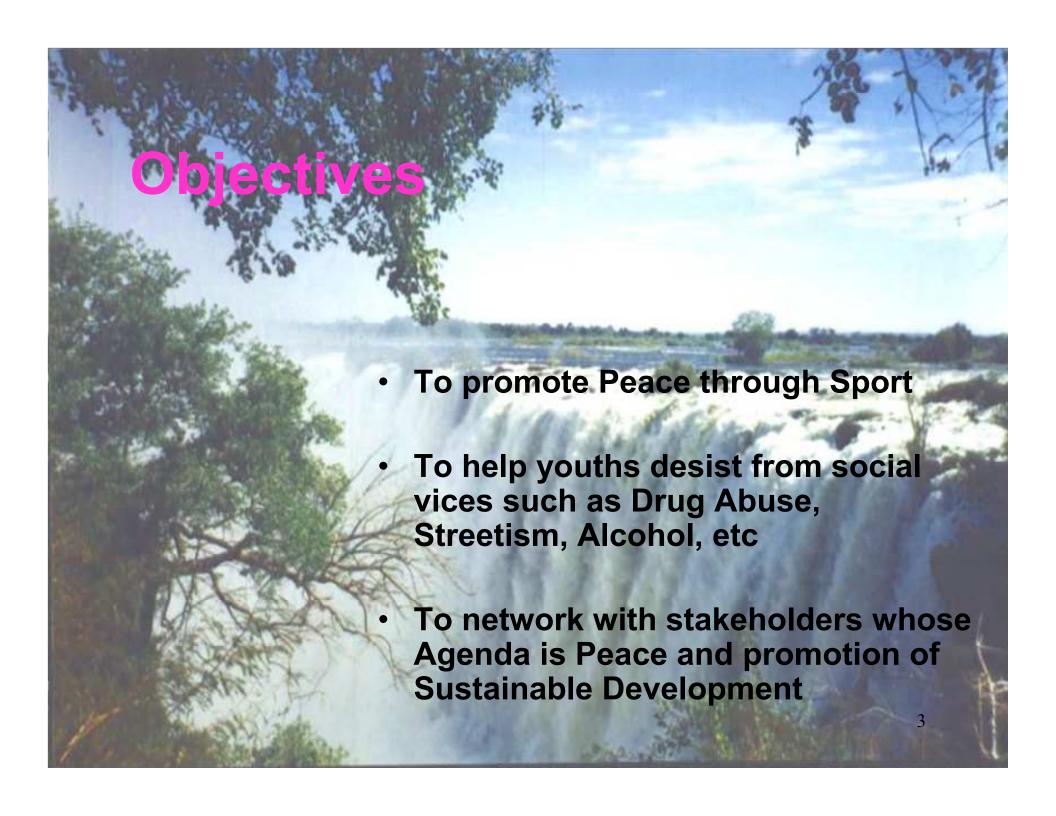
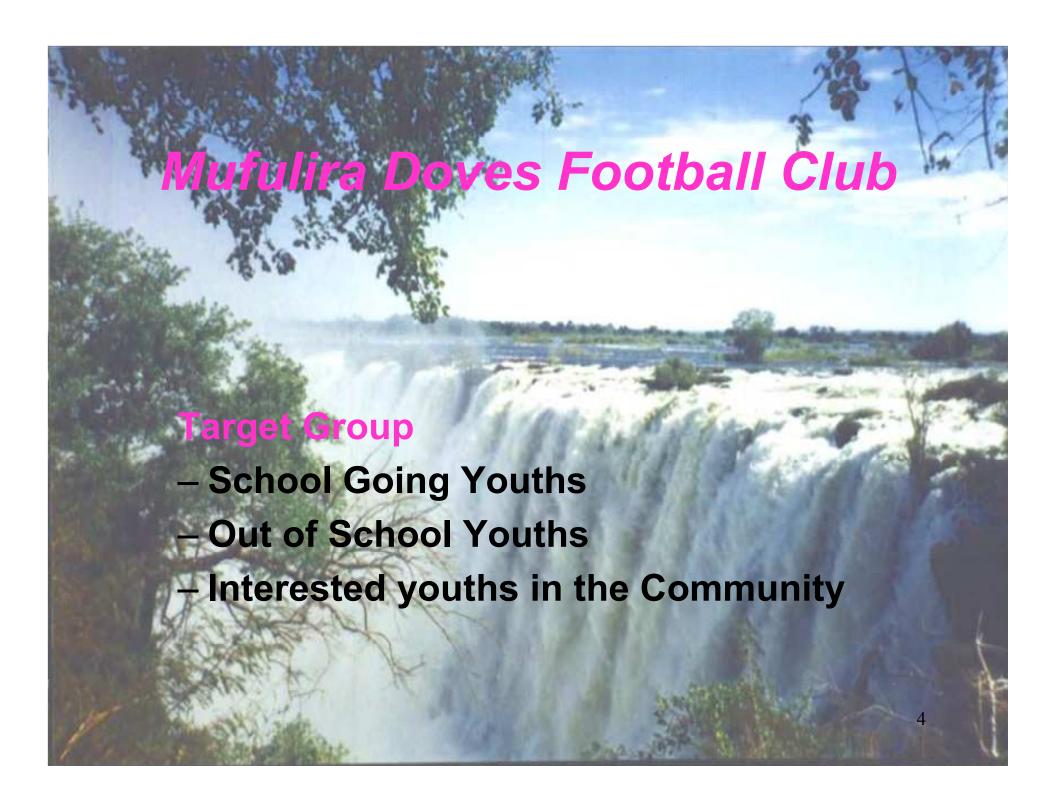
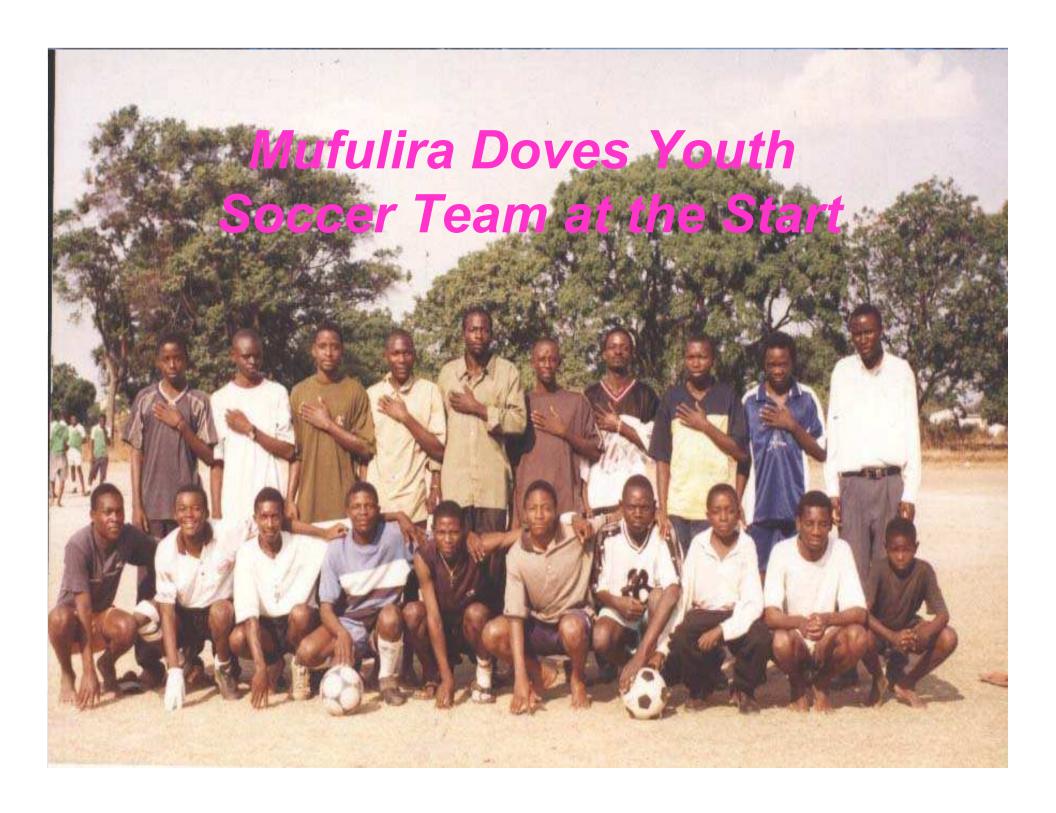


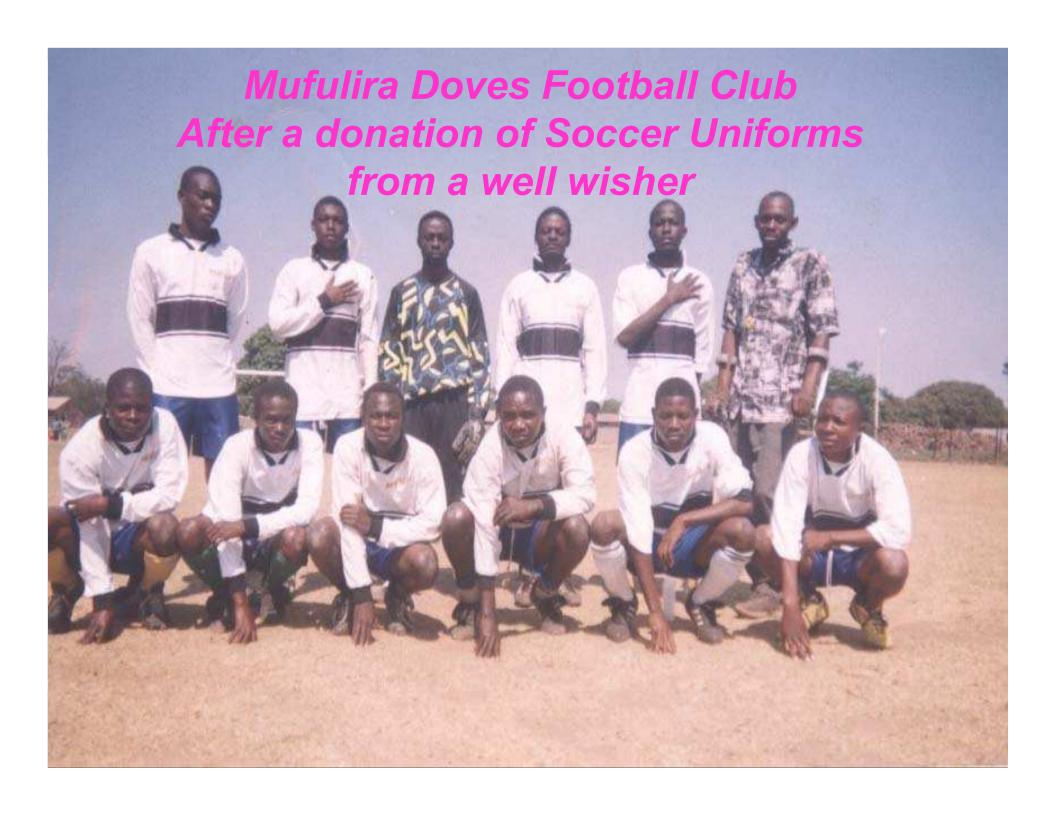


- Sports for Peace: Is the result of a long process of investigation into the ideal model of promoting Peace through Sport
- Birth: The initiative was born in the year 2002 in the Copperbelt Town, Mufulira
- Through Sport: Culture, Gender, Non-Violence, Conflict Resolution and Transformation









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





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)

21st 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 toUnderstanding lead to

Support lead to

Understanding Participation

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

