquy, are involved from the beginning to the end of workshops, to inspire and support beneficiaries.

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## BASKETBALL LESSONS

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The Friendship Games were created in 2007 to promote inter-cultural dialogue and highlight the power that sport can have in bringing conflicting nations together, especially in the African Great Lakes Region. The 7<sup>th</sup> edition of the Friendship Games, a cross-border sports event designed to promote peace, took place in October 2016 in Rwanda. So far, more than 2,000 young people from Rwanda, Burundi and Democratic Republic of Congo (DRC) have had the opportunity to participate, compete, forge intercultural dialogue and be inspired by Champions for Peace and athletes.

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## SPORT SIMPLE

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For the Friendship Games in 2017, «Sport simple» workshops were held in Bujumbura, Burundi. By adapting the rules of sport and the necessary equipment, e.g. demonstrating how a fishing net can become a volleyball net, or how tyres can be used to make a boxing ring, sport simple solutions can help transmit values to children, giving them an enhanced quality of life and the chance to influence the world around them for the better.

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**INSIDE OUT**

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The 8<sup>th</sup> edition of the Friendship Games marked the 12<sup>th</sup> anniversary of the end of the Burundian civil war. It took place in the city where the ceasefire was agreed upon. Organised in association with the National Olympic Committee of Burundi, the Games saw a host of International Federations come together to drive change across the war-torn lands of the African Great Lakes region.

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**STOPPED IN HIS TRACKS**

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In 2018, an international rugby tournament gave young Malagasy people the opportunity to play against teams from France, the United Kingdom, Kenya and South Africa. Rugby conveys the sporting values of education and social interaction, which enable young people to blossom, become accountable and to assert themselves. In turn, this gives them the motivation to continue their studies and, in the long term, to become responsible for developing their country.

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**INTERCULTURAL  
AND  
INTERRELIGIOUS  
UNDERSTANDING**

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The Friendship Games which were held in Burundi in August 2019 aimed to encourage the use of the Peace and Sport Methodology in extracurricular school programs and – more widely – to encourage cohesion in the Great Lakes region. Champion for Peace Vénuste Niyongabo, Olympic gold medallist in 5,000-metre run, took part in these itinerant Games when they travelled to his hometown of Makamba.

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**AFTER  
SCHOOL**

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In one week, the Games educated dozens of teachers and hundreds of youngsters about Peace and Sport's Methodology, which was designed to foster inclusion, dialogue and respect through sport, throughout a series of seminars for adults and "peace through football" workshops for children. Teachers were trained to use sport to promote positive values such as self-esteem, dialogue and respect, and to encourage beneficiaries to team up.

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## MOMENTS OF JOY

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Since the start of the 2019 school year, Burundian teachers have been conducting weekly peace-through-sport sessions in many schools across the country. Each of the teachers transmitted this methodology in more than 20 schools in the provinces of Gitega, Makamba and Bujumbura during extracurricular activities.

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## DIALOGUE

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By drawing on its cross-cultural status and the work of skilled facilitators and role models, sport has significantly contributed to intercultural and interreligious understanding between communities in the African Great Lakes Region.

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## ROCK PAPER SCISSORS

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Champion for Peace and Olympic gold medalist in the 5,000-metre run, Venuste Niyongabo is committed to giving back to his community by dedicating his time and celebrity to projects which use sport to tackle social issues. He is a role model for the youth of his country.

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## “CAPTAIN ALI”

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In 2012, the Zaatari refugee camp was a response for the Syrian refugees fleeing their country due to the war. Ali Nasser Hussein, aka «Captain Ali» was one of them. Former civil engineering student at the time, he became kick-boxing coach within the framework of the 'Live Together' program, a program which provides development opportunities to the refugees through the practice of sport since 2017, in partnership with international federations.

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**GIRLS ONLY**

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The 'Live Together' program improves the psychological and physical well-being of refugees; it also boosts gender equality by providing opportunities for female refugees. It uses a variety of sporting activities to foster social cohesion among refugees in the Zaatari camp. Two female coaches were trained as an essential support for girls and to provide safe spaces adapted to the socio-cultural context in the camp.

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**CHAMPIONS TO INSPIRE**

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One of the key missions of the Champions for Peace committed to Peace and Sport is to bring inspiration to young people. Since the beginning of the program, Aya Medany, Vice-World Champion in Modern Pentathlon, Member of the IOC Athletes Commission and Champion for Peace, has headed workshops for youngsters adapted to local resources and shared her experience as women and high-level athlete.

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**NEVER  
GIVE UP**

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As WAKO World Kickboxing Champion and Champion for Peace, Zsolt Moradi provided training sessions for the kickboxing coach and children in the 'Live Together' program. One of the many Champions for Peace who have been sources of inspiration and role-models, making a meaningful contribution to the 'Live Together' program over the last five years.

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**FOOTBALL  
LEGEND  
AND  
PEACE  
ADVOCATE**

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In 2005, after leading his country – Côte d'Ivoire – to qualify for the 2006 World Cup, Didier Drogba and his teammates launched an appeal for his country to lay down their arms in the midst of civil war. Two years later, in 2007, he set up the Didier Drogba Foundation to facilitate health and education for the most vulnerable communities. A true man of peace, he has greatly helped the organisation's field programs, notably with young people in Colombia, and he became Vice-President of Peace and Sport in 2018.

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**JUMP**

Since 2018, Peace and Sport has collaborated with Colombian institutions to develop peace-through-sport programs to help building a more inclusive and peaceful country. To this end, Didier Drogba met young people in Cartagena, Colombia to share his experience and sport's unifying values. The activities were organised in partnership with the NGO 'Fútbol Con Corazón' which combats drugs and violence in Colombia and Panama through the establishment of soccer academies training youth, while encouraging them to make healthy life decisions.



**THE CALM BEFORE THE MATCH**

Built on a «bottom-up approach», the Peacemakers Project uses the Peace and Sport Methodology to transmit peace values over 3 continents in partnership with field partner organisations. Since its inception, 5 footballs clubs in Usme, a rural area of Bogota, and dozens of educators use the Peace and Sport Methodology while the program has benefited hundreds of children in vulnerable situations. The information and feedback on the program from the field has enabled Peace and Sport to adapt its actions to the needs of the target population and start to measure the impact of sport-based initiatives in Colombia.



**GIRLS  
ON  
FIELD**

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COP Colombia, implementation partner organisation of the Peacemakers Project, has been a long-standing partner of Peace and Sport in the common quest of empowering and improving the quality of life of the most vulnerable Colombian youngsters, and especially young women and girls.

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**TEAMING UP  
FOR PEACE**

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In 2021, the first edition of the Friendship Games in Colombia celebrated the first 6 months of the Peacemakers Project. The Games brought together more than 300 children from Medellin and Bogota and they effectively demonstrated that sport can be an innovative approach to peacebuilding in post-conflict areas.

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## ALAFIA

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ALAFIA, which means «peace» in the Yoruba language, is a project carried out by Terres en Mêlées Burkina and Togo en Mêlées, partner organisations from the Peacemakers Project. Rugby is used as a tool to prevent discriminatory behaviour, promote gender equality, and transmit peace values to youth.

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## TAEKWONDO AT SUNSET

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Created by Taekwondo Champion Aminata Makou Traore Sy, the Association for the Promotion of Youth and Sports' mission is to create a framework for the development and fulfilment of young people and future generations through the promotion of sport-based activities. Since May 2021, the organisation has been part of the 'Peacemakers Project', an international program led by Peace and Sport.

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**GIANT  
WHITECARD  
IN RHODES,  
GREECE**

In August 2013, the United Nations declared April 6 as the International Day of Sport for Development and Peace (IDSDP) – a decision that represented a historic step in recognizing the transformative power of sport. This day is commemorated globally each year to highlight that sport is a vehicle for development and peace in areas made vulnerable by conflict, poverty and inequality. In 2014, Peace and Sport launched the worldwide #WhiteCard digital campaign and the [www.april6.org](http://www.april6.org) platform to create a global movement for the International Day of Sport for Development and Peace.

**PROMOTING  
PEACE  
THROUGH  
THE  
WHITECARD**

The latest editions of IDSDP (International Day of Sport for Development and Peace) were celebrated by Governments, Heads of State, international organizations, international federations, National Olympic Committees, Champions for Peace and Olympians worldwide. In 2018, the 5<sup>th</sup> edition of the digital #WhiteCard campaign was launched in Cartagena, Colombia, by H.S.H. Prince Albert II of Monaco, the President of the Republic of Colombia and 2016 Nobel Peace Prize-winner, Juan Manuel Santos, the Colombian Minister of Foreign Affairs, María Angela Holguín, Champion for Peace Didier Drogba, and President and Founder of Peace and Sport Joël Bouzou.



**COLLECTIVE  
WHITECARD**

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Holding up a #WhiteCard, just like a referee, has been recognized as the symbol of the peace-through-sport movement. So far in 2022, an audience of more than 171 million people has been reached by the campaign, including beneficiaries of the Olympic Foundation of Guatemala, a Peace and Sport Award winner.

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**TEAM  
WORK**

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Many of Peace and Sport's Champions for Peace hold events to mark the International Day of Sport for Development and Peace and promote Peace and Sport's #WhiteCard campaign. In 2017, Russian Olympic long jumper and Champion for Peace Yelena Isinbayeva organised sporting activities for children in a social centre in Volgograd, Russia.

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# SUPPORT OUR ACTIONS

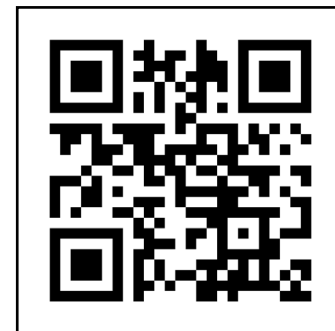
Driven by a 15-year expertise on the Field, Peace and Sport and its local partners implement high-impact programs able to provide effective and sustainable answers at the service of peace. 100% of the donations that we receive are allocated to our Peacemakers project.

First Name: ..... Last Name: .....

Phone number: .....

Amount of your pledge: .....

Or donate directly on Peace and Sport's website



Your donations can make the difference: BE PART OF WHAT MATTERS!

## PEACE MESSAGE

After the invasion of Ukraine in February 2022, Peace and Sport invited everyone to demonstrate their commitment to dialogue by signing the statement 'Sport as a force for peace' and raising a #WhiteCard, the symbol of peace-through-sport. Athletes worldwide have taken part in multiple activities to promote peace, including from Russia and Ukraine, providing powerful examples. In the midst of the war, 2015 Peace and Sport Award winner Victor Maziarchuk raised his WhiteCard in Kyiv as a symbol of hope and peace.





BE PART OF WHAT MATTERS



[peace-sport.org](http://peace-sport.org)  
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