



World Sports Values Summit for Peace and Development

Meeting Report



United Nations
New York City
May 22-24, 2014

The Power of Youth and Sports for Peace and Development

Sport is an extraordinary vehicle for bringing people together and offers precious opportunities to emphasize values too often clouded in our modern society. Sport, in its many forms, has a large potential to promote physical and mental well-being, overcome cultural divides, build community, and advance peace and the common good. Sport highlights what humanity shares and what can be achieved in an inclusive environment. Throughout the world, young people are embracing sport as a tool to help reach personal, community, national and international development objectives as well as address some of the challenges that arise from humanitarian crises in both conflict and post-conflict settings.



“Sport is increasingly recognized as an important tool in helping the United Nations achieve its objectives, in particular the Millennium Development Goals. By including sport in development and peace programmes in a more systematic way, the United Nations can make full use of this cost-efficient tool to help us create a better world.”

—Ban Ki-moon, *United Nations Secretary-General*

“At Magic Bus, sport is the catalyst that continues to power 250,000 children and youth each week in their daily struggle against poverty. It is what fuels them to make positive choices in the areas of gender equality, health and hygiene, education, and livelihoods. Magic Bus helps drive 70% of dropouts back to school and 98% of adolescent girls in the program continue their education through secondary school.” —Rahul Brahmabhatt, *Director of Magic Bus USA*

“Sport has a crucial role to play in the efforts of the United Nations to improve the lives of people around the world. Sport builds bridges between individuals and across communities, providing a fertile ground for sowing the seeds of development and peace.”

—Wilfried Lemke, *Special Adviser to the Secretary-General on Sport for Development and Peace*

“Through games and sport children learn about the value of the MDGs. Over 280,000 participants throughout Mexico, US, Argentina and Guatemala have gone through our program, resulting in better citizens and empowered young people”

—Dina Buchbinder, *Founder & Executive Director of Deportes para Compartir*

“Through football we can take South African youth off the streets, off drugs, give them tangible role models and create jobs by harnessing the unique power of sport. With 40,000 monthly players, 5000 games donated in 2013 alone and over 100 jobs created, the sky is the limit for Fives’ potential impact.”

—Adam Fine, *CEO Fives Futbol*

“Today, Afghan women are participating in sports despite the obstacles faced in their lives, and by doing so, are transforming the role of women in society for their generation and for generations of women to come.”

—Awista Ayub, *Author of Kabul Girls Soccer Club*

Sports captures energies and imaginations; it also highlights core values that are often universal. Sports is thus a powerful tool for the critical global goals of peace and development.

On May 22–23, 2014, at the United Nations in New York, a Summit explored how to translate the ideals embodied in sports and the practical promise of experience with projects around the world into broader and deeper programs.

The summit was hosted by the International Sports Promotion Society (ISPS), Worldwide Support for Development (WSD), the United Nations Alliance of Civilizations (UNAOC), and the World Faiths Development Dialogue (WFDD). It featured young leaders and athletes and a multi-sector group of leaders and thought leaders.

The summit was the third of a series of annual summits whose aim is to advance the positive roles of sport in peace and human development. A fellowship for young leaders is part of the endeavor.

This report provides an account of the rich discussions at the Summit, with a focus on the many action suggestions and reflections on the significance of the core values that sports embody.

—*Dr. Haruhisa Handa, Lord Moynihan
His Excellency Nassir Abdulazziz Al-Nasser
Katherine Marshall*



Contents

About the Summit	4
The ISPS Handa Young Leaders Sports and Development Initiative	4
The Organizing Committee Chairs	5
Summit Schedule	6
Key Findings from Summit Proceedings	
Opening Ceremony	7
Panel Sessions	15
1. Challenge: Moving from Inspired Ideas to Inspiring Action	
2. Sport as an Essential Component to Development	
3. Breaking Glass Ceilings through Sports	
4. The Transformational Potential of the Tokyo Olympics and International Sporting Platforms	
5. Sports and Peace Building	
6. Inclusion and Diversity through Sports	
Closing Ceremony	21
Declaration: WSVS at the United Nations	23
Young Leaders' Vision for 2020 Tokyo Olympic and Paralympic Games	26
Attendee Profiles	27
Organizing Committee	38

About the Summit

The World Sports Values Summit for Peace and Development forms part of a series of annual international symposia aimed at highlighting the positive roles that sport can play in furthering the cause of peace and human development. The goal of these gatherings is to facilitate a visionary and rigorous conversation among young athletes, leaders, academics, and experts about the values that the world of sport can advance.

Founding Members. Dr Haruhisa Handa, Founding Chairman of WSD and ISPS, Lord Colin Moynihan, Chairman for the British Olympic Association for London 2012 and Former Minister for Sport in Margaret Thatcher's Administration, Katherine Marshall, Executive Director of World Faiths Development Dialogue.

Hosts. International Sports Promotion Society, Worldwide Support for Development, United Nations Alliance of Civilizations, and World Faiths Development Dialogue at Georgetown University.

Support. Pacific Forum CSIS Young Leaders Program.

Participants. The Summit featured 25 young leaders and athletes. They included several outstanding participants from the London Symposium and Tokyo World Sports Values Summit. Additional participants play recognized leadership roles relating to sports values, are part of a university or youth leadership networks such as the World Economic Forum and CSIS Pacific Forum, or hold elected leadership positions within youth organizations.

Twenty-five experts and distinguished guests participated as speakers and panelists. An open invitation was extended to the United Nations Alliance of Civilizations' Group of Friends, a community of countries and international organizations, which actively promotes the Alliance's objectives and work at the global, regional and local levels, as well as worldwide.



The ISPS Handa Young Leaders Sports and Development Initiative

The World Sports Values Summit for Peace and Development launched the ISPS Handa Young Leaders Sports and Development Initiative. The Initiative's purpose is to encourage young leaders to pursue their commitments and dreams to connect sport, peace and development. A select group of up to five young leaders will receive a grant to either begin new research or to further progress current development programs.

Lord Colin Moynihan and Katherine Marshall will serve as mentors and, in collaboration with the Berkley Center for Religion, Peace, and World Affairs at Georgetown University, review young leader proposals and oversee the development of the Initiative. An Ambassador will also be appointed to the Initiative and will work alongside the mentors and young leaders. The Ambassador for the Initiative will be announced at the Summit. The mentors will work with the Initiative's Ambassador to review applications submitted and select the grant recipients. Grant recipients will be announced in Autumn 2014.

The young leaders involved in this year's Summit were invited to help shape the Initiative to ensure their vision and desired outcomes are included. Research proposals will be shared online and through personal presentations with global audiences. The Initiative and the specific projects highlighted will improve the network and knowledge base of young leaders working in the field of sport for peace and development across the world.

The Organizing Committee Chairs

H. E. Mr. Nassir Abdulaziz Al-Nasser

is currently the United Nations High Representative for the Alliance of Civilizations. Prior to this role Mr. Nassir Abdulaziz Al-Nasser was the President of the Sixty-Sixth session of the United Nations General Assembly. A veteran diplomat, Mr. Al-Nasser has the rank of Minister, granted by His Highness the Emir of the State of Qatar. He has contributed to advancing the multilateral agenda in the realms of peace and security, sustainable development and South-South cooperation over a career spanning nearly four decades.



Dr. Haruhisa Handa is chairman of the International Sports Promotion Society and the Worldwide Support for Development. He chairs the International Foundation for Arts and Culture and sponsors worldwide art expositions. He was recognized for his contributions to the Cambodian nation through an award from the Kingdom of Cambodia in 2003.

Katherine Marshall is a senior fellow at the Berkley Center for Religion, Peace, and World Affairs, where she leads the Center's program on Religion and Global Development. After a long career in the development field, including several leadership positions at the World Bank, Ms. Marshall moved to Georgetown University in 2006, where she also serves as a visiting professor in the School of Foreign Service. She helped to create, and now serves as, the Executive Director of the World Faiths Development Dialogue.



Lord Colin Moynihan was a Rowing Silver Medalist in the 1980 Olympic Games, a Gold Medalist in the Lightweight Rowing World Championships in 1978 and a Silver Medalist at the 1982 World Championships. He was Chairman of the British Olympic Association for the London 2012 Olympic Games and was awarded the International Olympic Committee's Olympic Order of Merit. Lord Moynihan is a Director of Rowan Plc. and Chairman of Hydrodec Plc. He is an active member of the House of Lords.

Summit Schedule

May 22nd

10:00-13:00

Opening Ceremony

H. E. Mr Nassir Abdulaziz Al-Nasser,
UN High Representative for the Alliance of Civilizations
Dr. Haruhisa Handa, *Founding Chairman of WSD and ISPS*

Opening Address: "The Olympic Truce"

Lord Michael Bates

Special Discussion:

"Professional Athletes and Sports Values"

Lord Colin Moynihan, Mike Tindall and Rob Stull

Break (11:50-12:20)

Special Discussion:

"Opportunities that Sports Provides Youth"

Katherine Marshall, Ambassador Cynthia Schneider,
Zaid Mohseni and Chris McDonald

13:00-15:00

Lunch

Keynote: John Marks, *CEO of Search for Common Ground*

15:00-16:30

Panel Sessions

1. Challenge:

Moving from Inspired Ideas to Inspiring Action

2. Sport as an Essential Component to Development

3. Breaking Glass Ceilings through Sports

16:30-16:45

Break

16:45-18:15

Panel Sessions

4. The Transformational Potential of the Tokyo Olympics and International Sporting Platforms

5. Sports and Peace Building

6. Inclusion and Diversity through Sports

19:00-Late

Opening Dinner

May 23rd

10:00-13:00

Closing Ceremony

Peter Phillips, *Member of the British Royal Family and Managing Director of Sports & Entertainment Ltd.*

Panel Discussion Presentations by Young Leaders

Summit Outcome

Katherine Marshall and Lord Colin Moynihan

Break (11:20 - 11:50)

Formal Launch of the ISPS Handa Sports and Development Fellowships

Katherine Marshall and Dr. Haruhisa Handa

Final Greetings

H. E. Mr. Nassir Abdulaziz Al-Nasser, *UN High Representative for the Alliance of Civilizations*
Dr. Haruhisa Handa, *Founding Chairman of WSD and ISPS*

13:00-15:00

Closing Reception

15:00-Late

Young Leaders' Caucus and Dinner

May 24th

9:00-13:00

Young Leaders' Caucus with Ralph Cossa

Opening Ceremony



Opening Ceremony

The Summit was officially opened by **H.E. Mr. Nassir Abdulaziz Al-Nasser**, the High Representative to the United Nations Alliance of Civilizations (UNAOC).

Dr. Haruhisa Handa gave the opening address:

Dear colleague Mr. Nassir Abdulaziz Al-Nasser, Your Excellencies, friends, ladies and gentlemen:

I am so pleased that this day has arrived so that I may welcome this remarkable group of old and new friends, in this very special home for all peoples. The United Nations stands as a living symbol of the finest hopes and resolves of the human family: to live together in peace and to work together so that every human being who is born has the chance to thrive in an environment of respect and love. It symbolizes the finest collective hopes and dreams of what we can be if we work together.

Let me speak briefly as we open this Summit about why I, and the organizations I work through, are lending our support, and what we hope to accomplish through this series of Summits.

In 2012, as the London Summer Olympic Games approached, I was deeply impressed by the potential of these and other global sporting events to further the most fundamental goals exemplified in the United Nations Charter, as well as in the world's great religious traditions. I am a man with many interests and passions, among them a love of sports. But I am also deeply committed to doing what I can to support the world's poorest people to develop. Education is the most sacred and demanding responsibility we have. And the joys of culture and art make life worth living. The Olympic movement puts a sharp focus on the core values of excellence, friendship, and respect. It highlights both the striving of an individual to be the very best that he or she can be, the social demand to keep on improving no matter what, and the demands and beauty of teamwork.

The Olympic movement is also linked tightly to the concept of peace, through the ancient tradition of the Olympic Truce. This magnificent tradition lives on today, at least in theory. At a time when there are many fires of conflict burning in the world, we need the spirit of truce. With schoolgirls from Nigeria still held captive, tension in Thailand, brutal war in the Central African Republic, Syria, and South Sudan, the values of harmony that

Opening Ceremony



are embodied in a collective commitment to excellence are needed more than ever before.

The Special Olympics and Paralympics highlight the deep and broad significance of these sporting values. Excellence is critical but participation even more so. Diversity is the essence of human achievement.

And finally, great sporting events are largely, though happily not entirely, the province of youth. Young leaders excel and show the way to the future. They accept no limits and find great joy in many games. I am convinced that we need to listen to young people more, and support them in developing their skills and pursuing their dreams. Young sports leaders are heroes the world over, showing what can and must be done to move ahead.

Thus, reflecting on my experience working in Japan, Cambodia, Laos, South Africa, the United Kingdom, Albania, and many other regions, I was convinced that there is great potential in linking the search for world peace to arts and culture, to the demanding pursuit for social justice, and to sports. Thus we launched a series of summits, of which this is the third. It is my hope that this effort, linking continents across the world, young and old, arts and sport, development and peace, will contribute to new thinking and to making the ideals and values of the Olympic movement come alive.

Looking more specifically towards our two days together, I have many hopes but would emphasize three at the outset.

First, young leaders involved in the three Summits are remarkable for their energy, insight, courage, and ideas. This Summit highlights their roles, both in reflecting their experience but still more in helping us to build on a network of these young leaders in the future.

Second, the remarkable participants that have come from many sectors: arts, sports, development, education, and others. By working together we hope to generate inspiring new ideas.

And third, since the previous Summit in Tokyo in July 2012, Tokyo has been selected for the 2020 Summer Olympic Games. This is the ideal time to reflect on how Tokyo can host the most remarkable Summer Games ever. This coming event will highlight Japan's strongest values and Japan's 21st century leadership roles. We look to you, here, to help in shaping ideas.

A very warm welcome to you! We look forward to learning from each and every one of you here.

Opening Ceremony

Mr. Al-Nasser highlighted sports values as a new focus area for the work of the UNAOC in his opening address.

Excellencies, Distinguished Guests, Ladies and Gentlemen:

It is a great pleasure for me to be addressing you today, as the U.N. High Representative for the United Nations Alliance of Civilizations. I would like to start by thanking the World Sports Values for Peace and Development Committee as they are co-organizing this event.

In particular, I would like to recognize my colleagues, Dr. Haruhisa Handa of the International Sports Promotion Society, Lord Colin Moynihan of the British Olympic Association and Ms. Katherine Marshall of World Faiths Development Dialogue. It is an honor to be speaking amongst all of you so we can speak in one voice in support of sport values and the role these values can play in peace and stability.

You might have, at some point in casual conversation, heard someone question the importance of sports. I know I have. "It's just a game", some will say. "Why do people care so much about who wins or loses?" History reveals to us that sports have been the most popular recreational activity of our oldest ancestors. The very beginnings of international recognition

of sports are alleged to have been at the Olympic Games in Greece. These ancient athletic competitions represented victory, politics, and the spread of culture. Yes, sports have a deep link with ancient civilizations. The ancient Greek Olympics were more than just a celebration of athletic ability; they were rooted in religion and unified those who were honoring their beliefs.

Since then, the games have expanded worldwide. Now, sports unify those of all faiths, all cultures, and all languages. Today, sports teams transcend physical, cultural and educational borders. Individuals from different nations congregate to play on the same team for the same cause, as we see in contemporary games. We recognize that sports convey values such as discipline, sacrifice, solidarity, courage and ethics. These are many of the same values that started the very idea of sports and competitive play so many centuries ago. They exist still today, and they are more important than ever - particularly in the resolution of significant global issues.

Many worldwide challenges, especially those related to peace building, global cooperation and diverse communication and dialogue, have direct implications on human development, sustainability, and harmony among the world's people. As human beings, we are inherently different in many ways.



Opening Ceremony

However, we also share similarities —mutual interests, passions and talents that we are often blind to under the glaring dissimilarities that we cannot seem to overcome. These differences result in disparities—educational, cultural and communicative barriers that separate us and deepen the rifts that keep us from living in harmony. Sports, I feel, have the power to change this.

This is why, as High Representative of the UNAOC, I have recently incorporated “sports” into the key priority areas of our initiative. It is crucial that we cease to dwell on our differences and, instead, use our common interests, skills and powers to foster international inspiration and break down the barriers that continue to divide us. In light of this, the UNAOC has signed two Memoranda of Understanding (MOU) related to sports activities. The first one with the Goals Doha, a major platform for world leaders to create initiative for global progress through sport, where it was agreed to advance the promotion of dialogue, understanding, peace and development through sport. The second one with the Qatar Olympic Committee, whereby it was agreed to carry out joint projects and activities with a view of promoting peace and development through using the power of sports. That diversity should be utilized as a tool for knowledge-sharing in addressing global issues and setting the stage for the Post 2015 Development Agenda of the United Nations.

During the signing ceremony which took place in Doha, Qatar, I stressed that sports, arts and music which are essential elements for development, lie at the heart of the Alliance of Civilizations’ mission that aim at fostering the culture of peace through these collective expressions of human values.

I am proud to announce that the UNAOC will also be partnering with Dr. Handa’s initiative, the International Sports Promotion Society, to kick-start this priority area and explore the power of sports as a tool for fostering cross-cultural communication.

After one year of reflection, my team and I are very pleased to introduce our new SMARTE Alliance program. It is a reflection of our engagement in the fields of Sports, Music, Arts and Entertainment, to explore ways in which the UNAOC and the entertainment industry with the commitment of celebrities can join forces to raise awareness and mobilize public support for Peace and Development. I invite you to look at this program and its strategies that constitute the first step toward a blue print to advance the mission of the UNAOC.



We must look to the world of athleticism to find constructive strategies on how to overcome today’s challenges. I believe that this can be drawn from one of the most prominent principles of modern-day athletics: just and fair play. Imagine if the entire world was like this. A global community in which anyone could “play” the game; social inclusion would not be determined by size, color, race, language, faith or anything else. One would participate simply because of his or her interest, passion and skill. The love of the game would unify all individuals, all teammates. Nothing else would matter.

We see further evidence of this in the Paralympics. The Paralympic Games offers a unique experience similar to that of the Olympic Games to physically disabled athletes who share the same passion for sports. Since its inception, other organized games have been formed to accommodate athletes with intellectual and hearing disabilities as well—via the Special Olympics World Games and the Deaflympics. Initiatives such as these unite people with resources and opportunities—they look past the disabilities and connect communities.

Opening Ceremony

This is the meaning of inclusion and this is the dynamic that we must adopt and set forth into other important areas of human development—be it in education, professional opportunities, the delivery of health and human services, sustainability, and even at the political table. It should be our interests, our talents and our passions that unite us. Our natural differences of gender, race, faith or anything else should not determine our level of opportunity.

I applaud all efforts deployed at the last year's Summit in Tokyo. The ideas of unifying civilizations through sports via the ancient values from the Olympic Truce, empowering young female leaders through the principles of athleticism, combining sports with arts and the media, viewing sports through the lens of entrepreneurship, and promoting the Olympic and Japanese values for positive change and development worldwide are innovative strategies that may just be the answer to building peace.

I want to salute here Yasmine Al-Sharsani, the rising star in Qatar's national golf team and the first female golfer, winning the Award Qatari Business women 2013. I would also like to personally recognize each of my three partners for their organizations' efforts. Dr. Haruhisa Handa and the International Sports Promotion Society seek to assist in all charitable causes across the world of sports. ISPS' recent mission to develop the sport of blind and disabled golf through the founding of the first Blind Golf Club has played an integral role in furthering this sport and working to make it an official component of the Paralympics.

Lord Colin Moynihan and the British Olympic Association have a vision of "transforming British lives through the power of the Olympic values and success of Team Great Britain". The BOA works to preserve and promote the values and traditional of the Olympic Movement, in adherence with the Olympic Charter. Katherine Marshall and the World Faiths Development Dialogue, a non-profit organization focus on religion and global development, promote exchange between prominent world leaders in the areas of religion and development. It seeks to support forward-thinking dialogue—an objective we all share through our different approaches.

The efforts of my partners bear further testament to the fact that, though our missions are diverse, the underlying principles which propel these goals are all interrelated. They are all based in ethics, and they all support the values of respect, excellence and friendship, as set forth by the Olympic Tradition.

Now, I should not let it go unmentioned that though these dynamics and principles I have just mentioned are characteristic to sports overall, not everyone plays by the rules, all of the time. The idea of "fair play" mentioned above is one that has come under ethical fire on more than one occasion in the realm of sports. The sportsmanship model is founded on the notion that sports foster character development—which, in turn, influences the morality of the surrounding community. With athletes as prominent figures, as role models and heroes, how they compete can have great impact not only on their own moral characters, but also on the ethical behavior of those around them.

Yes, being part of a team means that your fellow mates are your equals, they are your priority. You depend on and protect each other. There must, however, be a stress on ethics which creates a culture where it is okay to help a struggling teammate get the help he or she needs.

Ladies and Gentleman, I am very proud that my country Qatar will host the 2022 FIFA World cup! We are a small country, but we can accomplish great things! That is what all of us are here to do today. As leaders, academics, politicians, professionals and athletes, it is our responsibility to share and explore the values that sports - our mutual interest - can advance. We must adhere to the aforementioned three values of respect, excellence and friendship to address the issues related to human development and youth. This can be done by creating mentorship between you—the athletes and prominent sports figures—and the youth. THIS is the positive influence that needs to be emphasized, not the negative ones

"It starts with complete command of the fundamentals. Then it takes desire, determination, discipline and self-sacrifice. And finally, it takes a great deal of love, fairness and respect for your fellow man. Put all of these together—and even if you don't win, how can you lose?"

I wish you all, along with our young athletes, a very successful summit! Thank you.



Mr. Anders Johnsson, Secretary-General of the Inter-Parliamentary Union, reflected on how sports can help unify people, even in the most conflicted political situations. He also acknowledged that sports can sometimes result in disputes, and it is important to learn from these occasions.



"It is not the Olympic Truce which is deficient, but our response to the Truce that is insufficient." —Lord Bates

Opening Address

Lord Michael Bates, Government Whip of British House of Lords, followed the welcoming remarks with an opening address regarding the Olympic Truce. Through a video, Lord Bates showed the remarkable journey he took from Olympia to London, on foot, to spread awareness of the Olympic Truce. He highlighted people's tendency to anticipate conflict and negative outcomes rather than imagine peace. Lord Bates emphasized that the Olympic Truce was not simply a part of the ancient Olympic Games, but was the whole point of the Games. In the modern Olympic Games, the idea of coming together as Olympians and leaving your national identity behind often tends to only occur during the closing ceremony of the Games. Lord Bates also reflected on the complementary nature of the United Nations' founding charter and the Olympic objectives.



“If you give someone a chance, they can create their own dreams.

That’s what sport can do.”

—Mike Tindall

“Sports must maintain absolute vitality, excellence, integrity and good governance.”

—Lord Moynihan

Special Discussion: “Professional Athletes And Sports Values”

Lord Moynihan opened with a discussion of how the values of excellence, friendship and respect have developed over the last hundred and fifty years of sport. He acknowledged how far women’s sport has advanced, with women now fully integrated into the sporting arena. However, progress still needs to be made at the organizational level as this remains a male-dominated area.

The professionalism of sport has changed significantly over the past 20 years as well, with sport now a major contribution to the economies of the world. Sport is an integral part of all governmental departments, particularly health and youth. This adds to the pressure placed on athletes to win at all costs. There is also pressure on governments to provide better frameworks to support the athletes, but currently these often fail to adequately allow the athletes’ voice to be heard.

Sports are about ability and recognizing that Paralympians and Special Olympians are also accomplished athletes. The progress that sport has made in improving the understanding of disabilities should overflow into society’s striving towards equal rights for all.

Rob Stull, Olympic Modern Pentathlon Medal Winner, Former Member of the US Olympic Committee and Executive Committee, and Executive of World Olympians Association, outlined Pierre de Coubertin’s vision for creating better, well-rounded people through the Olympic movement. The common vernacular is that a professional

athlete is someone who earns a significant amount of money, not someone who devotes his or her life to achieving his or her goals. This is why it is important to embrace Coubertin’s vision to not just create better athletes but to create better human beings.

Mike Tindall, rugby player and former Captain of the English team, echoed the need for professional athletes to balance winning with being ethical. He also emphasized the importance of having the ability to move on from the competitive nature during a game and be friends post-match. Additionally, professional sports often have influence beyond the playing field or each match. For example, when the English rugby team won the World Cup in 2004, there was a huge uptake in rugby at the grassroots level.

Panelists also discussed the question of funds allocation for sports. Is too much money dedicated towards professional sports and not enough towards grassroots programs? Rob Stull shared his experiences of collaborative efforts made within the United States, and Mike Tindall reiterated the need for a balance between adequately funding all sectors from the top level through to community efforts. Lord Moynihan also highlighted how politicians enjoy the success story of gold medals and will often cut funding to under-performing sports or from investing in the pipeline of young athletes.

Lord Moynihan concluded the Special Discussion by highlighting the status the International Olympic Committee has as an observer at the United Nations, and the potential for that relationship to enable member states to benefit at the grassroots level.



"I think it's easy in our earnestness in development, in conflict prevention, to forget about the importance of fun." —Cynthia Schneider



Special Discussion: "Opportunities That Sports Provides Youth"

The potential contributions of sporting activities to world peace and development was the theme of a discussion moderated by **Katherine Marshall**. Afghanistan offers an example where sport is contributing to achieving these aims. Highlights of the introduction were:

In contexts of conflict, violence, and fragility, sport programs face diverse and various challenges. While some may overlook sports in such fragile states, sports can play a role in mitigating violence and building stability at various levels of society.

- Equity goes beyond equal distribution of income; it is about fairness and a "level playing field" for all;
- Challenges of governance affect the sporting world as well as the development field; and
- Integrating sports ideals of pride, energy, enjoyment, beauty, and fun into the discourse about development offers new hope for productive action.

A video highlighted the story of the Afghan Premier League launch following the fall of the Taliban. **Cynthia Schneider**, former US Ambassador to the Netherlands and Distinguished Professor in the Practice of Diplomacy at Georgetown University, emphasized the importance of a country having

elements of normalcy and fun in its social and recreational activities that make people believe in their future. **Zaid Mohseni**, co-founder of the Afghan Premier League and Chief Operating Officer of MOBY Group, also touched on the inspiration behind the creation of this initiative.

Chris McDonald, co-founder of Afghan Premier League and founder and former Chief Executive Officer of Ten Sports, observed that it had been more than 30 years since Afghanistan had a national football team which had competed internationally. The idea began with a series of regional tournaments bringing Tajiks, Pashtuns and Touaregs together playing in the same team. These new professional athletes were an inspiration for young people, also when the national team wins, it galvanizes and unites the entire country. Another key element of this initiative is women's empowerment with the first live broadcast of a woman's football match showing that women can excel in the same way as men can.

Mr. Mohseni underlined that having matches televised added a layer of transparency that made it possible to show that the athletes were chosen on merit alone. He echoed the ability of sport to cut across boundaries, with the Taliban acknowledging they would not attack football as it was not seen as a threat, and furthermore they wished to participate. The Afghan Premier League has support from across the entire country and is seen as a meritocratic opportunity for young people.

Panel Session 1

Challenge: Moving from Inspired Ideas to Inspiring Action

Sports have a unique ability to inspire entrepreneurial vigor and creativity. Many projects are small, but ambitious, with a global vision. This panel examined the challenges in moving from ideas to concrete action, through the use of networks, mutual support, and creative alliances.

Moderator: **Katherine Marshall**, Executive Director of World Faiths Development Dialogue

Panelists: **Lord Michael Bates**, Government Whip of British House of Lords; **Roxana Murdowicz**, Director of Media Literacy Program for the Ministry of Education, Argentina; **Salif Romano Niang**, Founder of Malo, entrepreneur and Aspen Institute Fellow; **Rahul Brahmhatt**, Young Leader; **Dina Buchbinder**, Young Leader; **Adam Fine**, Young Leader



Key Panel Outcomes

- To be most effective, avoid duplication by collaborating with others. Networks are critical to delivering holistic results.
- Good communication tools are fundamental. Celebrities, the media, and social networks can foster initiatives and help bring about awareness.
- Partnerships are needed between government, non-governmental organizations, communities, media, and the private sector to deliver great results. These need not compete with the initiative, but accompany and support it.
- Specialization helps develop best practices that can help communities and other practitioners in their work. Networks of these specialists can help ensure the best possible outcomes.
- The idea of a team is very important in both sports and life. When participating in an individual sport, coaches, for example, are a critical part of the team.
- Young children are ideal candidates for concrete interventions through sports, as they recognize the value of 'play,' and it is possible to instill good values from a young age.
- The passion associated with sports helps drive initiatives. This passion also needs to be present in other fields such as development.



Sport as an Essential Component to Development

As we approach the Post-2015 target date for the Millennium Development Goals, this panel examined in what ways sports can be directly harnessed to advance priority goals. How can the best aspects of sports and development reinforce one another?

Moderator: **Daniel Owen**, Senior Social Development Specialist at the World Bank

Panelists: **Chris Shields**, Founding partner of EnTech Holdings and the Festival of Nations responsible for music at previous Olympic Games; **Crystal Corman**, Program Manager at World Faiths Development Dialogue; **Victor Nosi**, Director of iAfrica Sportainment, Trustee of Nelson Mandela Children's Fund; **Sooyeon Kang**, Young Leader; **Alexandra Norodom**, Young Leader; **Sadibou Sylla**, Young Leader.

Key Panel Outcomes

- With the endpoint of the Millennium Development Goals next year, development agencies are emphasizing the importance of social inclusion. Sport is becoming more and more recognized as a powerful tool for social inclusion, and has proven effective for building social cohesion and trust in post-conflict settings. Post-2015 stakeholder participation is key for the needed shift toward community-based, innovative, and cost-effective models.
- Sport can help with human development objectives including physical, social, and psychosocial benefits, as well as provide leadership opportunities and indirectly contribute to economic development.
- Keep it simple. Part of sport's power is that it does not need to be expensive yet it can have a huge impact on many aspects of a person's life or community. Money can help but it does not need to dictate the authenticity of the experience.
- It is necessary to support coaches with resources and education to ensure sport is used positively for building communities and overcoming differences.
- Partnerships across sectors are crucial; sport is not successful alone. For example, the Nelson Mandela Children's Trust collaborates with the education system to also reach parents.
- Sports can create negative social capital if managed incorrectly. This can occur at the local level with efforts to bring different groups together or on a larger scale with world events like the Olympics failing to establish ongoing positive benefits after the event is over.
- Young people are exploring new development models incorporating revenue-generation through competition; this revenue is reinvested into the initiative—thus, avoiding dependency aid funding.

Panel Session 3

Breaking Glass Ceilings through Sports

Even in conservative societies, women have come far in sports, with remarkable tales of success. However, there is still much to be accomplished. This session explored how women's experiences in sports can greatly inform sectors beyond the sporting arena.

Moderator: Ambassador **Cynthia Schneider**, Former US Ambassador to the Netherlands and Distinguished Professor in the Practice of Diplomacy at Georgetown University

Panelists: **Eva Haller**, Chair of Board of Directors of Free the Children Foundation; **Cara Smyth**, Vice-President of Glasgow Caledonian University; **Midori Miyazaki**, Executive Director of International Affairs, ISPS; **Yasmian Al Sharshani**, Young Leader; **Awista Ayub**, Young Leader; **Solace Duncan**, Young Leader

Key Panel Outcomes

- In the 1970s the ratio of women involved in sport was one in 27; today it is one in three. While the inclusion of women in sport has evolved, funding for women in sports—be it through scholarships, prize money or tournament funding—is still not at the same level as for men.
- Female sporting role models need to be visible. This can extend beyond the sporting arena with female athletes becoming involved in nutrition and healthy lifestyle advocacy and even into the fashion realm.
- Countries where sport is not regarded as a gender-neutral activity face additional challenges. Unlike in the United States where it is widely acceptable for women to play golf and soccer for example, women in more conservative societies face additional barriers that must first be overcome before they can participate in sports. This is particularly important because, in conservative societies, sports can act as a haven where young women can build their confidence.
- The support of family and the community is essential for encouraging women's involvement in sport. It is typically those closest to home that will determine whether women are able to participate in and dedicate time to sport.
- International sports tournaments have the power to compel, celebrate, and even shame countries. When the world's attention is turned towards one event, such as the Olympic Games, it can shine a spotlight on the progress that has been made towards gender equality in different countries.
- It is crucial to reverse socialization that sets up girls as inferior to boys and the perception of female limitations. It makes a lasting difference if girls are raised believing they have no limits versus having limitations placed on them. It can be difficult to undo expectations taught since childhood and build belief that both genders are equal.



The Transformational Potential of the Tokyo Olympics and International Sporting Platforms

This panel explored how sporting events can leave a lasting legacy on people and places. What can be learned from the inspiring London Olympics? How can the Tokyo Olympics achieve a similar legacy, with an impact that reaches beyond the Games?

Moderator: **H. E. Mr. Motohide Yoshikawa**, Permanent Representative of Japan to the UN

Panelists: **Lord Colin Moynihan**, Chairman for the British Olympic Association for London 2012 and Former Minister for Sport in Margaret Thatcher's Administration; **Michael Cavanagh**, Chairman of Commonwealth Games (Scotland); **Anoun Ndiaye**, Spokesperson of the Senegalese National Olympic and Sports Committee; **Saud Al-Thani**, Young Leader; **Mark Flanigan**, Young Leader; **Meicen Sun**, Young Leader

Key Panel Outcomes

- Partnerships must be a central focus before, during, and after the Olympic Games and other large sporting events. This can help create a positive lasting legacy for the local and global communities. These events are not only about the particular number of days that the sports take place, but also about connections and new partners. Partnerships between private and public sectors, along with involving the youth, are key to ensuring a successful legacy.
- It is the responsibility of athletes and citizens alike to contribute to and maintain the legacy of such events. Furthermore, this legacy is evident in the people of the host country as is seen in their pride and strengthened connection to their country. The 2012 London Olympics helped to reconcile people with their city. Tokyo could focus on Japanese traditions and cultural roots to ensure that both locals and foreigner guests will remain inspired.
- The opportunity to host a large sporting event has a positive impact on the country in its own right. Qatar is an example of this. When Qatar won the 2022 FIFA



World Cup bid, the country's priorities shifted with a greater focus on renewable energy, more female engagement with sports, and adopting an active lifestyle.

- Suggestions from those involved with planning the London Olympics to those responsible for planning the Tokyo Olympics include:
 - Plan early and choose designs early, with the community in mind;
 - Be honest with the public at all times including about the budget, any problems and any opportunities;
 - Foster involvement from all of Japan. Even though the Games will be hosted in Tokyo, it is important for the whole country to invest in the success of Team Japan;
 - The Games are largely for the young people, so look at the Games through the perspective of young people. Furthermore, athletes are also crucial therefore always put them first;
 - Support all sports, not only those with high medal probability. Also focus on the Paralympics;
 - Seek the support of all of Japan's political parties;
 - Ensure to capture and appreciate the enthusiasm of the volunteers;
 - Cooperate with the government but the budget should go to the communities, not to the government;
 - What was appropriate for London is not necessarily best for Tokyo. The Games should reflect the character of the country and be seen as an opportunity to display its culture.

Panel Session 5

Sports and Peace Building

Leading athletes, together with carefully designed programs, are continuously opening new doors to peace. With active conflicts in many parts of the world, what new ideas might combine sports and diplomacy to build peaceful communities? How can we capitalize on the energies and visions of young people to achieve this goal?

Moderator: **Lord Carey**, Former Archbishop of Canterbury.

Panelists: **David Cohen**, Professor of Human Rights at Stanford University; **Padre Paul Wright**, Former NATO Chaplain; **Peter Phillips**, Member of British Royal Family and Managing Director of Sports & Entertainment Ltd.; **Julia Famularo**, Young Leader; **Sam Schneider**, Young Leader; **Ben Thein**, Young Leader.



Key Panel Outcomes

- Sports do not always provide a direct link to peace building and not all athletes or individuals involved or investing in sports are role models of peace. Sports can also be divisive, especially in the context of rising nationalism. Nonetheless, sports afford a worthwhile connection to lay the framework for peace and sustaining it.
- Sports teach leadership and cooperative skills that also help nurture the spirit of compromise. Participation in sports can instill respect for authority and a rules-based community, both of which are important for conflict prevention.
- Sports provide a sense of belonging for the marginalized and outcast -- as well as a channel for nonviolent, constructive activity for the disadvantaged. In some cases, it offers opportunities and a future for the disadvantaged. This is particularly apparent in efforts to rehabilitate child soldiers and to reintegrate them into society.
- Sports offers the ability to build individual human and community capacities, as well as leave a positive legacy of infrastructure that is able to transform lives, society, and a wider geographical area. One good example is the transformation of East London pre- and post-London 2012 Olympics, a deliverable promised and executed by London as the host.
- Participation in sports must be inclusive beyond the "usual suspects" in order to change mindsets and paradigms. Community leaders should be involved as stakeholders, and there should be continued, rather than sporadic, engagement to optimize the long-term benefits of sports.



Inclusion and Diversity through Sports

Because sports have the ability to form strong bonds and break down barriers, they should be seen as an opportunity to bridge barriers of difference and embrace those often excluded from society. A focus on excellence and merit in sports can reinforce the values of participation and teamwork to promote inclusion and diversity.

Moderator: **Bud Heckman**, Executive Director of Religions for Peace USA

Panelists: **Glenn Tasker**, President of the Australian Paralympic Committee and Vice-Chair of International Paralympic Committee's Sport Technical Committee for Swimming; **Lynn Aylward**, Global Health & Development Communications at Special Olympics; **Lyndon Terracini**, Artistic Director of Opera Australia; **Pierre Bataille**, Young Leader; **Matthew Cowdrey**, Young Leader; **Nick Moynihan**, Young Leader.

Key Panel Outcomes

- Putting health at the center of sports strategy can help tackle physical issues like obesity and mental health issues.
- The rebranding strategy of the Paralympians in London 2012 was excellent, with corporate sponsors

commenting that the Paralympic narrative is often much more powerful than that of the Olympics narrative.

- The Paralympics are about ability, not disability. Currently people's viewpoints often reflect a lack of knowledge, rather than necessarily discrimination. Sports can help develop society's knowledge about disability.
- There is a tension between the interests of elite sport and participatory sport. It is important to develop grassroots institutions at strategic, organizational, and practical levels, and use these to engage elite athletes as well.
- Disability sports can make inclusive social changes through employment opportunities within and without sport, early socialization, and education, and through mainstreaming.
- The recommended action points regarding disability sports are as follows:
- Maintain and improve visibility and recognition of achievements of disabled athletes;
- Support initiatives that offer opportunities, facilities and coaches, particularly through the partnership of elite and participatory sport; and
- Create opportunities for people to have fun.

Closing Ceremony

Peter Phillips, member of the British Royal Family and Managing Director of Sports & Entertainment Ltd., opened the closing ceremony with reflections on sports values. While much of this summit focused on the positive benefit of sport for individuals and society, the pitfalls and divisive potential of sports must not be ignored. Sports are not the only answer to peace and development problems, but can be a very symbolic part. A coordinated, effective approach is the best way forward, for example providing business and financial education to those coordinating grassroots level programs. He echoed the ideas regarding creating a lasting legacy from the Tokyo Olympics with infrastructure that can be used long after the Games have ended. Mr. Phillips summarized with a focus on working together for real delivery, ensuring all infrastructure has a legacy plan, and educating all levels of sport and media.

Young Leaders **Roberto Patino, Laura White, Natalie Ambrose, Gintare Janulaityte, Elina Noor**, and **Shane Kerr** summarized the panel discussions of the previous day, highlighting the key action points and recommendations. In a discussion with the audience, **Richard Jordan**, Chair of the NGO Committee on the UN and Sports, suggested that the enthusiasm of former athletes needs to be harnessed and potentially used to support development projects.

Chief Willie Littlechild of the Cree Nation, former member of Canada's Parliament, introduced the indigenous people's games and discussed how these have helped with issues surrounding crime, suicide, gender inequality, and special athletes. **Connie Eysenck**, Adviser to the Vice President of External and Corporate Relations at the World Bank, highlighted the need for inclusion when using sports within development programs. Partnership with civil society, international organizations, and governments can help scale up local ideas.



Summit Outcome

Following **Katherine Marshall's** presentation of the New York Declaration, **Lord Colin Moynihan** distilled ten key points:

1. A need for a focus on young leaders;
2. Robust efforts to learn lessons from previous Olympic Games;
3. The vital importance for wide participation;
4. Looking creatively to the special potential for the 2020 Tokyo Games;
5. Listening to the voices of the athletes, both professional and amateur;
6. Appreciating sport's ability to inspire and transform lives;
7. The potential of the Olympic Truce for peace building;
8. The role of women in sport and the move for full gender-integration;
9. Sport should be fun! and
10. Sport is a language for opportunity and inclusion.

Formal Launch of the ISPS Handa Young Leaders Sports and Development Initiative

This initiative aims to encourage young leaders to pursue their commitments and dreams within sports for peace and development. With the recommendations from the Young Leaders' caucus, Ms. Marshall and Lord Moynihan will propose a selection process and act as patrons of the initiative. **Dr. Haruhisa Handa** awarded **Mike Tindall**, rugby player and former Captain of the English team, the role of ambassador of the initiative. Mr. Tindall observed that the work of the young leaders is inspirational, and he would be honored to work with them towards inclusion and inspiration.



Final Greetings

Dr. Handa delivered the closing remarks, reflecting on the outcome of the Summit.

Your Excellency, High Representative Nassir Abdulaziz Al-Nasser, Your Excellencies, friends, ladies and gentlemen:

We are coming to the close of a remarkable two days together. We have spent many hours in formal discussions at the United Nations, and enjoyed time together in the vibrant heart of New York. I especially appreciate the chance to get to know so many of you, to hear about your passionate commitment to sport but also to the broader causes of peace and development.

Being together at the United Nations has been a constant reminder of our collective commitment to look far ahead, through the eyes and hearts of the young people who will inherit this planet. It also is a constant reminder of the power and ambition of the goals of world peace, human rights, and a right to development. It is witness to the richness of cultural diversity but also the challenge of living together in an age where we know instantly how others live. Injustices, real or perceived, are amplified with remarkable speed. But we also have the chance to amplify good. And what you do falls in that category.

I have listened carefully to the stories you have told. I believe strongly that it is people and relationships that lie behind success. So the power of your faith and your enterprise I have found inspirational. You have showed many ways forward. But it is also vital to do things on a large scale. Ideas that are nurtured in a community may offer surprising answers to problems elsewhere.

So, as we approach the close of this Summit, I emphasize that we are looking not for small or conventional activities, through they may do good and be worthy of praise. We are looking for the astonishing, courageous, even outrageous ideas that can capture imagination and attention, and that can transform.

That is the core idea behind the continuing series of annual Sports Values Summits, and behind the Handa Initiative that we announced earlier. I commit myself to continuing to support these rather surprising, unusual, and ambitious ideas. That is because I believe in you and in our power together to transform.

In closing I thank each and every one of you for your participation. I thank my partners in this venture, especially Mr. Al-Nasser, Lord Moynihan, and Katherine Marshall. Lord Carey has played a special role in guiding our proceedings. And thanks to the remarkable staff who showed that miracles can be performed. Thank you all. I look forward to continuing our journey together. I wish you all a safe journey home.

H.E. Mr Nassir Abdulaziz Al-Nasser delivered a response to Dr. Handa's speech, reaffirming the UNAOC's commitment to harnessing unique power of sports.

New York Declaration



Presented by **Katherine Marshall** and **Lord Colin Moynihan** at the United Nations, New York, May 23, 2014:

On May 22-23 2014, leaders from around the world and from a wide variety of disciplines and professions, met at the United Nations Headquarters in New York City for the World Sports Values Summit for Peace and Development. This Summit explored the power of youth and sports to advance peace and development. The event was hosted by the International Sports Promotion Society, Worldwide Support for Development, the United Nations Alliance of Civilizations, and the World Faiths Development Dialogue.

Sport is an extraordinary vehicle that can bring people of diverse backgrounds together. It offers unique opportunities to emphasize positive common values too often clouded in modern society. Sport, in its many forms, has a significant potential to promote physical and mental well-being, overcome cultural divides, build community, and advance peace and the common good. Sport highlights what humanity shares and what can be achieved in an inclusive environment. Throughout the world, young people embrace sport as a tool to help reach personal, community, national and international development objectives. Sport offers important avenues to help address some of the challenges that arise from humanitarian crises in both conflict and post-conflict settings.

This Summit was the third in the series and was preceded by the Olympic Values Symposium in London in 2012 and the World Sports Values Summit for Peace in Tokyo in 2013. It built on the discussions at these events and advanced a number of ideas and recommendations to promote the themes of commitment to excellence, social development, peace, togetherness, diversity and youth.

- Young leaders can excel and can show ways forward through sport. They accept no limits; showing what can, and must, be done to achieve change. The group of young people that has emerged from these first three Summits are committed to will help to build a network for the future, contribute to new ways of thinking, and help keep sports values alive.
- Sports speak to timeless human values. History makes clear that sports have been the most popular recreational activity, rooted in ancient civilizations including the Greek Olympic tradition. Since then, the Olympic Games are a worldwide phenomenon and inspiration and today transcend cultural and linguistic differences.
- The Olympic movement emphasizes excellence, friendship and respect. It highlights the ability of individuals to realize their highest potential, the

New York Declaration

desire always to seek to improve, and the beauty of teamwork. The movement is linked tightly to the concept of peace.

- Sports offer the ability to build community capacities as well as individual. Sporting events can leave positive legacies of infrastructure that can transform lives, society, and even a geographical area. A good example is the transformation of East London as an outcome of the region hosting the 2012 Olympic and Paralympic Games. This was a deliverable promised and which was then executed by London as host of the Games. Each Olympic Games and other great sporting events can leave a unique legacy that reflects the host country's culture and finest values.
- The 2020 Tokyo Olympic Games have significant potential to achieve a lasting legacy that can reflect the finest Japanese values. Partnerships before, during and after each Olympic Games are vital. It is important to learn from past mistakes and for previous host countries to share the lessons learned. Deliberate efforts after an Olympics Games concludes to share and reflect on the experience can amplify their benefits and legacy. Every Olympic host country, and every place where there are large sporting events, needs to consider their local communities and how the facilities and events will affect them. It is also vital to provide the right framework to support athletes. Athletes' and supporters' voices need to be heard more. Everyone should contribute to and be responsible for the Olympic legacy.
- The Olympic Truce offers an inspiring vision of commitment to stop conflict and violence, within the tangible time frame of each Olympic Games and the example of the extended truce that accompanied each ancient Games. This spirit is sorely needed in fragile societies and is a worthwhile aspiration for our world.
- The Special Olympics and the Paralympics highlight the diversity that is essential for human achievement and development. Elite sport is not always the perfect model to demonstrate sports values. Those at the peak of the performance pyramid may not uphold the finest sports values if their mentality is focused only on success. The themes of participation and teamwork can overcome this risk.



- Back in 1908, women were not allowed to participate in the Olympics and the 2012 Olympic Games were the first to be fully gender-integrated. Women, however, still must play more significant roles in decision-making. Over the past 50 years, women's involvement in sport has shifted from a ratio of 1 in 27 to 1 in 3. However, funding and support is far less than for males. There is also a great need for female sporting role models to be visible and celebrated. This is both at a professional level and at an amateur level to encourage a healthy lifestyle. The support of family and the community is essential for encouraging women to become active participants in sport. It is crucial to undo the perception of female limitations and ensure there are safe spaces made available for women to participate in sport.
- Sports values and the practical benefits of sports should be seen as an integral part of the discourse about development. Sports are particularly valuable for their convening power, broad social inclusion, and civic engagement. Looking beyond the Millennium Development Goals, the social inclusion and open



access of sport can enhance both understanding and executing of future goals and national goals.

- Sports mentors, teachers and coaches play vital roles and these deserve more recognition. Sport offers valuable avenues to build partnerships across sectors.
- Sport and development alike are about far more than the goals of increasing incomes. Indeed the joy, pride, excitement, beauty and fun that comes with sports are part of what development is really about. For example, sports values are a powerful force for good in Afghanistan, where football is having a transformative role through the Afghan Premier League. Sports can cut across boundaries. The recent first live broadcast of a women's football match in Afghanistan's history, demonstrated that women could excel in the same way that men can.
- Sport engenders a sense of belonging for the marginalized and outcast and provides channels and means for them to become involved in useful and rewarding activities. It can offer opportunities and a future. This is highlighted particularly in efforts to rehabilitate child soldiers and to reintegrate them into society.
- It needs to be acknowledged that sport does not always provide a direct link to peace-building and not all athletes or individuals involved in sports are role models of peace. Sports can also be divisive, especially in areas of rising nationalism. Nonetheless, sports can play an important role in laying the framework for peace and to help sustain it.
- Sport is a powerful educational tool. For example, many do not know much about disability, but when they understand it better, their focus shifts from disability to ability. Sports have the power to change mindsets and break down the barriers that sometimes stop people from living in harmony. Sport teaches leadership and cooperative skills that help nurture the spirit of compromise. Additionally, participation in sports can instill respect for authority and a rules-based community and society, both of which are important for conflict prevention.
- When transforming an idea into action, the development of networks and communication methods is vital. Working in groups and collaborating with those with different skill sets is essential to ensure success. Therefore sound, comprehensive planning is crucial. There are many admirable social ventures using sports to further peace and development. Sport is particularly well-suited for young children in helping them overcome disadvantage.

The Summit introduced new people to the ideas of sport for peace and development, and it re-inspired those already active in the field. By bringing together young leaders and experts from around the world, the Summit developed ideas and recommendations and enriched a distinctive network of people who are committed to translating these concepts into reality.

Young Leaders' Vision For 2020 Games



Following the Summit's formal proceedings, the Young Leaders had a caucus session to discuss their vision for the 2020 Tokyo Olympic and Paralympic Games. Their recommendations for a successful Olympic and Paralympic Games are as follows:

Inclusion

- Embrace social values such as inclusion and encourage gender equality and acceptance of those with disabilities
- Continue the progression from the Olympic Games in Beijing to London to Tokyo, developing policies and education regarding people with disabilities
- Ensure that when television rights are procured, these include the Paralympics as well as the Olympics
- Promote exchange between the different generations and use the Olympic Games to bridge this divide
- Introduce social programs such as Deportes para Compartir to the Olympic community

Sports Values

- Emphasize universal sports values to overcome obstacles between countries and promote the Olympic values to encourage dialogue
- Capitalize on the potential of the Olympic Truce, particularly for reducing tensions in the region

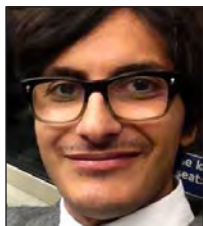
Stakeholders

- Identify stakeholders in government and civil society, and find opportunities for collaboration
- Realize the potential of the four billion global viewers of the Olympic Games and use this to promote positive social change
- Work towards involving youth representatives in the design and decision making process
- Take advantage of the opportunity to showcase Japan's culture, with particular strategies for those who will not be traveling to Japan;
- Highlight the Japanese values, as well as Japan's resilience and ability to recover from crises
- Reach out to Japanese embassies so as to facilitate programs in each country and make everyone a part of the experience.

Attendee Profiles



YASMIAN AL-SHARSHANI. Yasmian is an ambitious young Qatari woman from a family of sports personalities in Qatar. She represented Qatar as a member of the national golf team at several local and international tournaments. Yasmian has a Bachelor's degree in physical education from Qatar University. Presently she is studying a Masters program of Organization and Management of Olympic events and Olympic Education at the International Olympic Academy in Greece, as the first Qatari to study this program. Last year Yasmian received a special award from Qatari business women and has founded the Qatar Golf Ladies Organization to promote the culture of golf in her country. She has worked in different areas, specializing in events and protocol. Her goal is to be an ambassador for international sport.



SAUD AL-THANI. Saud Al-Thani graduated from Princeton University in 2013, with a degree in Near Eastern Studies and certificates in Judaic Studies, Comparative Literature, Medieval Studies, and Arabic. He is currently pursuing a post-baccalaureate degree in Mechanical Engineering at Texas A&M University in Doha, Qatar, and working part-time as a researcher tackling the issue of dust mitigation on solar panels. In the past, Saud has been an active volunteer for the Asian Games and has also worked for the Qatar Museums Authority. Saud attended the most recent World Sports Values Summit for Peace in Tokyo and represented Qatar and its growing role in fostering an environment that encourages sport participation, particularly with the youth demographic.



NATALIE AMBROSE. Natalie Shobana Ambrose has worked at the ASEAN Secretariat in Jakarta, the Institute of Strategic and International Studies (ISIS) Malaysia, with the Malaysian Royal Family and the United Nations Development Programme (UNDP). She is also a columnist with The Sun, a Malaysian daily newspaper. She was bestowed the Pingat Pekerti Terpilih (Medal of Great Achievement) for her service to the Malaysian Royal Family and received the Merit Service Award for her work with ISIS Malaysia. Her professional interests include ASEAN, human rights, non-traditional security, foreign policy, democratization, negotiation and mediation practices.

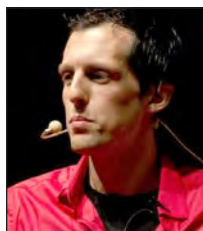


LYNN AYLWARD. Lynn Aylward worked as a Senior Economist at the International Monetary Fund for 18 years. She now manages global health and development, and external relations for Special Olympics International and is a Senior Fellow at the World Faiths Development Dialogue. Lynn also teaches the Integral Economic Development program at Catholic University in Washington, DC. She has an MSc in Economics from the London School of Economics and an MSc in Environmental Health Science from New York University.



AWISTA AYUB. Awista started with Seeds of Peace in 2010, joining the organization as the Director of South Asia Programs, working closely with the local staff to implement more robust local and regional programs. Awista is the author of the book "Kabul Girls Soccer Club" and has served as a member of the Advisory Council and contributor to ESPN. In 2004 Awista brought Afghanistan's first ladies soccer team to the United States for a soccer leadership camp, organized with the intention of using sports as a tool to promote both female and youth leadership in Afghanistan. From February 2005 to January 2007 Awista served as the Education and Health Officer at the Embassy of Afghanistan in Washington, DC.

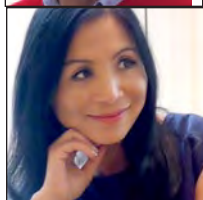
Attendee Profiles



PIERRE BATAILLE. Pierre believes in the power of social entrepreneurship to tackle global social issues and that sustainable solutions will drive positive change in the world. After completing a Masters degree in Adapted Physical Activity in Leuven, Oslo and Stellenbosch, and a Masters degree in Implementation and Evaluation of Sports Projects at Paris 10 University, he decided to follow his ambition to fight discrimination against people with disabilities through sports. He thus co-founded PlayAble. Pierre loves sharing time with his daughter, son, and wife, having fun with his friends, cracking some funny jokes (at least he is trying...) and playing squash, basketball and mountain biking.



LORD MICHAEL BATES & LADY XUELIN BATES. Michael was born in 1961 and is a graduate of Oxford University. He was elected as a Member of the House of Commons between 1992 and 1997, and served as a Minister between 1994-1997. He was Director of Research for Oxford Analytica between 1998 and 2006. In 2008 he was appointed to the House of Lords where he is currently also a Minister. Michael has undertaken walks to highlight peace and reconciliation: 2011-12 Olympia, Greece to London; 2013 London to Derry and on August 4th 2014 will walk from London to Berlin. Xuelin was born in Hangzhou, China in 1964 and trained as an architect before arriving in the UK in 1989. In the UK she set up a successful import and export business and now does property development. Xuelin is a Chinese community leader in the UK and is involved in a number of philanthropic projects in education and improving EU/Chinese relations. In her spare time Xuelin enjoys skiing and cooking.



RAHUL BRAHMBHATT. From 2010 Rahul has served as the Executive Director of Magic Bus USA, focusing on fundraising and strategic partnerships for Magic Bus's sport for development programs in India and throughout Asia. Rahul has conducted research on the role of sport in society in India. He holds a degree in Sport Management from George Mason University. His not-for-profit work experience in sport for development spans a broad range of areas; from working with the NFL's Washington Redskins Charitable Foundation, Ashoka, and USA Football, to personally delivering sport for development programs in India as a Fellow of Indicorps. Currently Rahul serves on the Advisory Board of the Center for Sport Management at George Mason University.



DINA BUCHBINDER. Dina is a young, social entrepreneur from Mexico City. In 2007 she founded the civic education program Deportes para Compartir which strives to form better citizens from childhood using the power of games and sports. As an Ashoka Fellow and a Global Shaper of the World Economic Forum, Dina's dream is to share this solution with children in Mexico and around the globe, with near future plans to expand her program to Argentina, Haiti and other countries in Latin America. Dina's passion for children, their development and the quality of their education defines her thoughts and actions. She will be moving to Boston, MA to enroll at MIT as a Humphrey Fellow.



LORD GEORGE CAREY & LADY EILEEN CAREY. Lord George Carey was Archbishop of Canterbury from 1992-2002. He has always had a deep commitment to improving the conditions of poor people around the world and he and his wife, Eileen, are supporters of Dr Handa's philanthropic enterprises. Lord Carey sits in the House of Lords and often speaks on issues of education, development, and inter-faith collaboration. He is a lifelong supporter of Arsenal Football Club.



Attendee Profiles



MICHAEL CAVANAGH. Michael Cavanagh is Chairman of Commonwealth Games Scotland and also a board member of the Glasgow 2014 Commonwealth Games Organising Committee. Michael was an international athlete, competing for Scotland and Great Britain in the sport of Wrestling.



DAVID COHEN. David Cohen is the WSD HANDA Visiting Professor in Human Rights and International Justice at Stanford University, where he also directs the WSD HANDA Center for Human Rights and International Justice. At Stanford he is also a Distinguished Visiting Fellow at the Hoover Institution. He previously taught at the University of California, Berkeley and is now a Professor in the Graduate School at UC Berkeley, and Professor of Law at the Richardson School of Law, University of Hawaii. He serves as Director of the Asian International Justice Initiative and as Senior Fellow in International Law at the East-West Center in Honolulu. From 2006-2008 he served as the International Expert Advisor for the Commission on Truth and Friendship established by the governments of Indonesia and Timor-Leste. He is one of the founders and is currently the Advisor for the Human Rights Resource Center for ASEAN in Jakarta. Prof. Cohen holds a PhD in Classics/Ancient History from the University of Cambridge, a JD from the UCLA School of Law, and has published widely on international criminal law and human rights.



CRYSTAL CORMAN. Crystal Corman is the Program Manager at the World Faiths Development Dialogue. Prior to working with WFDD, Ms. Corman was a consultant for the World Bank with the Social Cohesion and Violence Prevention team. She worked on projects researching youth exclusion and violence in Liberia and Sierra Leone, as well as an internal review of the Bank's work on sexual and gender-based violence. Ms. Corman was a Boren Fellow in Malaysia, where she researched Muslim women's agency within Islam, and she also served as a volunteer English teacher in Thailand through the ELCA's young adult in global mission program. She holds a BJ in advertising from the University of Nebraska - Lincoln, an MA in international peace and conflict resolution at American University, and an MTS at Wesley Theological Seminary.



RALPH COSSA. Ralph Cossa is a political/military affairs and national security specialist with more than 30 years of experience in formulating, articulating, and implementing U.S. security policy in the Asia-Pacific and Near East-South Asia regions. He is currently president of the Pacific Forum CSIS in Honolulu, Hawaii. Mr. Cossa is a board member of the Council on U.S.-Korean Security Studies, member of the National Committee on U.S.-China Relations, the International Institute for Strategic Studies, and the ASEAN Regional Forum Experts and Eminent Persons Group, as well as a founding member of the Steering Committee of the multinational Council for Security Cooperation in the Asia Pacific (CSCAP). Mr. Cossa served in the U.S. Air Force from 1966 to 1993, achieving the rank of colonel and last serving as special assistant to the commander in chief of the U.S. Pacific Command. Mr. Cossa holds a B.A. in international relations from Syracuse University, an M.B.A. from Pepperdine University, and an M.S. in strategic studies from the Defense Intelligence College.

Attendee Profiles



MATT COWDREY. Matt Cowdrey returned home from the 2012 Paralympics in London as Australia's greatest ever Paralympian. Matt won a medal in every one of his events in London—five gold, two silver and one bronze—to go with his eight medals from Beijing 2008. Matt currently trains in his home town of Adelaide, where he has set his sights firmly on adding to his Commonwealth Gold collection at Glasgow 2014. Matt is a confident and articulate speaker, lending his time to charities and motivating workplaces and children with his 'can do' attitude. Outside of the pool he is completing his final year at The University of Adelaide where he is studying Law.



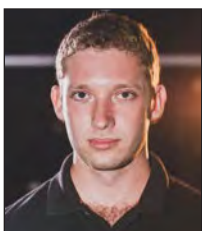
SOLACE DUNCAN. Solace Duncan currently serves as an Economic Empowerment Advocate with Wider Opportunities for Women in Washington, DC. She also worked for several years in Washington, DC's municipal government, guiding policy initiatives for refugee resettlement and spearheading employment coaching. Recently, Duncan managed logistics for an NGO, promoting family planning for rural women in Zambia. She has worked with under-served communities at home and abroad and is eager to further explore the role that sports can play in peace and development.



CONNIE EYSENCK. Connie Eysenck is the Adviser to the Vice President, External and Corporate Relations (ECR), and also the Head of the Staff Engagement and Internal Communications unit in ECR, at the World Bank Group. Connie joined the Bank in 1982, and has held various communications positions, spanning corporate and operational units across the World Bank Group. For a period of five years, she was the Communications Director of the newly created Development Gateway Foundation, an innovative start-up Internet initiative. Prior to joining the World Bank Group, Connie was a teacher at the International School in Dar es Salaam, Tanzania. Before then, she was a research and editorial assistant at the Overseas Development Institute in London, UK. Connie is a graduate of Sussex University, and a British and Swiss national, based in Washington DC.



JULIA FAMULARO. Julia M. Famularo is a sixth-year doctoral candidate in Modern East and Central Asian Political History at Georgetown University, and will serve as a 2014-2015 Predoctoral Fellow in International Security Studies at Yale University. She is a research affiliate with the Project 2049 Institute, and has contributed articles to publications such as *The National Interest* and *The Diplomat*. Ms. Famularo previously served as the Editor-in-Chief of the *Georgetown Journal of International Affairs*. Her previous degrees are from Georgetown University, Columbia University, and Haverford College.



ADAM FINE. Adam Fine, CEO of Fives Futbol, grew up in the UK, and made frequent visits to South Africa. Highly ambitious, Adam found 5-a-side football early on, studied the UK-based business model and began to plan its SA launch while still at University. He established local partners in his first year of studying, and by the time he had finished his studies Fives had been operating in SA for one full year. The business is now past the three year hurdle and has six Cape-based centres, with plans for two more Cape Town venues and a Pretoria venue to open in 2014. Fives is also in partnership with Adidas, Ajax Cape Town, Coca-Cola and other well-established brands. To date, Fives has created 100 jobs with 5, 000 hours of soccer having been donated in 2013.

Attendee Profiles



MARK FLANIGAN. Mark Flanigan is a Program Director at the Japan ICU Foundation in New York City and was also a Rotary Peace Fellow at International Christian University (ICU) from 2010-12, during which time he volunteered for a tsunami relief mission in Ishinomaki after the terrible 3/11 tragedy. In addition to his Rotary Fellowship, Mark has served as a U.S. Army officer, Presidential Management Fellow, Japan Exchange and Teaching (JET) Program participant, Pacific Forum CSIS Young Leader, 2012 Eisaku Sato Memorial Essay Contest prize winner, and Aspen Institute Socrates Program Seminar scholar. His interests include international education and exchange, disaster response, and post-conflict peace building.



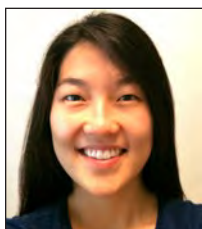
EVA HALLER. Social, educational, and environmental philanthropist and activist, Eva Haller actively works to promote peace and social policies that effectively deal with today's global challenges. Haller is a Trustee at the University of California, Santa Barbara, the Rubin Museum of Art, and Sing for Hope. She is the Chair of the Board of Directors at Free the Children, and a board member of A Blade of Grass, and Creative Visions Foundation. She has served on numerous boards and mentors to many worldwide causes. She has received numerous awards for her lifelong work, including the 2013 Inaugural Mentoring Award at the Forbes Women's summit, and the 2013 Lifetime Achievement from the United Nations Population Fund. In 2013 Haller was named an Honorary Professor at Glasgow Caledonian University.



BUD HECKMAN. Rev. Bud Heckman is an interfaith relations, fundraising, and communications specialist. He currently serves as the Director of Outreach at El-Hibri Foundation (Washington, DC) and as Senior Advisor to Religions for Peace USA (New York City). Rev. Heckman served on the Interreligious Cooperation Task Force for President Obama through the White House Office of Faith-based and Neighborhood Partnerships. An ordained Christian minister from the West Ohio Conference of The United Methodist Church, Rev. Heckman has served formerly as: Executive Director of Religions for Peace USA, Director for External Relations for Religions for Peace International, Chief Development Officer of Hartford Seminary, Executive Secretary in the Mission Volunteers unit of the General Board of Global Ministries, and Program Administrator for the World Congress of Philosophy.



GINTARE JANULAITYTE. Gintare Janulaityte is an advisor to the Minister of National Defense of the Republic of Lithuania. She is responsible for developing strategies for increased public appreciation (especially among the youth) for the roles and missions of the Defense Ministry and of the Armed Forces. She has worked as the WSD Handa Fellow at the Pacific Forum, CSIS, an international think-tank based in Honolulu, with a focus on Burma/Myanmar's political transformation and human rights. Gintare interned at the Lithuanian Embassy in Washington/DC. She holds Joint Masters in International Law from Mykolas Romeris University (Lithuania) and Ghent University (Belgium) and a Masters Degree in Diplomacy and Military from Hawaii Pacific University (USA). Gintare has attended international schools in Sweden, Spain, Germany, and Vietnam focusing on diplomacy, sports diplomacy, security, international politics, military, and soft power.



SOOYEON KANG. Sooyeon Kang is an Independent Consultant for World Vision International, a non-governmental relief and development organization, assisting 70 million people each year. She holds a BA in Government and Psychology from Dartmouth College, and she is a recent graduate of The Fletcher School of Law and Diplomacy, where she studied International Negotiation and Conflict Resolution. From running the Boston Marathon in 2012 to scuba diving in the Great Barrier Reef, she is a sports enthusiast who believes in the power of sports to better both self and the greater community.

Attendee Profiles



SHANE KERR. Shane is currently completing his PhD on the disability legacy of the London 2012 Olympic and Paralympic Games. During his studies Shane has taught Olympic Studies and has conducted bid consultancy work on the World Expo. In 2012 Shane represented Loughborough University at the British University T&F Championships held in the Olympic Stadium.



JOHN MARKS. John Marks is President and founder of Search for Common Ground, a peacebuilding NGO with offices in 34 countries. He also heads Common Ground Productions. A best-selling, award-winning author, he was a US Foreign Service Officer, a US Senate aide, a Fellow at Harvard's Institute of Politics, and a Visiting Scholar at Harvard Law School.



KATHERINE MARSHALL. Katherine Marshall is a senior fellow at the Berkley Center for Religion, Peace, and World Affairs, where she leads the Center's program on Religion and Global Development. After a long career in the development field, including several leadership positions at the World Bank, Ms Marshall moved to Georgetown in 2006, where she also serves as a visiting professor in the School of Foreign Service. She helped to create, and now serves as, the Executive Director of the World Faiths Development Dialogue.



CHRIS MCDONALD. As a senior adviser to MOBY Group, Chris McDonald has led and advised on some of the company's biggest ventures, including the Roshan Afghan Premier League. Prior to serving as an Advisor to MOBY, Mr McDonald was the founder and CEO of Ten Sports. From 2002 to his departure in mid-2009, Ten Sports was South Asia's number one sports channel in terms of both ratings and profitability, and was also the world's largest producer and distributor of cricket. Before starting Ten Sports, Mr McDonald was Senior Vice President of Advertising Sales, Strategic Planning, and Event Management for ESPN STAR Sports in Singapore and Hong Kong. He began his career at Goldman Sachs in New York. Mr McDonald graduated with honors from Dartmouth College, and has an MBA from the Wharton Business School.



ZAID MOHSENI. Zaid Mohseni is the COO of MOBY GROUP. A lawyer by trade, Zaid graduated from Monash University, where he studied Economics and Law, in 1992. In 1993, he joined Wilmoth Field Warne, a Melbourne-based boutique law firm, where he was eventually promoted to Partner, headed the firm's commercial department, and stayed for 12 years. In 2004, Zaid resigned his position with Wilmoth Field Warne and relocated to Afghanistan, where he joined MOBY GROUP in a full-time role. In his legal work Zaid focused heavily on new technology and media, experience that he brought with him when he took up a leadership role at MOBY GROUP, overseeing all legal and technology-related matters. His specialties include media, technology, management, and the Central Asia and Middle East regions. In 2011, Arabian Business magazine awarded Zaid and his brother Saad with an achievement award for their work in the United Arab Emirates.



ROXANA MORDUCHOWICZ. Roxana Morduchowicz who holds a PhD in Communication from the University of Paris, created and now directs the Media Literacy Program for the Ministry of Education of Argentina since 2003. She has been a consultant for UNESCO as one of the experts for the Media Literacy curriculum developed for teachers all over the world. She was invited by the UNAOC as a speaker on media education and culture diversity for the second international meeting in Istanbul. As a widely published author of several books and articles, her most recent book is "Young people and the screens".

Attendee Profiles



LORD COLIN MOYNIHAN. Colin Moynihan was a Rowing Silver Medallist in the 1980 Olympic Games, a Gold Medallist in the Lightweight Rowing World Championships in 1978 and a Silver Medallist at the 1982 World Championships. He was Chairman of the British Olympic Association for the London 2012 Olympic Games and was awarded the International Olympic Committee's Olympic Order of Merit. In business, Colin Moynihan is a Director of Rowan Plc. and Chairman of Hydrodec Plc. He is an active member of the House of Lords.



NICK MOYNIHAN. Nick Moynihan is the British Super Combined senior ski champion, who currently holds the number one national ranking for Slalom in his age group. Over the past four years he has competed on the European, South American and North American Cup Circuit and is working towards selection for the 2018 Winter Olympic Games. While committed to a full time sporting programme he is also studying International Management and French at the University of Bath, UK.



ANOUN NDIAYE. Mr. Anoun Ndiaye was born and raised in Dakar, Senegal. He received his DEUG Degree from Cheikh Anta Diop University in Dakar. He went to France to pursue his education in International Relations at the prestigious ILERI Institute in Paris. Mr. Ndiaye is the proud founder of the communications and events agency Welcome Travel Services (WTS) in Dakar. Mr. Ndiaye is also the General Manager of African American Events (AANDA), another events production company. Mr. Ndiaye has been a Special Counsel to the President of the Senegalese National Olympic Committee (CNOS) since 2006. He is a world traveler and is always open to new ventures.



SALIF ROMANO NIANG. Salif Romano Niang, is an Italian-born citizen of Mali, but grew up primarily in Ethiopia. He holds a Bachelor's degrees in political science and French with a minor in economics and Master's degree in international relations from Purdue. In 2011, he put his PhD studies at Purdue University on hold to launch Malô, a Malian social enterprise with the mission of combatting farmer poverty and chronic malnutrition in Mali. His other entrepreneurial endeavors include Tambaroua Business Farming, a solar-powered, precision farm in Mali, and helping to launch Matternet Inc., to develop drone technology to enhance distribution in the developing world. Salif has received fellowships from the Aspen Institute, Echoing Green, and Singularity University. In his spare time he continues to work on his dissertation, focused on how demography affects national power, internal conflict risk, political institutions, and economic development.



ELINA NOOR. Elina Noor is Assistant Director, Foreign Policy and Security Studies, ISIS Malaysia. She was previously a part of the Brookings Institution's Project on US Relations with the Islamic World and researched weapons of mass destruction terrorism at the Center for Nonproliferation Studies, Monterey Institute of International Studies. Elina read law at Oxford University and earned her Blue playing ice hockey. She obtained an LLM in Public International Law from the London School of Economics and Political Science, graduating with distinction at the top of her class. She also holds an MA in Security Studies from Georgetown University where she was a Women in International Security Scholar.



ALEXANDRA NORODOM. Alexandra holds an Honours Masters in Economics from the University of Glasgow where she specialised in Southeast Asian economies, focusing on finance, environmental protection, women's empowerment and education as factors of economic growth. She currently works for a management consultancy, specialising in knowledge networking and strategy for firms exploring new markets. She has had a longstanding involvement in sports education and community development through sport. Alexandra was previously an international Lacrosse player, representing Scotland at the Home International Games and was head coach and captain for the University of Glasgow Women's 1st Lacrosse team.

Attendee Profiles



VICTOR NOSI. Victor Nosi is the Managing Director of iAfrica Sportainment, a Sports Marketing and Management Agency, based in South Africa and the promoters of a Co-Sanctioned Golf Tournament, the Nelson Mandela Championship, whose sole purpose is to raise funds for the Nelson Mandela Children's Hospital. He also serves on the Board of the Nelson Mandela Children's Fund.



DANIEL OWEN. Daniel Owen is a Senior Social Development Specialist in the Europe and Central Asia Sustainable Development Department's Social Development team. His team leads social development investment operations in Azerbaijan and Poland on community-driven development (CDD), rural infrastructure and social inclusion and is the region's focal point for CDD, civil society and for Poverty and Social Impact Analysis. He has led work in the region on sports for social inclusion, social analysis relating to social impacts of the financial crisis in Europe and in gender and agriculture. Previously, he served as coordinator of the World Bank's anchor unit for CDD and as a Social Development Specialist at the Bank's private sector arm, the International Finance Corporation at the Mozambique office. His academic background is in Anthropology and has attended the Universities of Cambridge, Harvard and the London School of Economics.



ROBERTO PATINO. Roberto Patino is one of the founders of VotoJoven an NGO that advances the rights of young people through events like sports tournaments, where he has built a policy plan for the young people in his country, focusing primarily in education policies. Roberto was featured in the documentary *A Whisper to a Roar* and won the 2010 International Democracy Award. He was head of the Presidential Youth Campaign for the Opposition Coalition in Venezuela in 2012, which managed to create the largest youth political event in the country's history with more than 30,000 youth in a stadium. He is currently studying an MPP at the Kennedy School and was recently elected president of the Latin American Caucus of the School.



PETER PHILLIPS. Peter Phillips is a member of the British royal family and current Managing Director of Sports & Entertainment Ltd. Having worked in Formula One, rugby, golf, and cricket, Peter has an unrivaled understanding for the complexities of sporting rights and the activation of those rights. He is known for instilling detailed blue chip company sponsorships into Formula One and has designed as well as implemented corporate strategies that fit the business goals of the those sponsorships.



GOY PHUMTIM. Goy Phumtim completed her Master's in Olympic Studies, Olympic Education, and the Organization and Management of Olympic Events at the International Olympic Academy (IOA) in Olympia, Greece. She currently works at UNICEF Headquarters in New York. She also holds a BSc in Business Management from George Mason University; an MA in Communication, Culture, and Technology with a focus on international development from Georgetown University and has completed a graduate certificate program in International Business Management at Oxford University.

Attendee Profiles



CYNTHIA SCHNEIDER. Cynthia P. Schneider, Distinguished Professor in the Practice of Diplomacy and Co-Director of the Laboratory of Global Performance and Politics at Georgetown University, teaches, publishes, and organizes initiatives in the field of cultural diplomacy, with a focus on relations with the Muslim world. She co-directs the Los Angeles-based MOST Resource (Muslims on Screen and Television) and leads the Arts and Culture Dialogue Initiative, within the Saban Center for Middle East Policy, for the Brookings Institution. From 1998-2001 she served as U.S. Ambassador to the Netherlands, during which time she led initiatives in cultural diplomacy, biotechnology, cyber security, and education. Dr. Schneider has a PhD and BA from Harvard University and she serves on multiple Boards of Directors and Advisory Boards.



SAM SCHNEIDER. Sam is a freelance journalist and online news editor for Afghanistan's largest independent news outlet, TOLONews. He hails from Sandy Spring, Maryland, and recently graduated from Georgetown University with a BA in Government and Theology. From 2010-2012 he ran summer soccer camps paired with health and wellness courses in Palestinian refugee camps throughout the West Bank.



CHRISTOPHER SHIELDS. Christopher Shields is a founding partner in EnTech Holdings, a media and technology incubator; and the Festival of Nations (FN.org), a charitable trust focused on disrupting sectarianism. FN.org utilizes EnTech's networks and tools to promote cultural exchange via educational, sustainable development and CVE initiatives. His serial-entrepreneurial work includes the founding and investment in such companies as Shoreline Media, Zroll and the Festival Network, where he oversaw the largest global portfolio of music festivals from the Paris, Newport, LA and New York City Jazz Festivals, to the Olympic Games. Shields is an advisor & board member to the International Economic Alliance and Oando Foundations, and a frequent panelist on the topic of media, technology and culture at the UN, Billboard Conferences, the Africa Festivals Forum and US Islamic Forum. He received a B.A. from Columbia University and studied jazz theory at Berkley.



CARA SMYTH. Cara Smyth is Vice President of Glasgow Caledonian University New York, the first UK institution of higher learning in the city. The motto of GCU is "For the Common Good" and core competencies include business, finance, the business of fair fashion, and ethical leadership development. Cara is a former CEO of Menichetti International, a Director of Burberry and President of Jil Sander America. She joined GCU from the upmarket fashion retailer, Jeffrey, where she also held a senior management role.



ROB STULL. Rob Stull is a 3-time Olympian, and competed in Modern Pentathlon in 1984, 1988, and 1992, winning a silver medal as part of the 1984 U.S. Pentathlon team. Pentathlon events include swimming, running, shooting, epee fencing and horseback riding. He also is a four-time national fencing champion. After his retirement, Rob served on the U.S. Olympic Committee and then the executive committee from 1996-2005, and thereafter and executive with the World Olympians Association, the 4th pillar of the International Olympic Committee. Mr. Stull is presently chief executive of USA Pentathlon, and speaks about the power of sport, bridge-building and compassion at events around the world.

Attendee Profiles



MEICEN SUN. Meicen Sun is a Ph.D. student of international relations at the University of Pennsylvania. She received her A.B. with Honors from Princeton University, and was a worldwide winner of the Undergraduate Award for her paper on China and the UN Security Council. Her recent paper on China and UN peacekeeping won the best paper award at George Mason University. Sun previously worked at the CSIS in DC and the UN Regional Centre for Peace and Disarmament in Africa. Her project on the ICC's prosecution of Kenyan leaders was honored as an "exemplary approach" at the 2014 Clinton Global Initiative University.



SADIBOU SYLLA. Fully aware of the power of sport to enhance human development and Africans' communal passion for football, he created a soccer team whose objective is to achieve sporting, social and economic success for its members. Over the last 8 years, members of Sylla's team have been enrolled in many colleges and prep school in the U.S to play soccer. The total amount of scholarship money granted since the team's inception is over \$2 million. Presently, Sadibou is setting up a nonprofit organization whose goal is to provide assistance to the Youth African organization with medical, school and sports supplies as well as technology access.



GLENN TASKER. Glenn Tasker was elected President of the Australian Paralympic Committee in 2013 and has served on the Board of Directors since 2008. With more than 23 years experience in sports administration, Glenn's involvement in Paralympic sport began during his time as Executive Director of Swimming NSW. Internationally, Mr. Tasker was elected to the International Paralympic Committee's Sport Technical Committee for Swimming in 2009, and currently serves as its Vice-Chair.



LYNDON TERRACINI. Lyndon Terracini is Artistic Director of Opera Australia. His appointment in 2009 followed a highly successful international opera career since the 1970s as well as a successful career as an actor, director, and writer. He was Artistic Director and CEO of the Queensland Music Festival and Brisbane Festival, and has three honorary doctorates (Central Queensland University, Southern Cross University and Queensland University of Technology). In 2012 Lyndon conceived Handa Opera on Sydney Harbour for Opera Australia.



BEN THEIN. Ben Thein is currently the Chief of Staff to the CEO at SodaStream International. Ben received his B.A. in International Relations & Economics from Clark University as well as M.B.A. and a Masters in Foreign Service from Georgetown University in Washington, DC. In the past, Ben worked for Secretary of State Madeleine Albright and Ambassador Dennis Ross. He writes a weekly column for one of Israel's leading newspapers online versions, NRG Maariv, and is the founder of the Israeli Young Professionals Forum on Global Affairs. He is also a former member of the Israel National Swim Team and currently lives in Tel-Aviv with his wife Efrat and their one year old son, Alon.



MIKE TINDALL. Mike Tindall, MBE, is the former captain of the English rugby union team and a philanthropist. An outside centre for Gloucester Rugby, Mike has been actively involved in Rugby For Heroes, an organization dedicated to raising funds and awareness for military personnel transitioning back to civilian life, since its formation in 2011. A Patron of the organization, he continues to make a difference by raising money for its charities, corporate functions, and his golf charity event.

Attendee Profiles



BRENDAN TUOHEY. Along with his brother Sean, Brendan founded Peace Players International (PPI), a Washington DC-based global organization that uses sports to unite and educate young people in divided communities. Since 2001, PPI has worked with over 60,000 children in Northern Ireland, South Africa, Cyprus, and the Middle East. In 2008, Brendan and Sean received the Laureus Sport for Good Award. Brendan has also been recognized as one of the “40 under 40 Top International Development Leaders in Washington, DC” by Devex, and one of the “The 100 Most Influential Sports Educators in America” by the Institute of International Sport.



KARETTE WANG SANDBU. Karette Wang Sandbu’s passion is giving youth a real say in sport and policymaking, through education and mentoring of young leaders. She has held a position in Norwegian sport for over 10 years, as member of the executive board of the Norwegian Olympic and Paralympic Committee and Confederation of Sports, Chair of the Youth Commission and member of the European Olympic Committee Commission for Youth and Sport for all, and member of the Advisory Board for Lillehammer Youth Olympic Games 2016 to mention a few. She has a master’s degree from the Norwegian School of Management in Leadership and Organizational Psychology.



LAURA WHITE. Laura White is passionate about helping every person realize their potential to be a change agent. Currently the manager of Ashoka’s Changemaker Schools Network, Laura identifies and recognizes elementary schools across the US that do an outstanding job of cultivating students as empathic leaders. She also works with other Ashoka offices around the world to help them identify Changemaker Schools in their countries. Prior to joining Ashoka, Laura was a student at Tulane University and started a program to provide free swimming lessons for low-income children, using her love for swimming to make a difference in her community.

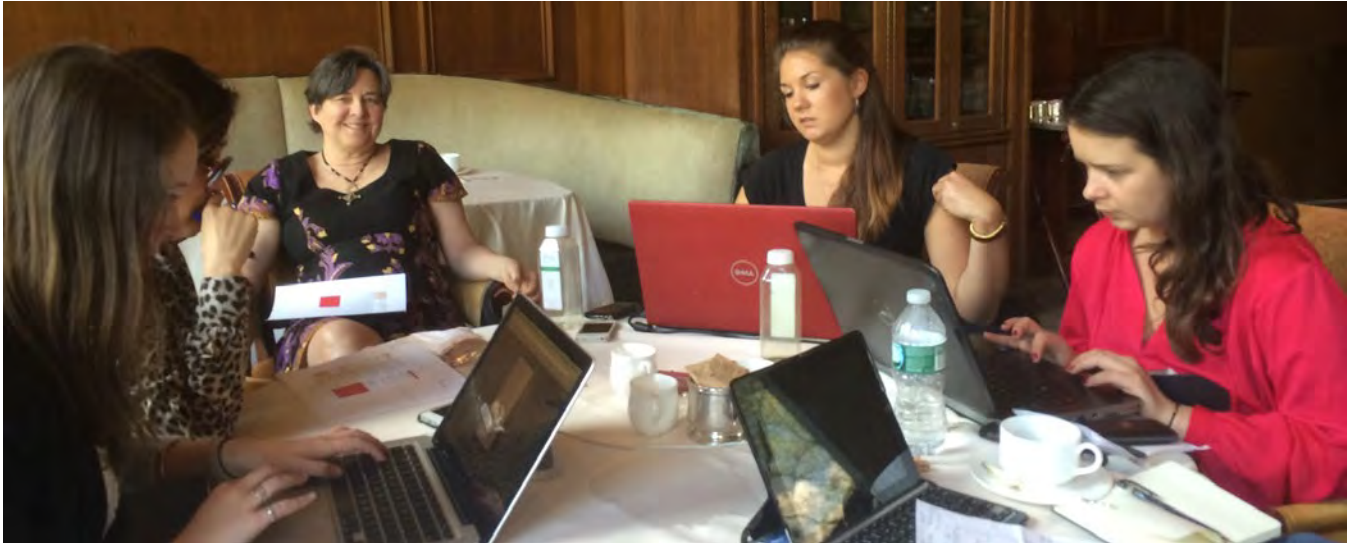


PAUL WRIGHT. Padre (Lt Col) Paul Wright is a British Army Chaplain, who has served on operations in Northern Ireland, Bosnia, Iraq and Afghanistan. Currently he is the Chaplain of the Royal Military Academy Sandhurst. He has been leading visits and study tours to the battlefields of the First World War for over twenty years and has published two books and several articles. His interest in sports and reconciliation has been both an academic and practical and he has been involved in sports projects in areas of conflict that have brought together former enemies. His current research is looking at ‘martyred’ Olympic cities as beacons of reconciliation, and Olympians who died in First World War. He is a former rugby league player and holds the sports professional coaching qualifications in the UK and Australia.



MOTOHIDE YOSHIKAWA. Ambassador Motohide Yoshikawa is the Permanent Representative of Japan to the United Nations. Mr. Yoshikawa was born in Nara, Japan, in 1951 and graduated with a degree in Social Sciences from the International Christian University (Tokyo) in 1974. Mr. Yoshikawa has had a long and esteemed diplomatic career holding important roles in Japanese diplomatic missions in Argentina and the United Kingdom before serving as Counsellor at the Japanese Delegation to the Organisation for Economic Co-operation and Development (OECD), Director of the Second International Organisations Division of the Economic Affairs Bureau, and later, Director of the United Nations Policy Division of the Foreign Policy Bureau in charge of the General Assembly and the Security Council. In Japan, he has served as Deputy Director-General of the Economic Cooperation Bureau and the Director-General of the Middle Eastern and African Affairs Bureau at the Ministry of Foreign Affairs. Mr. Yoshikawa served as Ambassador to Spain, Japan’s first Special Representative for Afghanistan and Pakistan and until his nomination as Permanent Representative to the United Nations, he served as Ambassador and Permanent Representative to the OECD in Paris.

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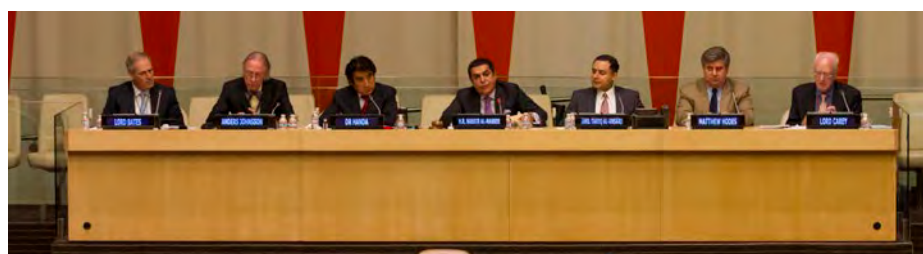
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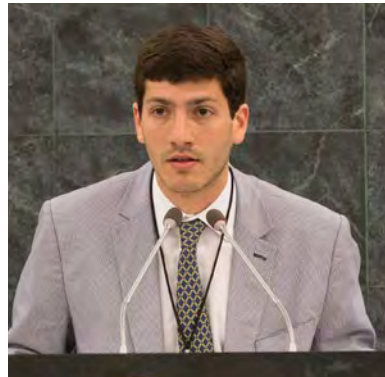
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World Sports Values Summit for Peace and Development

