

Workshop

Youth insertion, Skills Development and prevention of HIV/SIDA through Sport

Wednesday, September 13th, 2006, Graduate School and Universidad de Lima (Peru), as part of the 14th World Congress of the International Industrial Relations Association (IIRA), September 11th – 14th, 2006



Introduction

By the chair of the workshop, Mr. Edoardo Araujo, Regional Specialist on Youth and Child Labour of the ILO in Lima

The world is facing a growing youth employment crisis. Both developing and developed economies are faced with the challenge of creating decent and sustainable jobs for the large cohort of young women and men entering the labour market every year. The issue also features highly on the international development agenda. Youth employment is a major focus of the [Millennium Development Goals \(MDGs\)](#) and was reaffirmed by the Ministers and Heads of Delegations participating in the [High-Level Segment of the Substantive 2006 Session of the Economic and Social Council \(ECOSOC\)](#) who committed themselves to “develop[ing] and implement[ing] strategies that give youth everywhere a real and equal opportunity to find full and productive employment and decent work”.¹

Worldwide the youth unemployment rate stood at 13.5 per cent in 2005 (compared to 6.4 per cent for the total unemployment rate and 4.5 per cent for the adult unemployment rate). The rate remained unchanged from 2004, but represented an increase of almost 10 per cent above the global youth unemployment rate in 1995.

¹ ECOSOC High-Level Segment: Ministerial Declaration, 5 July 2006, E/2006/L.8.

The most dramatic increases in youth employment rates over the last ten years were in South East Asia and the Pacific where the rate increased from 9.2 to 15.8 per cent in Latin America and the Caribbean where it increased from 14.4 to 16.6 per cent. In both cases, the reason for the increase had to do with the phases of economic crises that led to a heavy increase in unemployment in general, but even more so in youth unemployment. Youth unemployment rates have still not recovered from this phase. The only region that saw a considerable decrease over the last ten years was the Developed Economies and European Union. This has resulted from a combination of successful youth employment strategies and a declining number of young people in the labour force.

The workshop that is organized in Peru on the occasion of the [IIRA World Congress](#) offered the unique opportunity to provide a packaged response to a given country situation for upgrading youth skills, creating opportunities for employment and preventing HIV/AIDS counting with the participation of different international partners and national public and private stakeholders and sport actors.

The workshop was structured along the following lines:

- a) Using the ILO programmes such as Universitas and ILO HIV/AIDS programme to help assessing the needs, providing a coherent policy framework and programme components;
- b) The above in close collaboration with and to respond to a request from the national institution that is in charge at the national level with sport (such as IPD² for Peru);
- c) A specialized institution such as USSA is called upon to provide tools and develop a training programme adapted to the needs of the local and national stakeholders; and
- d) Hosting a sport organization such as Peru Runners, as implementer, addressing both the needs of local communities working with national institutions such as the Army using sport as a vehicle and as an opportunity to develop youth skills, maintain peace and dialogue and a healthy lifestyle.

Presentations

1) [***Sport world wide: a factor of social integration and economic development***](#)

By Ivan Dibos Mier, International Olympic Committee (IOC) Member

Traditional sports games, such as football, running, and swimming, incorporate many values while offering the possibility to learn. These games emphasize the importance of diversity, contribute to inclusion and help people understand their own identity while respecting others. In terms of facilities and equipment, traditional sports and games are also usually lower in cost than common sports. Youth can acquire skills and values such as self-esteem, trust, tolerance, team work, fair play, honesty, respect of the opponent, all of which stay with them for their entire life.

The organisation of major sports events has also a valuable impact on economic, technical and athletic development. International sports events call for large investments and decent sport infrastructures. They create a considerable amount of job opportunities, while implementing new technologies in construction and administration and transferring know-how to local engineers for future projects. For the athletes, the results are better training conditions and longer on-court training

² IPD stands for *Initiative for Policy Dialogue*.

hours. Striking examples are the Copa America 2004 and the U-17 FIFA World Championships 2005 in Peru, which created 1,500 jobs mainly for locals with an investment of 25 million US\$. The advantage of organizing such events is that it has a remaining impact on the organizing country, for the infrastructure is permanent and grants access to many people for all kinds of events/manifestations and for many years!

2) **Combating HIV/AIDS among young people through sport**

By Ben Alli, ILO, Switzerland

Sport can serve in an advocacy role for HIV / AIDS prevention and other health related working aspects. Using sport to bridge cultural divides and eradicate negative stigma between people will allow for open communication and dissemination of knowledge on HIV/AIDS and other health issues facing developed and developing communities. International sport competitions are among the most mobilizing sports events, providing the opportunity to spread simple, universal messages over time, and benefit from huge media coverage to advocate HIV/AIDS prevention among young people.

Sport is a vehicle to promote a healthy life style, discipline, leadership, team building and empowerment among young people, all elements that can contribute to a reduction of their vulnerability to HIV and AIDS. Sport can also play an important role in mitigating the impact of HIV and AIDS by creating a supportive open environment to enhance care and support for people living with HIV and AIDS, especially the young people.

A workplace, in a broad sense, is any space where people are employed to undertake a defined activity. In this sense, sport premises are considered workplaces. Sport workplaces need to ensure that job modifications or adjustments to particular needs of sport men or women living with HIV/AIDS are ensured, to enable them an access to, participate or advance in employment as long as medically fit –according to the principle of reasonable accommodation, spelt out in the ILO Code of Practice.

3) **Youth training and sport academy. The example of the United States Sports Academy (USSA)**

By T.J. Rosandich Vice President of USSA

The USSA is a sport institution with a special mission: to serve the nation and the world by offering demand-driven programmes of training/teaching, by doing research and by providing services related to sport. The United States Sports Academy offers a Bachelor, a Master and a Doctorate in Sports Science and has programmes in more than 60 countries on Sport Psychology, Sport Medical Science, Sport Administration, Implementation and Management of Sport Events, etc. Furthermore, it has a window to the whole world with its online library, containing millions of documents on sport. It also has research contracts with several institutions and countries. The third mission of the USSA is to provide services in the field of sports: providing assistance to the organization and implementation of sports infrastructures around the world (the master plan for the Kingdom of Bahrain to host the Arab Gulf Games, for instance), hereby passing on the knowledge to people who can pass it on to other people (soldiers and civilians); stressing the role of art in capturing sports heroes and passing their legacy to future generations; paying tribute to people (for example: Lance Armstrong) and sports programmes (for example: Stanford University and its Director of Athletics) who made a significant contribution to the world of sport, etc.

4) *Development of skills for employability through sport*

By Giovanni di Cola, ILO, Switzerland

Peace building and social insertion through sport emerged as two prominent issues during the United Nations' 2005 International Year of Sport and Physical Education. The ILO has focused its attention on the importance of using sport as a way to develop skills both for kids (“soft” skills) and for the youth (“core” skills for employability) including in war and post-conflict situations.³

Values and skills development for better qualifications are the first outcome that youth are able to gain out of sport and sport related activities. In this respect sport is the best school of life. The skills learned through play, physical education and sport are fundamental to the holistic development of young people. These skills, such as cooperation and confidence, are essential for social cohesion and are carried through adult life. Most of all, they are necessary to access the labour market and to take advantage from local/global market decisions that are so present in today’s labour market situation.

5) *Creating enterprises and serving local needs through sport*

By Gonzalo Rodriguez Larrain de Lavalle, President of Peru Runners

Sport has other assets aside from the potential it offers young people; it can be especially important at the community level. In fact, sport is a dynamic process through which one can achieve social and economic objectives. Furthermore, it helps to cultivate tolerance and create cultural and political harmony within and among nations.

A sport event like Peru Runners, in which participate 20.000 people, is only possible when there is a spirit of unity among the people who organize and host it. Therefore, it is crucial to get the people integrated, to keep a dialogue for peace. The people, and in this case the Peruvians, need to know the institutions, need to understand that institutions like the Army are at their service. In order to create and maintain a common identity, sport can certainly help, but also knowing what national institutions, the army, etc. mean to the nation, is a way to unify people.

Conclusion

Throughout the presentations we were able to see how sport-specific skills and values, fit into the overall employability framework – skills such as interpersonal communication (dialogue), teamwork, problem solving, leadership, discipline, voluntariness, tolerance, performance, technology, fraternity and many more –, helping young women and men to get a job and using the positive environment that is produced around sports as a means to address significant social issues such as health related problems and particularly HIV/AIDS. ILO programmes such as the Universitas and the HIV/AIDS programme, national institutions such as the IDP and the Army, specialized institutions such as USSA and Peru Runners, with experience in organizing and hosting major sport events, all use sport as a vehicle and as an opportunity to develop youth skills, maintain peace and dialogue and a healthy lifestyle.

It is known that sport has the unique and amazing ability to transcend all barriers: gender, religion, race, nationality, age, and sex. It is known that it lends itself to all people from around the world. It is known that in this sense, sport does not discriminate between people, but unifies and connects them. People

³ G. di Cola, *Beyond the Scoreboard. Youth employment opportunities and skills development in the sports sector*, Geneva, International Labour Office, 2006, 229 p.

play sport under one set of rules, side by side. This characteristic turns sport into a tool that can provide a safe, friendly competitive environment for people to make positive interactions with each other, develop friendship and skills.

The workshop in Lima on youth insertion, skills development and prevention of HIV/SIDA through sport not only recognizes, but also identifies the values and capacities of sport. Furthermore, it describes how one can strengthen the above values and capacities addressing specific needs. The workshop represents a packaged response, a tool that can be used and adapted to any specific situation, in a given country.

Most importantly, the issue is to go beyond that, namely identifying the real problems as for health and HIV/AIDS on a community level. A detection of the potential diseases will be undertaken through sport, with national and local health institutions and with local municipalities, following the example of Peru Runners, who has already participated in a similar case in the Cusco region (Peru). Peru can use sport to build upon their cultural base and history, while promoting development. The Inca Marathon and the Andes International Marathon, for example, demonstrate how partnerships between public authorities and private institutions can help develop local economic initiatives through sports and tourism⁴.

The outcome of the workshop can be visualized as a **VALUE CHAIN**, to be filled in according to a given situation. In the context of Peru the value chain is as follows:

Assess the needs	Using the ILO programmes such as Universitas and ILO HIV/AIDS programme to help assessing the needs, providing a coherent policy framework and programme components	Health and Lifestyle and Prevention of Diseases
Develop a policy	The above in close collaboration with and to respond to a request from the national institution that is in charge at the national level with sport (such as IPD and the Minister of Defence of Peru)	
Design a programme	A specialized institution such as USSA is called upon to provide tools and develop a training programme adapted to the needs of the local and national stakeholders using sport	Local Economic Development and Local/Global Initiative
Deliver	Peru Runners, as implementer, addressing both the needs of local communities working with national institutions, using sport as a vehicle and as an opportunity to develop youth skills, maintain peace and dialogue and a healthy lifestyle	

⁴ This approach should be built in four stages: local communities develop their own skills; skills specific to the community's social environment are developed; local community members use their capabilities to develop the event's logistics, "standardizing" them across the region; and this last stage is followed by another that involves international recognition.