



Welcome to a  
**‘Sports for Peace’**  
presentation

**A Zambian Youth Soccer Team: An Ideal Model  
for the Promotion of Peace**

Presented by Nector Mbilima at the  
3<sup>rd</sup> International Institute for Peace through Tourism  
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# Introduction

- Sports for Peace: Is the result of a long process of investigation into the ideal model of promoting Peace through Sport
- Birth: The initiative was born in the year 2002 in the Copperbelt Town, Mufulira
- Through Sport: Culture, Gender, Non-Violence, Conflict Resolution and Transformation

# Objectives



- **To promote Peace through Sport**
- **To help youths desist from social vices such as Drug Abuse, Streetism, Alcohol, etc**
- **To network with stakeholders whose Agenda is Peace and promotion of Sustainable Development**



# *Mfulira Doves Football Club*

## **Target Group**

- School Going Youths**
- Out of School Youths**
- Interested youths in the Community**

*Mufulira Doves Youth  
Soccer Team at the Start*



*Mfulira Doves Football Club  
After a donation of Soccer Uniforms  
from a well wisher*





# **Project key Success factors on Youths**

- **Reduction in Violence activities such as fighting,**
- **Reduction in youth involvement in Drug Abuse**
- **Reduction in the number of youths in Streets**
- **Youths have learnt some leadership skills**
- **Youths have had Soccer talent enhancement**



## **Project key Success factors on the Team**

- **The Team has been accepted in the Community**
- **The Team has inspired and attracted youths in other areas to set up such teams**
- **The Team has attracted attention at local/International level**



## **Lessons learnt from the initiative**

- **The Initiative can be a very powerful tool and vehicle of promoting Peace and sustainable development**
- **The female gender got attracted and wanted to set up a Team to play with the Male Gender or indeed fellow Females**
- **The Team needed to have an Income Generating Activities to sustain the activities of the initiatives**
- **The Team needed to be affiliated to the Main Sports Stream of Government as it expands**

# Obstacles encountered

- **Lack of financial support to participate in provincial tournaments**
- **Lack of adequate sports kit**
- **Lack of office Accommodation for Administrative purposes**
- **Lack of Trained Coaching staff**
- **Lack of Peace promotion literature to reinforce the objectives**

# Our friends participated in the Gothia Cup in Sweden





# Justification

## What is the Role of the Sport in the Promotion of Peace and Tourism?

- in line with the Ministry of Tourism's Mission Statement which says,

# Mission Statement

→ **“To provide a policy framework for the management and development of Tourism, Heritage and Natural Resources and the Environment in order to contribute to sustainable Socio-Economic Development for the benefit of present and future generation”**



## Justification (cont'd)

Sport can help create peaceful **environment** for tourism

Sport can bring foreign exchange earning in the Country, create employment, **development** of youths.

Sport can help **market** the Country internationally (Tourism promotion)

# 21<sup>st</sup> Century Africa Agenda on Peace through Tourism

## Insights

- **Develop Tourism projects that support an integration of a 'Culture of Peace'**
- **Promote Community and Sustainable Tourism through small projects**
- **Increase private sector participation**
- **Develop Tourism projects that will have linkages to *Poverty Alleviation***

# Recommendations

- **Develop Tourism projects that shall integrate a 'Culture of Peace'**
- **Reinforce ICT programmes that are aimed at delivering regional policies and define guidelines for the Tourism Sector**
- **Identify Tourism strategies that are aimed at stimulating economic growth and reducing poverty**
- **Government should make resources available to where they are needed**



# Recommendations (cont'd)

- **Appeal to the Govt to provide an improved climate for the tourism sector to sustain the current investment that will ensure diversified sources of growth**
- **Govt Reinforces Agreements that are aimed at promoting 'Regional Integration' by reducing cost of trade and Investment**
- **Govt develops effective and efficient ICTs to improve access by all stakeholders in the Tourism and other Sectors**
- **Govt develops programmes for Small and Medium sized Tourism Business enterprises**

# Conclusion

**Like the saying goes, “...Whichever the direction the tree goes when it is CUT, it will still fall.” Sport can also assist in achieving Peace.**

- Awareness            lead to            Understanding
- Understanding    lead to            Participation
- Support             lead to            Success

***Lastly to our visitors, a visit to Zambia is not complete if you have not seen the Victoria Falls: Visit the Victoria Falls Now!***

***Welcome To Zambia, The Real Africa***



*Thank you*