

SPORT AND DEVELOPMENT COOPERATION

Sport Influencing Lives





The Norwegian Olympic Committee and Confederation of Sport (NIF) is the largest voluntary organisation in Norway. NIF is the umbrella organisation for sports, with all 56 federations in Norway as members. More than one third of the Norwegian population is involved in organized sport.

The United Nation's Convention on the Right of the Child states that every child has the right to "engage in play and recreational activities appropriate of the age of the child". This forms the basis for NIFs development cooperation. NIF promotes this right and supports initiatives which aim at maximising children and youths' access to and participation in sport, play, and physical activity without any form for discrimination.

Quality sport provides an arena for companionship, safety, and joy. It offers opportunities for mastering new skills, development of leadership, and the feeling of being included. Positive experiences through sport can contribute to improved self respect and self esteem. Sport may thus contribute to empower children and youth to take independent choices.

Sport can be a positive force in societies facing big social challenges. Through sports activities, children and youth can learn to cooperate and respect each other. The values of sport can increase dialog and tolerance, and promote social inclusion. Sport can be an arena for information and knowledge, which may affect attitudes and behaviour.



SPORT FIRST

NIFs development cooperation focuses on the development of quality sport and positive experiences through sport. Sport should be inclusive, foster companionship, joy and the possible opportunities for self expression. The

positive effects are not achievable without well organized sports. Quality, predictable and long term sports activities must be in place in order for children and youth to get the opportunity to experience sport in a positive way together with others.



VISION:
To empower youth to positively influence their lives and the lives of others, by actively enhancing life skills through sport



“ The young coach, Bwalya, forms those young footballers and their common project – but most of all, the project forms him”

HOW NIF IS WORKING IN FIELD

It all started in Tanzania in 1982 with containers of sports equipment and a positive attitude towards contributing. NIF no longer ships equipment, but rather support long term organization- and capacity building. NIF supports the development of grass root sports in selected developing countries. In addition, NIF supports the use of sport as a tool for community development.

All projects NIF supports are run by partner organizations. The projects are local initiatives with the target group

participating in the development of the projects. NIF mainly cooperate with sports organizations. In addition we work to promote partnership between sports and non-sports organizations, for example organizations working with issues related to HIV/ AIDS.

Both in the development of sport itself and in sport as a vehicle for change, NIF has decided to support the education and follow up of local coaches and leaders, especially youth, girls and disabled people. The aim is for the communities

to be able to sustain and develop sport and the capacity building on the basis of their own needs and wishes.

Several sports associations are involved in development cooperation, especially the Norwegian Football Association.

NIF is also cooperating with Right to Play, UNICEF, The Norwegian Refugee Council and Norwegian Church Aid. NIFs development cooperation is funded by own funds, Norad and The Ministry of Foreign Affairs.



also utilized by the national sport structures and the communities, both in the volunteers' placements and in their home country. The participants exchange knowledge and experiences, help building bridges across cultures and function as ambassadors and resource persons within development cooperation.

Norwegian clubs and local communities are directly involved in the development cooperation as hosts and friendship teams during the Norway Cup. Teams from partner organizations receive funding to go to Norway and experience the largest football tournament in the world together with their friendship team. Friendships are created and bridges are built between cultures.

BUILDING BRIDGES THROUGH SPORT

Norwegian Sports Volunteers is an important part of NIF development cooperation. Since 1997 NIF has facilitated the exchange of volunteers with our partners in Southern Africa. The exchange goes in both directions,

from Norway to partner organizations and from partner organizations to Norway.

The exchange has first and foremost developed the volunteers as individuals, but their skills and enthusiasm are

“In order to utilise sport – one must enhance the possibilities of doing sport”

KICKING AIDS OUT! A DIFFERENT PARTNERSHIP FOR DEVELOPMENT

HIV/ AIDS is one of the biggest threats to the rights of children. That is why NIF includes Kicking AIDS Out! in all its development cooperation work.

Kicking AIDS Out is an international network of organisations working together to use sport and physical activity as a means of fighting AIDS. Through participation and capacity building we hope to give children and youth the opportunity to take part in changing attitudes and to stop further spreading of HIV.

NIF is secretariat for the network.

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What is unique with Kicking AIDS Out! is the combination of providing quality sport and the delivery of life skills that will make it easier for participant to master their own lives, often in challenging environments. It's not enough to offer only information or discussions about AIDS. It's also not enough to offer only sports.

Kicking AIDS Out! always offers sports in combination with life skills, knowledge that can make it easier to handle every day life; sometimes in the same activity, sometimes in the same training session, sometimes in the course of a period – but always both. Kicking AIDS Out! is both, Kicking AIDS Out! is the combination.



“Through Kicking AIDS Out!, I have gained the respect of others, my community, but most of all, I have gained self respect and self esteem”





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