

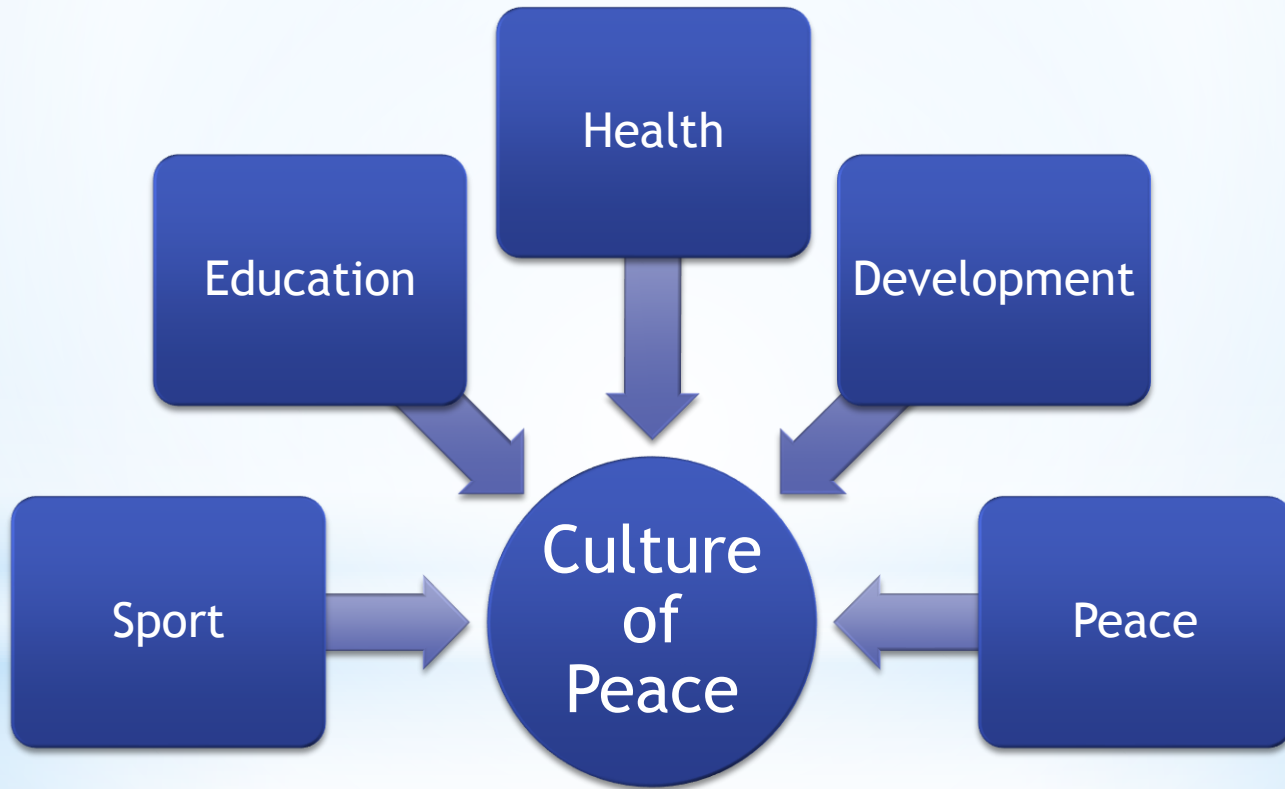


“SPORTS FOR HEALTHY YOUTH DEVELOPMENT, SUSTAINABILITY AND PEACE”

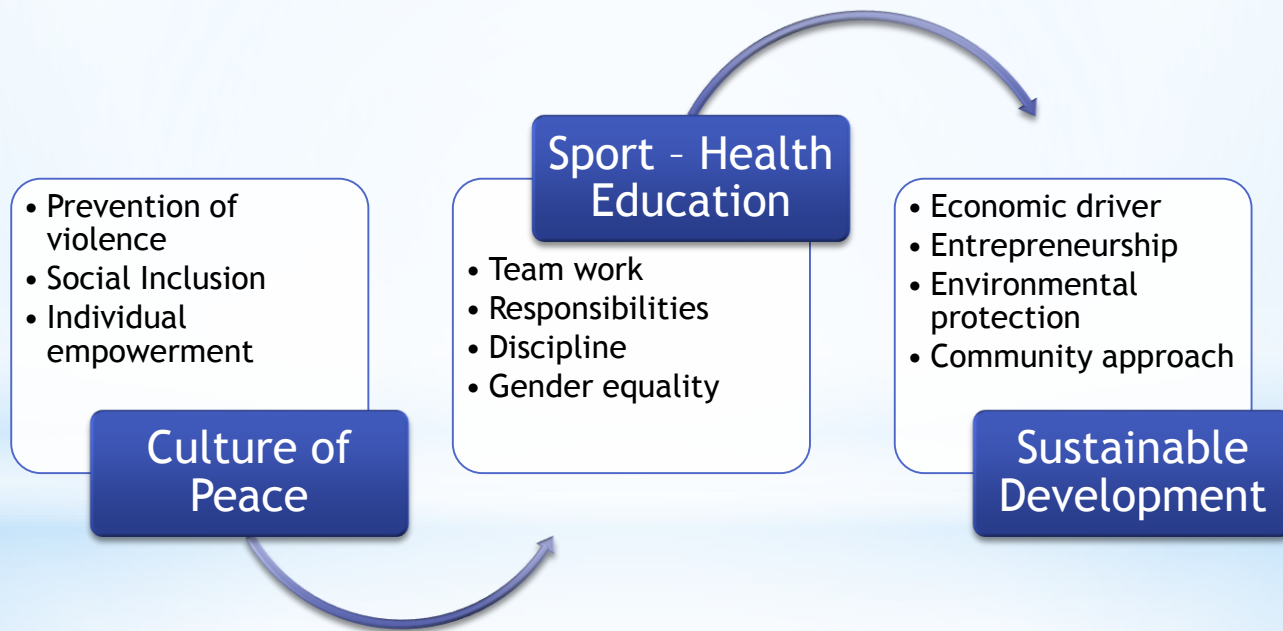
H.E. Amb. Carlos Garcia,
Founder & CEO CG Global Consultant,
Former Permanent Representative of
El Salvador to the United Nations

New York, May 18, 2015

Resolutions 53/243 A & B || Declaration and Program of Action on a Culture of Peace, as the universal mandate for the international community for the promotion of a culture of peace and non-violence that benefits humanity, in particular future generations.



Sport as a tool for Social Inclusion



Sport as a tool for development



El Salvador: Sport as a tool to prevent social violence



Maras



Indiscriminate recruitment



BKB
Soccer
Olympic Sports
Bicycle
Martial Arts
Tennis
Baseball



El Salvador: Sport as a tool for gender equality

Equality at an elite level is sure to have a flow on effect upon our local sporting clubs as it gives women role models to aspire to.

This will hopefully help to address the fact that women are less inclined to participate in sports than men; 24 per cent compared with 28 per cent. The rate steadily drops with age.

Sporting clubs which promote an inclusive culture, like having women in meaningful roles such as board positions, coaching and administrative roles, are leading the way in addressing gender equality issues.

Sporting clubs play a significant role in helping to shape community values, attitudes and behavior. Research shows us there is a proven link between gender equality and building respectful relationships between men and women.

Numerous studies show off-field factors linked to lower participation rates include harassment, cultural and social pressures and social stereotyping.

El Salvador: Sport as a tool to promote business opportunities



Beach Soccer Team from El Salvador...A story of courage from poor fishermen.

Sport & tourism: A team for success



El Salvador: Sport and National Identity



El Salvador: Sport and self-esteem



THANK YOU