

A peaceful world where all people can enjoy sport

We will realize a peaceful society

where everyone can equally

enjoy sport, regardless of

gender, social status,

or other restrictions.

Sport is borderless, transcending language and cultural differences, and can expand people's possibilities and lead to a step forward in building the future. JICA contributes to the realization of a diverse and peaceful society by working to create an environment where everyone can enjoy sport and to develop human resources through sport.



Sport has diverse power to change the world

Sport has the power to bring fun, enthusiasm, and excitement, and attract many people. The attraction of sports is that they can be enjoyed in a variety of ways, not only by "playing" but also by "watching" and "supporting." Another characteristic of sport is that people with different cultural, religious, and linguistic backgrounds, can enjoy playing sport together. Sport, with its ability to promote mutual understanding and bring people with different regions together, is considered as an effective means for a peaceful society, and is also emphasized in cooperation with developing countries.

Expectations for sport are growing in the pursuit of sustainable development

The United Nations Educational, Scientific and Cultural Organization (UNESCO) clearly states in the International Charter of Physical Education and Sport, adopted in 1978, that "The practice of physical education and sport is a fundamental right for all." The United Nations General Assembly adopted the Resolution on Sport as a Means of Spreading Education, Promoting Health and Building Peace in November 2003, sport has become an approach to human development and peacebuilding. Furthermore, the 2030 Agenda for Sustainable Development, adopted in 2015, states, that "Sport is an important enabler of sustainable development". We recognize the growing contribution of sport to the realization of development and peace in its promotion of tolerance and respect and the contributions it makes to the empowerment of women and of young people, individuals and communities, as well as to health, education and social inclusion objectives. In recent years, expectations for sport have been growing worldwide.

Developing regions are facing with these challenges

- ▶ Lack of budget and human resources
- ▶ Lack of infrastructure such as facilities
- ▶ Constraints due to cultural and social background
- ▶ Conflicts and other circumstances to prevent sports

Characteristics of Sport

Power to bring together people and regions

People with different cultural, religious, and linguistic backgrounds can enjoy together

Diversified ways of enjoyment

There are several ways to enjoy "playing," "watching," "supporting," etc.

Power to charm people

Bringing fun, enthusiasm, and excitement to fascinating many people

"2030 Agenda for Sustainable Development" adapted at the 2015 UN Sustainable Development Summit

Declaration, paragraph 37

"Sport is also an important enabler of sustainable development. We recognize the growing contribution of sport to the realization of development, peace in its promotion of tolerance and respect, and the contributions it makes to the empowerment of women and of young people, individuals and communities, as well as to health, education and social inclusion objectives."

Source: "Transforming our world: the 2030 Agenda for Sustainable Development"

Why do Japan and JICA work on sport?

We can make use of the Japanese experience, which has made sport a common pleasure.

Japan provides children with wide range of equal opportunities to play sports through physical education in Japanese schools, the UNDOKAI (school sport festivals) and extracurricular activities (club activities). Promotion of "radio exercises" and maintenance of sports facilities have also created opportunities for adults to enjoy playing sports, which not only promotes health, but also creates intergenerational exchange.

JICA has been dispatching sports volunteers since the establishment of the Japan Overseas Cooperation

Volunteers (JOCVs) in JFY1965, and has built up a long track record. This experience of Japan and JICA is a great advantage for cooperation in the field of sport. Based on "The Basic Law on Sports in Japan", which clearly states that sport contribute to international peace in addition to fostering physical and mental health and promoting interaction between people, we will contribute to various sports-related developments and enhance Japan's international status.

We aim to create an environment where everyone can enjoy sport and achieve people's health and a peaceful society.

We have two viewpoints in Sport and Development: One is "Development of Sport." And the other is "Development through Sport," which considers sport as a means and incorporates sport into activities to solve development issues. Three pillars are stipulated under those two viewpoints: **1 In the expansion of opportunities to enjoy sport**, we will cooperate in the development of soft infrastructure such as policymaking and reinforcing

organizations, the development of hard infrastructure such as facilities and equipment, and the promotion and strengthening of sport, including technical guidance **2 To promote the development of human resources with sound souls and bodies**, we will promote the health promotion and education **3 To promote social inclusion and peace**, we will promote the participation of persons with disabilities and women in sport and peace building through sport.

JICA Global Agenda "Sport and Development"

Development "of" Sport

1 Expansion of Opportunities to Enjoy Sport

1 Soft Infrastructure

- Policy making
- Capacity Building for Organizations
- Systems for Human Development
- Providing opportunities such as conventions and competitions, etc.



case

- Expert of Sport and Development in Tanzania (2023-25)
- Knowledge Co-creation program "Sport Administration/Sport Promotion" (2024-26)

2 Hard Infrastructure

- Facilities
- Equipment and tools



case

- Lao PDR "The Project for the Reconstruction of the Chao Anouvong Stadium" (2023-26)
- Lao PDR "Operation and Maintenance of Sports Stadiums" (2023-26)
- Democratic Republic of the Congo "The Project for Construction of Judo and Sports Center" (2018-25)

3 Promotion and Strengthening

- Technical guidance
- Training for instructors and referees
- Support for organizing games and competitions
- Athlete Development



case

- JOCVs in the fields of sports, 3,482 have been dispatched in 28 categories (FY1965 - 2024)
- 20 athletes coached by JOCVs participated in the Paris 2024 Olympic and Paralympic Games (2024)

Development "through" Sport

2 Develop Human Resources

1 Health Promotion

- Improve physical fitness for a wide range of generations
- Countermeasures against lifestyle-related diseases and aging



case

- Micronesia "Introduction of weight control program for obesity prevention in Pohnpei" (2017-20)
- Vietnam "Support for a Project to Prevent Nursing Care through 'Fall Prevention Exercises'" (2022-25)

2 Education

- Promote physical education
- Promote club activities



case

- 1,584 physical education JOCVs dispatched (FY1965-2024)
- Cambodia "Physical Education for All" (2021-25)

3 Promote Social Inclusion and Peace

1 Promotion of Social Participation

- Sport for persons with disabilities
- Sport for women



case

- "Ladies First: Women's Track Meet in Tanzania" (2017-)
- Peru "The project to strengthen the leadership promoting and expanding parasports for children with disabilities in Peru" (2022-24)

2 Peace Building

- Promotion of people exchanges
- Community building



case

- Bosnia and Herzegovina "The project for confidence building through physical education" (2016-23)
- Women's soccer tournament in Uganda "TICAD CUP" (2022-)

Expected areas in the future

Urban planning, tourism models and private sector development with sport attraction.

Regional Development

- Smart city
- Community Revitalization

Private Sector Development

- Sports tourism promotion
- Sports business promotion

1 A cumulative total of over 5,000 sports and PE volunteers have been dispatched

Since the JICA Volunteers program began in JFY1965, a total of over 5,000 volunteers have been dispatched, and the program covers a wide range of activities. The program targets a wide range of people, young and old, men and women, including persons with disabilities, and conducts locally rooted activities such as coaching national representative-level athletes, promoting sport in which beginners can participate, training physical education teachers and instructors, planning sports events such as UNDOKAI (school sport festivals), and providing exercise programs such as “radio exercise”. We are working to create an environment. The team has also been successful in strengthening top athletes, with 12 athletes coached by JOCVs in the Olympic Games and eight in the Paralympic Games at the Paris 2024.



From 2021 to 2023, Yohhei Iwamizu, JICA volunteer, has been working as a coach for the Indian Rugby Football Union, assisting to promote and strengthen rugby.

2 Supporting to achieve peace through sport in South Sudan, where conflict continues even after independence

Even after South Sudan gained independence in 2011 having gone through nearly half a century of civil war, the country remains unstable with various security threats. JICA has been organizing the “National Unity Day” (National Sports Festival) in collaboration with the Ministry of Youth and Sports of South Sudan to convey to the youth the importance of peace and unity among the people, transcending differences and mutual mistrust through playing sports together. The number of categories of sports has gradually increased, as the events have been held once a year since 2016. All 13 states send their outstanding athletes to the event, and there are many occasions where young people from different tribes interact with each other during the competition.



The state of the National Unity Day, 2019, a national sporting event that JICA is supporting to organize in the South Sudan “Project for Peace Promotion through Sports”.

Collaborating with Partners

We leverage our extensive partnerships to provide strategic support

Sport which has a high appealing power can form diverse partnerships. We work strategically with a variety of organizations, including the Japanese Olympic Committee (JOC), the Japan Rugby Football Union (JRFU), the Japan Rugby League One (JRLO), the Japan Football

Association (JFA), the Japan Professional Football League (J-League), the Japan Woman’s Empowerment Professional Football League (WE League), the Nippon Professional Baseball Organization (NPB), a professional baseball team, and various universities.



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Japan International Cooperation Agency (JICA) is an international cooperation organization that is centrally responsible for the implementation of bilateral assistance among Japan’s Official Development Assistance. JICA cooperates with about 150 countries and regions around the world.

What is JICA Global Agenda

JICA’s 20 cooperation strategies for global issues to contribute to the achievement of the SDGs by 2030 and to the realization of Human Security as the guiding principle of Japan’s development cooperation. We set global goals based on an analysis of the issues and promote our development cooperation projects to achieve them. Furthermore, we aim to expand the results of development cooperation by promoting dialogue and collaboration with our partner countries as well as various actors at home and abroad.