



SPECIAL ADVISER
TO THE UN SECRETARY-GENERAL
ON SPORT FOR
DEVELOPMENT AND PEACE

Message of Support by Mr. Wilfried Lemke

Special Adviser to the United Nations Secretary-General
on Sport for Development and Peace

“Africa Goal 2010”



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The United Nations considers sport to be a powerful tool to promote education, health, development, and peace. Sport unites people of all social classes, cultures, and religions in a positive and educational way.

As the Special Adviser to the United Nations Secretary-General on Sport for Development and Peace, it is with great pleasure that I offer my support to the Project, “Africa Goal 2010” for one year.

The initiative is an extraordinary example of the application of sport as a tool for development and peace-building efforts. Harnessing the opportunity of the World Cup and building on the experience of the implementation of this project in 2006, the Africa Goal Project will combine screenings of the World Cup Football Games throughout the African continent with awareness raising campaigns about HIV and AIDS. In cooperation with local community based NGOs and by providing an enabling platform, Africa Goal, taking on a facilitating role, will support local partners to maximize the potential of the World Cup as a tool for HIV information dissemination. A sustainable effect is assured by exhibiting audio-visual material as well as locally handmade footballs after the tour, creating funds that the communities will benefit from.

This project exemplifies how sport can be used as a valuable tool to initiate social change and through its activities, contributes to the attainment of the Millennium Development Goals.

I wish you great success and all the best for the continuation of your exceptional efforts throughout the next year!

Geneva, 27 May 2010

Wilfried Lemke

Under-Secretary-General

Special Adviser to the Secretary-General
on Sport for Development and Peace

