§1 Introduction

Delegates and speakers for the first ‘Sport at the Service of Humanity’ conference gathered at the Vatican in Rome on 5 - 7 October 2016 for three days of celebration and deliberation, and to work together on generating new initiatives in harnessing the potential of sport for good in the world today. Those attending the opening ceremony included the President of the International Olympic Committee, Thomas Bach (who remained throughout the event) and the United Nations Secretary General, Ban Ki-moon. Oliver Bäte, CEO of Allianz, was present as a sign of his company’s commitment to the project – Allianz leading a group of vital commercial partners. The arrival of the Holy Father, Pope Francis, whose leadership and inspiration was gratefully acknowledged by all participants, signalled the climax of the opening ceremony. His Holiness Pope Francis had urged sports participants to ‘Challenge yourself in the Game of Life as you would in the Game of Sport,’ and conference delegates and speakers explored how communities of faith and sport could creatively connect their worlds to accept the Holy Father’s challenge.
The Advisory Committee had created a Declaration of Principles (see Appendix 1) in preparation for the conference, and during these three days almost three hundred participants from diverse backgrounds met to affirm it and imagine how these principles could be made concrete. Participants included elite and recreational sports competitors, sports administrators and sponsors, philanthropists and faith leaders, representatives of governments and NGOs, charities and the media.

The conference began with an inspirational opening ceremony including contributions from performers and sporting celebrities, and interviews with and addresses from a number of world leaders in sport and faith, including The Most Reverend and Right Honourable Archbishop of Canterbury, Justin Welby. The conference Declaration was read and celebrated. His Holiness Pope Francis spoke of sport’s challenge to us, in helping develop the God-given talents given to each human person, and of its power to improve health and well-being, encourage cooperation and teamwork, and teach lessons for life about winning and losing. Yet there was also a challenge in sports, he reminded us: to allow sport to become a force for inclusion, reaching the marginalised, especially the young; and he expressed the hope that the conference would mobilise religious, business, and sporting institutions to enable all young people to play sport with dignity. Genuine sport, he suggested, sport free from manipulation and exploitation and distortion, should be protected and celebrated at all times. All sports people must be ‘amateur’ in the original meaning of the word - we must love sport, and love in it and through it.

The conference format included a sequence of themed plenary sessions addressed by speakers and hosted by David Eades, from BBC World News. Twelve breakout groups addressed particular issues, and were charged with identifying the concrete action points that could be pursued after the conference. What follows is a summary of the event and its intended outcomes.
§2 Plenary Sessions Report

As the opening conference session began, once more Cardinal Ravasi set the tone, as he had done a year before for the Advisory Committee. The conference was not simply to be a matter of talking: rather the conference’s principles should be incarnated concretely as breakout groups identify pathways and processes for action. Later in the conference a speaker from the floor would recall the famous World War 1 Christmas truce during which English and German soldiers played football - before returning to hostilities on the next day: our games must be sustainable and not an interlude in continuing misery. As the breakout groups’ action points would later indicate, Cardinal Ravasi pointed out the clear connections between sport and education - the process of allowing potential to flourish, like ‘taking a jewel from a treasure chest.’ This was a cooperative venture in which we shared and in which all those involved in sport participated: after all, the root meaning of ‘competition’ is ‘striving together for a goal.’

§2.1 The Conference: Emerging Themes

Seven themes emerged from the conference sessions, providing coherence to every discussion, all planning, and the common vision. These themes intertwine with one another in various ways.

- **The Joy of sport**
  ‘We want to play and have fun,’ a young child in Rwanda told those planning improvements to their community. While facilities are important, so it is also vital to offer adults and children the opportunity to play sport for the sheer joy of it. As Argentinian rugby international Hugo Porta was to remind us, when we play we respect our opponents and enjoy ourselves. There was great pride and joy experienced through elite sport, and in representing one’s country; and there is great pleasure to be gained in competing honestly with ourselves and others in recreational sport; for spectators, too, sport offers a delight that can overcome difficult circumstances and bring hope. The conference participants committed to cherish and promote the joy of sport.

- **Sport and our better selves**
  A number of speakers spoke of the way in which sport challenges us to improve our performance, to press on through existing barriers. Even in defeat we should be the best we can, and learn where and how to improve.
But this desire to excel in and through sport applies not only to sporting performance but is transferrable to life as a whole. In this conference participants echoed Pope Francis’ words to ‘challenge yourself in the game of life as you do in the game of sports.’ When coached constructively, sport can teach important life skills, and harness and direct energies. We heard of sport allowing people to reach their full potential, and how, through the power of sport, people experienced liberation to new possibilities in their lives. ‘I’m a better player now,’ we heard, ‘and a better person:’ this captures aspects of the connection between sport and our better selves. Sport at the Service of Humanity acknowledges that sporting endeavour shows us something about what it is to be truly human and calls us always to our better selves.

- **The transforming and cohering power of sport for communities**

Sport can be a catalyst for transforming communities - displaced persons making community through sport and receiving fresh hope; girls in India offering their families a vision of new possibilities through sporting achievement; a divided nation rallying around the success of an Olympic athlete in Zimbabwe. Sport’s extraordinary power to symbolise, and bring coherence to, national communities was evident in the pride taken by players and supporters in the national shirt of their sports team. Sport can renew and give purpose to every community and its potential to do this should be released.

- **Redefining participation and achievement in sport**

Sports events, from childhood onwards, often divide people into ‘those who can’ and ‘those who can’t.’ Emphasis on winning alone can alienate and marginalise, especially those who are excluded from other social activities. The conference heard, and warmed, to the challenge that Sport at the Service of Humanity might redefine what it means to be a sports participant and to be ‘successful’ in sport. Instead of asking whether an individual is the best we need to ask whether through and in sport they can be their best: whether sport can be a vehicle for their growth, and a means by which they come to participate in society, not just sport. Thus, for example, the Paralympic Games offers an empowering vision to those previously often excluded. Sporting projects aligned with and inspired by this conference need to challenge and redefine what counts as participation and achievement in sport.
• **Overcoming stereotypes and resistance**
The conference heard several stories from those who had overcome resistance from those around them in order to compete at all, and indeed - to achieve remarkable things. Whether we consider the girl who the Taliban tried to prevent playing squash, the homeless who played their own football world cup, or the Kenyan runner who refused to have her sporting aspirations moulded by other people’s expectations of her gender and geography, we saw and understood sport’s power to overcome unhelpful and constraining stereotypes and bring liberation to women and men. More positively, we heard of the early exposure of children to their peers from different cultures and backgrounds and how this undermines these stereotypes. Sport, it has been said, is a universal language. It certainly appears to allow communication and progress across divisions and to break down negative images and expectations. Sport at the Service of Humanity can promote sport to bring people together and allow some to break out of constraints that limit their opportunities for growth.

• **Doing good**
From those in government, NGOs, business, and the world of sport, we heard ample testimony to the fact that ‘doing good is good business.’ Participation in sport increases social participation generally, and helps individuals and communities to a surer sense of identity. Projects in education in India, a multinational energy giant’s social rehabilitation work in Rwanda, the work of an elite football club among refugees in London and Iraq, all testify not only to the good businesses and organisations can do but also to the good will that they can earn by doing it. Such good works can, as shown at Arsenal FC, allow others to see themselves as part of a bigger picture and as part of ‘doing good.’ Businesses especially, but also those in sport as business, need to be challenged by effective stories of ‘doing good’ in order to broaden their vision of what might be achieved, and encouraged to enter coalitions and partnerships to deliver real impact.

• **Stronger together**
Speaking of coalitions and partnerships in this way leads naturally to another emerging theme of the conference, that most if not all of the goals identified will only be achieved in sustainable ways if there is cross-sector working between business and NGOs, sports organisations and governments and faith groups, etc. ‘Striving together for a goal’ means forging partnerships creatively to do what must be done, and to release ‘sport at the service of humanity.’
§2.2 The Conference, Session by Session

1 Love
The conference heard of Kirsty Coventry’s journey to Olympic gold medals and world records, though she came from a country with no tradition of elite swimming. While she spoke of her pride in hearing her country’s national anthem being played following her success, she also spoke movingly of the impact of her success in Zimbabwe: a divided nation pulled together in celebration, and people in difficult circumstances were given joy and hope.

2 Enlightenment
Sports, Erwin McManus suggested, inspire us all to heroic greatness. While most of us know that we will never stand on the gold medal podium, sport gives us a sense of possibility, of who and what we might be, and of achieving something meaningful. In sparking our imaginations in this way, sport reminds us what it is to be fully human, and of the continual desire to go beyond our current limits to accomplish great things in all spheres of life. In Jesus, Christians see most clearly what it is to be human, and he continues to inspire us to be our most humane selves.

3 Inclusion
Timothy Shriver reminded delegates that those with learning disabilities have frequently been marginalised by the labels we use to categorise people: ‘normal,’ ‘disabled,’ ‘retarded,’ and so on. The Special Olympics movement has allowed us to hear voices from the periphery: they say, ‘label me “able,”’ or “brave,”’ or “competitor” - I have come from the margin to remind you that I, too, belong.’ Too often the question asked has been ‘am I the best?’ Instead it needs to be ‘am I my best?’ Sport can enable us to catch this vision. To these words Special Olympian Loretta Claiborne added vivid reality. ‘Let me win,’ she said, ‘but if I cannot win let me be brave in the attempt.’ Used properly, sport has the power to break down barriers: conference participants should go back to their communities and churches and invite the intellectually disabled to participate in sport.

4 Balance
These themes were picked up again by the Chairman of the International Paralympics Committee, Sir Philip Craven. The empowering vision that has guided the Paralympic Games has been that of enabling Paralympic athletes to achieve excellence and excite the world: this has meant not necessarily winning a medal, but athletes achieving the best sporting performance they can. Competing in this way, sport may lead us to vital life skills – including living within constraints, harnessing aggression, fitness and health, and
friendship. Such skills need to be vigorously protected against the distortions of cheating and doping.

5  Respect
Maria Toorpakai Wazir was the victim of gender discrimination when growing up in the region of Pakistan dominated by the Taliban. Her family, her school, everyone at different times, discouraged her from playing squash - and the Taliban threatened her life if she continued to play. When she received an invitation to Canada to work with the world champion she was told that Muslims were hated and that she would be jailed. Her experience was just the opposite: ‘I’m a better player now, but also a better person,’ she said. The problem we face is not a clash of culture or religion, but the ignorance that fears or demonises what it does not know or understand in another culture or religion. Sport enables encounters with emotional connections that can end this ignorance, and may even allow us to work together to eliminate poverty and promote peace between peoples.

6  Compassion
As the number of homeless people in every country grows, Mel Young told us, we become immune to its impact and the homeless cease to be visible to us. Sport can change this situation too, as the Homeless World Cup has shown: a football brings people from the margin as we go to homeless people and say ‘do you want to play?’ The venture, in which cities now bid to host the competition, has been an extraordinary success and research suggests that almost nine out of ten participants think that their lives have in some way been improved by the competition (such improvements include employment, education, and breaking the cycle of addiction) and a similar proportion of spectators say that they have a more positive image of homeless people. Whereas people often avoid the homeless, once they put on a football shirt they are no longer stigmatised but celebrated - as the 168,000 people who watched a recent competition shows.

7  Joy
Coca-Cola’s Bea Perez described a community project the company had been involved in in Rwanda. While the community leaders wanted electricity and improved education, the children wanted a football pitch: ‘we want to play and have fun,’ they said. The football pitch was completed. Arriving at the opening match Perez asked ‘who’s winning?’ and a child responded ‘we are all winning because you brought us these things.’ The love of sport can be used to help people to realise their full potential: through sport, we can all win.
8  **Involvement**

Johann Koss realised that he could achieve more through sport than he could through his post-elite-sport medical career. But to do this effectively the erosion of sport in schools must be stopped, and safe places for children to play sports must be created in all our cities - from Gaza to Zimbabwe to Toronto. He challenged the conference to commit itself to achievable targets, and to make a difference.

9  **National Governments**

Norway’s Minister of Culture, Linda Catherine Hofstad Helleland, spoke of the power of sport and faith to address some of the biggest common challenges, including global health and gender equality, and other United Nations Millennium goals. The conference heard stories of government support for projects from the favelas, and from Jordan – including a football project there working with young women. Sport increases general social participation and helps to train future leaders. Governments can work in partnerships in order to promote gender equality and equal opportunity for women - achieving inclusion and involvement.

10  **Refugees and Displaced Persons**

One of the bad habits often practised by development organisations, Stephane Jaquement of UNHCR suggested, is that they appeal for help to assist refugees instead of providing an environment in which refugees can be secure and address their own issues. Displaced persons need support in addressing three fundamental needs: to belong, to connect, and to develop a (new) sense of personal and social identity. Sport can assist displaced people as they address all three of these needs. It creates a familiar environment in which individuals feel that they belong; it allows connections to those with whom and against whom we play; and it helps to develop a strong sense of self-identity with this growing social cohesion.

11  **Peace and Harmony**

Prince Faisal al Hussein of Jordan pointed out that most of us have grown up with - and then passed on - stereotypes of others. The key, he suggested, is to address children rather than their parents, and to prevent these stereotypes taking root. This would not be a quick process, and so sustainable projects were required with long-term goals and resourcing. When we give children a ball, they instinctively know how to play, even without a common colour, language, or faith. Projects need to build on this with time invested after games too.
12 Private Sector and Disadvantaged Communities

The Italian energy multinational Eni S.p.A. was proud of its sponsorship deals with the Italian football and Paralympics teams, Alberto Piatti reported. Globally, the majority of people should be considered economically disadvantaged, and business had a role with sporting agencies in responding to community development needs and creating new possibilities. The story of one individual summed up the possibilities: a Rwandan boy orphaned in 1994 was still, ten years later, unable to trust strangers, and cut himself off from others - including hiding in a tree when aid workers offered help. In a project sponsored by Eni, a doctor created a football pitch and slowly the boy was enticed down to play – and to trust – again. Piatti cherished the letter thanking his company for their part in giving this boy a new start.

13 Inspiring a Nation

With one sixth of the total world population, and with one of the youngest median ages, India might fairly claim to be the youngest of nations. Experience suggests, Nita Ambani (of the Reliance Foundation) told the conference, that the combined working of faith and sport can be transformative as her country faces the challenges of its demographics. ‘Education for all,’ a project supported by India’s cricket icons, uses sport to work with the underprivileged and differently abled. An inclusive project, it seeks to rekindle the hopes of parents and children that they, even in their disadvantaged circumstances, can achieve great things. There were similar stories of work using football, and wrestling. And when a school was rebuilt after food disaster, a new sports field was top of the children’s wish list. A vision for India’s future is that all children will be able to access sports, all sports, and that girls will be empowered through sports (both the Indian medallists at the Recent Rio Olympics were women!). The right to play should be a universal human right.

14 The Power and Role of the ‘Global Club’

Ivan Gazidis spoke of changing lives through an elite football club, Arsenal FC. Inclusion, he said, is an imperative for elite sports. Elite sports strips everything away - the best players are recruited whatever their background, and players must then learn to work together for the team to prosper. This has meant that Arsenal has recruited a number of Muslim players who often pray on the pitch before games - showing the ordinariness of faith, and their own humanity. The club had played a leading role for twenty years in the development of women’s football, offering new role models, and an alternative to many of the unhelpful images and messages directed towards young women. Recently the Arsenal woman’s captain had visited a displaced persons camp in Iraq where a project in partnership with Save the Children was based on playing football with the
young women: of 3.3m displaced persons in Iraq, one half are children. This project was transformative for the girls involved in it, and inspirational and humbling for their London visitor. Many projects at home and around the world have recently focused on refugees, and these projects can only be delivered around the world by making effective partnerships with agencies such as Save the Children. In London, similarly, refugees are prepared for integration into British society and for employment, through football-based projects. Those helped by these projects come to talk to players and staff so that the players can catch a larger vision and see the good that they have, indirectly, done. Every week the club has 5,000 people on 350 such programmes, and is justifiably proud of the impact it is able to make.

15 Competition
Historically, perhaps the most successful competitive team in all of sport is the New Zealand rugby team, the ‘All Blacks.’ Former captain Sean Fitzpatrick told the conference of their ninety-three per cent success rate over the last one hundred years and how this was grounded not in financial investment or payout but in the culture of the team. All players understood what a privilege it was to play for this team, and they all understood that every man in New Zealand would swap places with them instantly. He spoke of two sets of advice. From his father, himself an All Black, he was told ‘play a team sport, any team sport; and have fun.’ From his first high school coach, in a terrible team, he learnt: ‘everyone is equal; bring your attitude to the game; each individual should be as successful as they can be - be a winner.’ That school team lost every game by a big margin - but the basic philosophy is the same as that of the All Blacks. This theme was echoed by Hugo Porta, Argentinian international rugby player: when you lose, you do the best you can; play with honesty; respect your opponent; enjoy the game. Even when Argentina lost to the All Blacks the experience was good because in defeat we learn where we can improve our game. In the modern era, Fitzpatrick conceded, money has changed the game in all kinds of ways. But in New Zealand, where the financial resources are relatively scarce compared to the big clubs of Europe, the tradition of the All Blacks still counts for a great deal: the All Black values are ‘old school’ but still work in the professional era. Porta said that the ‘Puma’ rugby jersey was a national symbol that belonged to the everyone in the country and that the players were allowed to wear it for eighty minutes on behalf of all their fellow Argentinians - representing their country, culture, and youth.
16  **Inspiration**

World marathon champion Tegla Loroupe from Kenya offered another remarkable story of overcoming opposition to reach greatness. Resisting being forced into what was considered a traditional woman’s role and excluded from sport she persisted in running and won the New York marathon at 21 years of age. She had come from the region of Kenya where warlords often held sway, and this did not endear her to the Kenyan authorities. ‘Something good has to come from here,’ she declared, ‘and it’s me!’ When her running for Kenya encountered difficulties she turned down the opportunity to run for European teams, insisting instead that she wanted to run for an Africa team and do good for African people. Having been involved in work with refugees since 2003, and following work using sport to promote peace in conflict zones, she played a prominent role in ensuring the presence of a refugee team at Rio in the 2016 Olympics.

17  **Brief Points from the floor during the Q&A**

- Of the $Trillions in sport, very little of this is ‘at the service of humanity.’ Clubs and sporting organisations need to be encouraged and inspired to act responsibly.
- Sporting organisations and NGOs need to look self-critically at themselves sometimes, and see that sacrifice may be required from such groups if projects are to succeed, not just celebration or advancement.
- Among the issues to consider for next time might be race and LGBT inclusion.
- Recalling the famous World War 1 Christmas ceasefire/football story, we must make sure that initiatives here are not just heart-warming stories but sustainable projects.
- Have we missed an opportunity for discussion of religious and cultural differences? Or is it best to approach these issues from a different perspective (sport) and allow such issues to emerge naturally and be considered as they arise?
- Should we consider ‘Sport at the Service of Humanity’ a brand, and if so how do we promote it? Questions about any structures to further our goals may need to be considered in due course.
- Non-competitive ‘sports’ such as yoga might be given further thought.
18 Big Sports, Big Business: Issues from a panel discussion moderated by Sir Martin Sorrell. Panellists: Ms. Naseema Sparks, Mr. John Mara, Mr. Luc Robitaille, Mr. George Pyne

1. Player health and safety. Despite concern about head injuries in the NFL sponsors show no particular nervousness - research is being stepped up into causes and prevention, though it’s also worth noting that NFL players’ life expectancy is above average.
2. Player violence. While old habits are difficult to address, the NHL is working hard to reduce fighting in its games, and appears to be having some success such that it is confident that it will eradicate it eventually.
3. All top athletes have been coached, and the values that we affirm in this conference can also be coached and appropriated in all sports.
4. Clubs and associations should be encouraged to sign up to the conference’s Declaration.
5. Doing good is good business if you are trying to build a long term business brand: sports clubs and organisations are discovering this. Millennials as consumers and employees tend to seek out those who ‘do good.’ Business and the media now have an opportunity to ‘build in’ requirements such as diversity, ethics, and human rights to their sponsorship and broadcasting deals, etc.
6. There is momentum for coalitions of large businesses, NGOs, and sports organisations - this can provide capacity but also a consistency of approach.
7. Sporting organisations are now multi-nationals with vast reach and turnover. They need to be run well like the best businesses.
8. Good news stories tend to get blocked, or overshadowed, by scandal and ‘bad news;’ can this be prevented?
9. While encouraging ‘bottom-up’ initiatives, the importance of leadership and starting at the ‘top’ cannot be forgotten.
10. With the political and economic polarisation currently seen in many countries, it is important to note again that sport can bring people together across these divisions.

19 Concluding: Bishop Paul Tighe
There is an Irish proverb. One translation of it is: ‘a good beginning is half the work.’ Bishop Tighe thought that this extraordinary event has been a great beginning, with an emerging consensus and rich discussions. There had been testimony and ideas, and a desire to work together had clearly emerged. However, an alternative translation of the proverb is: ‘a good beginning is only half the work.’ This reminds us that there is a great deal of work still to be done in delivering on the ideas shared and the inspiration given here.
Concluding: Cardinal Ravasi

Cardinal Ravasi thanked all participants, as they had ‘competed’ here, i.e. striven together for a common goal. Through all sport the simple joy in play must be cherished. Paraphrasing Henry Miller on religion, he said that ‘art, like sport, serves nothing except to show the meaning and joy of life.’
§3 Action points identified in breakout sessions

Inclusion / Women
Facilitator: Val Ackerman (Big East Conference; USA)

To move closer towards 50/50 balance of participation in playing and governing sports by 2030
1. Challenge the media coverage of women’s sport so that women’s sport receives greater exposure.
2. Identify elite role models and shared stories which can be used to offer examples within communities, role models who can then take up leadership positions in education.
3. ‘Level the playing field,’ with research grants, etc., having requirements to reach a quota to increase girls in coaching / participation. (Without such incentives increased participation of women will not happen.)
4. Begin these changes in schools.
5. Set a target of 50% of those in leadership positions in sporting organisations and associations to be women. (Such a target will only be met if first there is attention to policies and structures, capacity building, mentorship, and leadership programs.)

Inclusion / Intellectual disability
Facilitator: Scott McCune (McCune Sports & Entertainments Ventures; USA)

To grow participation to 10 million participants, expanding from the current base of 4.3 million participants by 2022.

(Someday, every child will grow up with a chance to play on a boys’ sports team, a girls’ sports team, or a Special Olympics Unified Sports Team. These opportunities will be given by insuring that all schools, local sports clubs and community based sports organisations that serve young people offer Unified Sports in every country in the world.)
1. Connect corporations and the public to the mission and goals of SSH through stories and storytellers creating shared value.
2. Create clear measurable tactics for government and business collaboration.
3. Encourage competing corporations to negotiate a ‘pre-competitive space’ in order to expand partnerships and participation beyond exclusivity.
4. Make investments at the local level with targeted communications and targeting funding.
5. Incentivise public/private partnerships wherever possible (through tax benefits etc.).
6. Develop a funding mechanism such as the “Global Fund” with a goal of $10million.
7. Secure a role for an Ambassador to the United Nations.
8. Create a Super Bowl of Unified Sport.
9. Maintain networks from SSH so that those with political power can continue to learn from one another about effective strategies.

**Inclusion / Physical disability**
Facilitator: Andrew Parsons (IPC; Brazil)

1. Wherever possible, while respecting personal and cultural differences, physically disabled persons should be included in sports programmes.
2. Increase specific knowledge of physical disability and sport, and especially educate the educators of tomorrow, and other key facilitators.
3. Engage more partners.
4. Encourage political ambition that takes long-term perspectives to change systems profoundly.
5. Let sports heroes and (social) media help to change mind-sets and change history.

**Inclusion / Economically challenged**
Facilitator: Patricia Janiot Martinera (CNN, Espagnol; Columbia)

Access to sport, including facilities, equipment and coaching, will be as available to the economically disadvantaged as to the well-off, all over the world. Sport will lead the way in erasing the barriers between ‘haves’ and ‘have-nots’ in being able to enjoy life to the full.

1. Inspire economically challenged people to dream and develop themselves. Then provide them with opportunities to reach that potential, encouraged by setting measured goals and outcomes.
2. Sport can be the catalyst leading a partnership of local resources (e.g. business, political and social leaders) to identify each community’s unique dreams and needs.
3. Bring about changes to the business model of sport where sport is seen not as something to be selfishly consumed but to be selflessly shared – but keep it simple and ensure it is more than Western countries that are involved in the process.
4. Promote sport as a powerful tool for social good, helping those in economically challenged communities to see sport as a powerful tool to develop their society locally and further afield.

5. Encourage winners to engage outside of stadiums, with the ‘haves’ actively encouraging the ‘have-nots,’ where the rich see it as their obligation to engage with and support the poor.

6. Establish a marketplace of companies and organisations that can share positive experiences, best practice and what resources and abilities they have to hand.

Inclusion / Elderly
Facilitator: Emilio Galli-Zugaro (Methodos; Germany / Italy)

In future, a coalition of experts (Physicians, nutritionists, coaches, educators as well as others) will offer sport, physical and spiritual activity to all, preparing them for ageing. Governments, churches, employers and insurers will offer incentives for elderly people to join sports clubs or participate in local teams or activity groups.

1. The UN, governments, NNGOs, and Churches will work on educating people from school-age on:
   A. The benefits of sport from nursery to grave;
   B. The need and use of all appropriate and accessible sports facilities wherever they are and whomever owns them: with free access to everyone;
   C. The use of mundane things: walking upstairs, walking rather than driving short distances, etc.

2. Accessible (after-school, parishes, etc.) sport facilities for all, with trans-generation use in mind.

3. Coaches trained in coaching senior citizens.

4. Mentoring to young sport participants by the elderly and training the elderly in mentoring.

5. Support groups – including past athletes – to tell stories and inspire, to sustain interest, motivation and commitment to play, exercise and share all of this through social and traditional media.

Inclusion / Refugees
Facilitator: Dr Sam Ramsamy (IOC; South Africa)

1. New protocols should be proposed between international organisations, NGOs, and governments, allowing the local organisations to take immediate action.
2. Sports activities among children and all displaced people must be introduced as soon as possible without waiting for all other problems (including such basics as food, water, and medicine) to be resolved because sports are useful immediately to fill a void, build self-esteem, and restore some sense of normality.

3. Sports organizations (including NOCs) should be encouraged to advocate for the usefulness of sport-based activities with refugee communities because they have a positive impact on inclusion and integration for displaced persons, while also empowering those within these communities.

4. Appropriate persons within refugee communities should be identified and utilised to these ends as most such groups of displaced persons have ‘expertise’ within them.

5. Sports stars should be used as ambassadors to conscientize on these issues and used as role models for refugees.

**Involvement / NGOs**
Facilitator: Nick Keller (Beyond Sport; UK)

1. Devise a set of agreed metrics where the impact of sports projects involving NGOs can be reliably measured - thus making it easier to argue for future funding and sustainability of projects.

2. Start a mentorship scheme whereby business leaders from the private sector help sports NGOs to grow in scope and scale - many NGOs in the sector are small-scale operations begun by entrepreneurs, not many of whom necessarily have the skill set to grow and develop their operations.

3. Form coalition of sports NGOs to increase effectiveness of work, especially with refugees.

4. Children must be protected, so UNICEF’s new International Safeguarding for Children in Sport policy should be promoted and adopted by all involved in the sector.

5. Nick Keller’s ‘Beyond Sport’ will take these action points and monitor progress on them, contributing to their implementation where possible.

**Involvement / Private Sector**
Facilitator: Njeri Rionge (NRBC; Kenya)

1. Companies should appoint sport ambassadors to advocate for sports’ benefits and its place in CSR strategies, and these company
champions should partner with elite sports champions to be mutually reinforcing and inspirational.

2. Companies should help employees to feel proud of CSR sports projects that are driven by compassion, and especially focused on marginalised young people.

3. Businesses should incentivize employees to volunteer as coaches and mentors in sports clubs and projects, by embedding support for volunteering in these projects within their employee performance systems.

4. Technological innovation should include sustainable technologies (such as 3D printing) that can be cascaded globally to help give all ‘the right to play.’

5. Partner with NGOs and other bodies to lobby governments to appoint a minister for sport.

**Involvement / Public Sector**
Facilitator: Jan Aage Fjortoft (Government Sports Committee; Norway)

1. Lobby governments with up-to-date research information on the benefits and uses of sports for community development and social inclusion.

2. Governments should give careful consideration to the environmental and social sustainability of sports projects, and link sports funding and support to statistics and targets for health and wellness.

3. Governments should make funding support for sports projects conditional on certain metrics, e.g. gender balance in participation and management, sustainability targets, ‘safe spaces,’ etc.

4. National and local governments should protect and expand the amount of school time given over to sport and exercise.

5. Popup sports projects should be used to work with communities in crisis mode (refugees, or other social issues) because of such projects’ proven power to integrate and promote social cohesion.

**Involvement / Faith Groups**
Facilitator: Prof Patrick Kelly (Seattle University; USA)

1. Develop a coordinated community-based approach to collecting and distributing athletic equipment.
2. Create an inter-faith consortium with a shared mission directed to serve targeted populations leading with core values such as Compassion, Mercy, and Unconditional Love

3. Invest necessary time and money to open up community-based facilities. Modernize them to handle greater demand and don’t leave them sitting idle - extend hours of operation

4. Educate NGO’s, government agencies, and religious institutions to the value of sport as a platform to release tension, anger, and strain on the population.

5. More deeply educate the organisations that are already doing the work. Use role models, athletes, and other prominent figures and insert them into the conversation in these targeted communities.
Involvement / International Organisations
Facilitator: Allessandra Morelli (UNHCR; Italy)
1. Access to sport to ‘involve’ and ‘empower’ the poor, the deprived and the disadvantaged, should be mainstreamed in every strategic plan, both locally and globally.
2. Foster collaboration between public sector, private sector and civil society, with identified key organisations (FC Barcelona cited as a model) forming coalitions for ‘social responsibility’ initiatives.
3. Concentrate on removing obstacles to cooperation at the local level so that we can ‘think globally but act locally.’
4. The value and values of elite and participation sport should be mainstreamed by all desiring to be catalysts for change, with elite stars being used to bridge the two kinds of sport.
5. Increase evidence-based knowledge and improve teacher and trainer education in terms of safeguarding children, specifically, and of belonging, connecting and being in and through sport, generally.

Involvement / Sporting Organisations
Facilitator: Charmaine Crooks (Track and Field Olympic Medallist; Canada)
1. Elite sports cannot be over-emphasised, but we must harness the power of athletes as ambassadors and role-models within existing cohorts (NOC, local/global sport bodies and leagues, groups, etc.).
2. Promote inclusive and accessible programming that recognises sport as a shared communal experience and for all.
3. Work with all levels of government to identify and reallocate resources, including faith-based organisations, public sector and private entities.
4. Encourage grassroots participation through school curriculum, emphasising fun and the values of sport beyond its competitive nature.
5. Amplify the concept of sport to include healthy lifelong exercise activities of various kinds for mind, body and soul.
6. Engage in social and traditional media amongst stakeholders existing and complimentary events and initiatives.
7. Apply data and other research metrics to identify gaps, synergies and sharing of best practices.
Appendix 1

Sport at the Service of Humanity: Declaration of Principles

PREAMBLE

WE BELIEVE THAT

Sport has the power to celebrate our common humanity, regardless of faith, race, culture, beliefs, gender and ability.

Sport can bring us together – to meet one another across borders and boundaries, to learn to compete as friends, to respect and trust one another even in opposition.

Sport has the power to teach positive values and enrich lives. Every one of us, who plays, organises and supports sport, has the opportunity to be transformed by it and to transform others.

Many people are deprived of sport through lack of opportunity, prejudice, or vested interest. We have a responsibility to help and share its benefits.

Sport challenges us to stretch ourselves further than we thought possible.

Sport can be distorted if we lose sight of the sheer joy it brings us. While we strive for excellence in sport, it is more important to aim for excellence as human beings.

Therefore, guided by our common values, we jointly pledge to be inspired by and aspire to the following Principles:
COMPASSION

Use the power of sport to help others
Share the benefits of Sport to empower those who are poor and disadvantaged.

RESPECT

Use sport to build trust and understanding
Respect your opponents.
Through sport understand them and their culture more deeply.
Condemn violence in Sport – on and off the field of play.

LOVE

Sport is for all
Do all you can to help everyone take part in sport.
Do all you can to enable everyone to compete on equal terms.

ENLIGHTENMENT

Sport has the power to transform lives and build character
Learn graciousness in victory and perspective in defeat.
Apply the values you learn in sport to help you excel in life.

BALANCE

Sport has the power to help us make the most of ourselves
So play it in the knowledge that it can revitalise you physically, mentally, emotionally and spiritually.
At every stage of life, play for fun, for health, for friendship.

JOY

Sport, above all, is about enjoyment
So enjoy it! And remember, there is more to sport than winning, but when you compete, be and do the best you can, always.
Appendix 2

Acknowledgements

The Advisory Committee of Sport at the Service of Humanity gratefully acknowledges the support of many individuals and organisations, including:

At the Vatican
His Holiness Pope Francis
His Eminence Cardinal Gianfranco Ravasi, President of the Pontifical Council for Culture
The Most Reverend Bishop Paul Tighe, Adjunct Secretary of the Pontifical Council for Culture
Monsignor Melchor Sanchez de Toca Alameda, Undersecretary of the Pontifical Council for Culture

Founding Partner
Allianz

Premier Partners
Coca Cola
Eni S.p.A.,

Institutional Supporters
United Nations
International Olympic Committee

Conference Program Supporters
International Paralympic Committee
Special Olympics International
Right to Play

Special Patrons and Donors
Armani
Alitalia
Loggia
Ferrero Rocher
Conti Zecca
Carosello

Opening Ceremony
His Holiness Pope Francis
Rt. Rev. Justin Welby, Archbishop of Canterbury
Mr. Ban Ki-moon
Mr. Thomas Bach
Mr. Oliver Bäte
Cardinal Gianfranco Ravasi
Mr. Lang Lang
Ms. Carmen Giannattassio
Ms. Lorena Bianchetti
Faith Leaders, Athletes and Artists who participated in the Opening Ceremony

Conference Opening Blessings/Meditation
Sheikh Mohammad Abou Zeid
Metropolitan Elia of Oulu
Rabbi Carlos Tapiero
Mr. Owere George Omo-iduhon
Ms. Svamini Hamsananda Giri
Rev. Cynthia Bourgeault
Rev. Takeshi Kawabata
### Conference Speakers (in order of appearance)
- Mr. David Eades
- Mr. Carlo Salvatori
- Ms. Kirsty Coventry
- Mr. Erwin McManus
- Mr. Tim Shriver
- Ms. Loretta Claiborne
- Sir Philip Craven
- Ms. Maria Toorpakai Wazir
- Mr. Mel Young
- Ms. Bea Perez
- Mr. Johann Olav Koss
- Ms. Catherine Hofstad Helleland
- Mr. Stephane Jaquement
- HRH Prince Feisal Al Hussein
- Mr. Alberto Piatti
- Mrs. Nita Ambani
- Mr. Ivan Gazidis
- Mr. Sean Fitzpatrick
- Mr. Hugo Porta
- Ms. Tegla Loroupe

### Sport Business Panel Discussion
- Sir Martin Sorrell
- Ms. Naseema Sparks
- Mr. John K. Mara
- Mr. George Pyne
- Mr. Luc Robitaille

### Inclusion: Session Facilitators
- Ms. Val Ackerman (Women)
- Mr. Scott McCune (Intellectually Disabled)
- Mr. Andrew Parsons (Physically Disabled)
- Ms. Patricia Janiot Martinera (Economically Challenged)
- Mr. Emilio Galli Zugaro (Elderly)
- Mr. Sam Ramsamy (Refugees)

### Involvement: Session Facilitators
- Ms. Charmaine Crooks (Sport)
- Mr. Nick Keller (NGOs)
- Mr. Jan Aage Fjortoft (Government/Public Sector)
- Ms. Njeri Rionge (Private Sector)
- Fr. Patrick Kelly (Faith)
- Ms. Alessandra Morelli (International Organizations)

### Rapporteurs (Inclusion and Involvement)
- Dr. Robert Ellis
- Mr. Matt Bassett
- Mrs. Linda del Rio
- Msgr. Vladimir Felzmann
- Fr. David Murray
- Mr. James Parker
- Mr. Jan Tolleneer

### Assistant Note Takers (De Sales University)
- Dr. Joshua Schulz, Professor and Student Volunteer Advisor
- Ms. Rebecca Morris
- Mr. Alexander Bondi
- Ms. Nicolette Pizzigoni
- Mr. Owen Roff
- Ms. Stephanie Hodge
- Mr. Eric Starrs
- Mr. Jordon Loeb

### Management Team
- Mr. Andrew Craig
- Mr. David Eades
- Mr. Chris Lang
- Mr. Philip Leopold
- Mr. Nick Marrone
- Mr. Bernie Mullin
- Msgr. Melchor Sanchez de Toca
- Ms. Malu Marella Sulit

### Content Sub-Committee
- Ms. Val Ackerman
- Mr. David Eades
- Ms. Lori Galway
- Mr. Scott McCune
- Ms. Holly Norton
- Ms. Njeri Rionge
- Msgr. Melchor Sanchez de Toca
- Mr. Tim Shriver
- Mr. Jay Stuart

### Declaration Sub-Committee
- Mr. Tom d’Aquino
- Dr. Robert Ellis
- Mr. Erwin McManus
- Msgr. Melchor Sanchez de Toca

### Conference Advisors/Support Team
- Mr. Roberto Calvigioni
- Mr. Jonathan Hanif
- Mr. Stefano Calvigioni
- Ms. Eleonora Tinelli

### Brand Sub-Committee
- Mr. Nick Marrone
- Ms. Naseema Sparks