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Empower 2014
Sports for Youth Empowerment

Empower Youth Declaration

Sports for Youth Empowerment

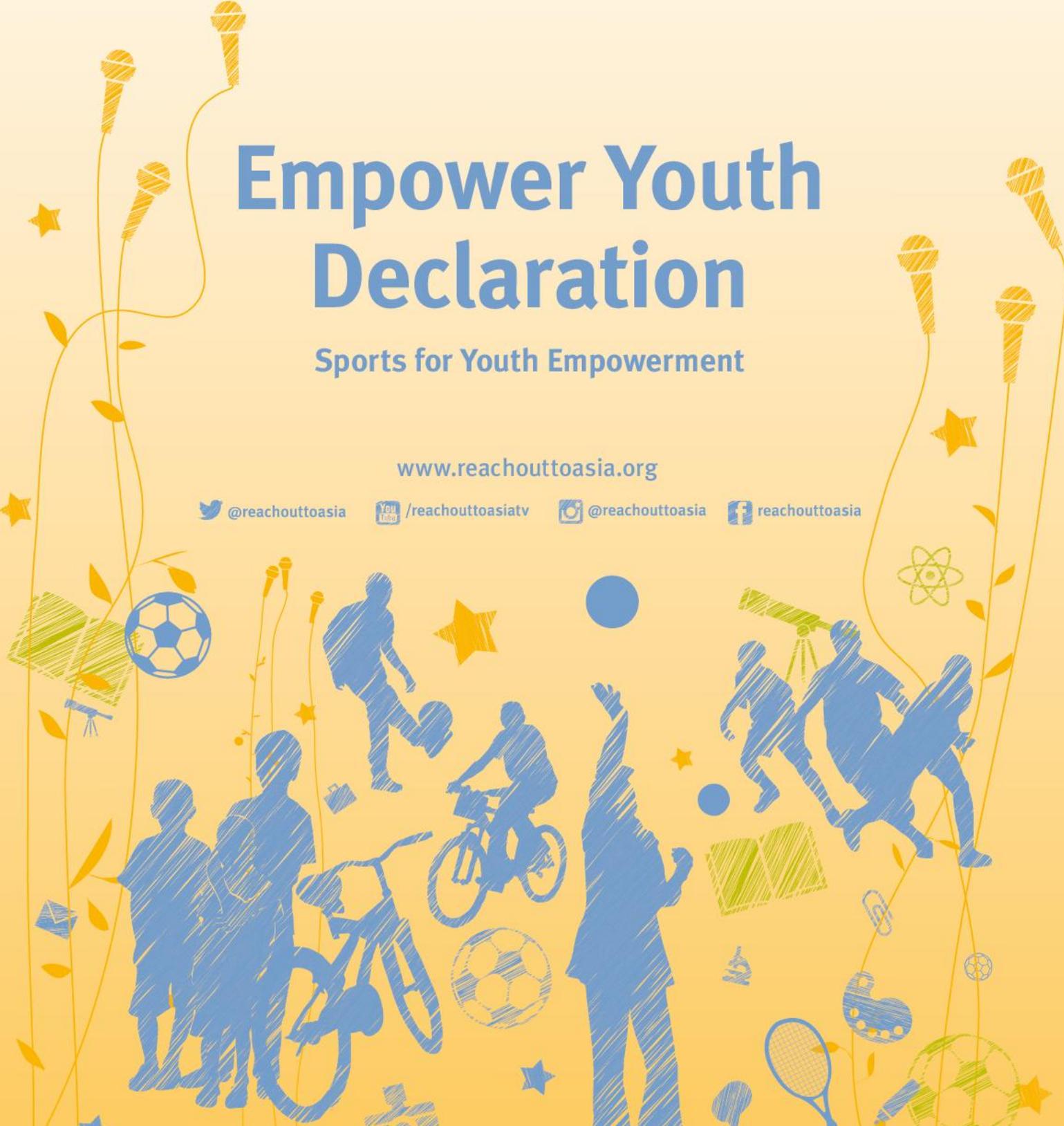
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A CALL TO ACTION

In accordance with the theme of this year's Empower Conference, a dedicated group of youth leaders from Qatar and from across the world convened to develop their ideas on what governments, NGOs, and corporations, and other important stakeholders should do to unlock the power of sports for the benefit of youth in the society. Their thoughts, ideas, and concerns were enshrined in what is the seminal outcome of this year's conference – *The Empower Youth Declaration on Sports for Youth Development and Empowerment*.

The Empower Youth Declaration is a call to action! It represents the voices of youth from across the GCC who recognize the power of sports in all its forms and have come together to call upon the different sports stakeholders to use this as a tool for human development, and especially youth development.

This youth declaration was written by youth delegates of the Empower Conference, with special input from the ROTA Youth Advisory Board and Youth Ambassadors from the Supreme Committee for Delivery & Legacy's Generation Amazing programme, along with contributions from youth representatives of various regional and international sports for development NGOs. It is being shared widely with various United Nations agencies, government ministries, non-governmental organizations, youth-led organizations, organizations that implement sports for social change programs, other youth groups around the world, and at conferences.



Members of the ROTA Youth Advisory Board and Youth Ambassadors from the Supreme Committee for Delivery & Legacy's Generation Amazing Programme meet with Her Excellency Sheikha Al Mayassa bint Hamad Al Thani (Center) in Doha, October 2014.

THE EMPOWER YOUTH DECLARATION 2014

ROTA's 6th Annual Youth Conference on Leadership, Service Learning and Global Citizenship

27 – 29 MARCH 2014, DOHA

We, the participants of the 6th Annual EMPOWER Youth Conference, have gathered in Doha, Qatar from 27th – 29th March 2014, to explore ways and means of using sport as a tool for youth empowerment and to promote youth leadership, service learning and global citizenship.

Recalling the Magglingen Call to Action 2005 and its pledge of long-term commitment and determination to making sport in its broadest sense an essential component of the world's efforts to achieve the internationally agreed development goals, including the Millennium Development Goals, we express our hope that Ministries responsible for youth, young people, representatives of Government, United Nations Agencies, youth-led organizations, non-governmental organizations and other development partners will reaffirm this commitment in the Post-2015 Development Agenda.

Fully believing in the power of sport to promote education, health, development, and peace, we call upon the different stakeholders to work in collaboration with one another to contribute to these aims by taking the following actions:

1. **Sports organizations:** promote values of teamwork, fairness, inclusion, cooperation and communication by using your CSR policies, programs, and projects to develop youth leadership.
2. **UN Agencies and multilateral organizations:** engage youth in the Post-2015 Development Agenda and further sport for development policy through strategic level policy delivery and by taking a lead role in the global dialogue on using sport, recreation and cultural programs for youth development.
3. **Bilateral development agencies:** evaluate sport for development funded programs and build a sustainable evidence base by continuing to integrate sport into development cooperation programs and evaluating them.
4. **Governments across all sectors:** promote the ideal of sport for development and involve youth in policy making by integrating sport, physical activity and play in public health and other relevant policies; and by improving access and investment in sport and physical educational facilities and systems.
5. **Schools:** take an active role in providing equitable and gender sensitive physical education classes and use these as a means to strengthen key life skills amongst boys and girls, including children with disabilities; and to motivate children to attend school and help improve academic achievement.
6. **NGOs:** use sport as a tool to advocate, promote and engage youth in their own development and education by acting as conveners of various stakeholders on behalf of youth when implementing development projects.
7. **Youth-led organizations:** use your existing programs and networks to raise awareness and understanding of the value of including sports as a tool for youth development by integrating sports-based activities, projects, and programs to contribute to achieving your overall goals.
8. **Private sector/sports industry:** use sport to help youth acquire transferable life skills to increase their employability; and use sport programs and sport equipment production to provide youth with jobs and skills development by attracting, growing and retaining youth talent through employment opportunities, existing CSR, and trade.
9. **Media:** promote positive sport for development activities/projects that raise awareness among youth on how sports can be a powerful tool to accomplish important individual, social and philanthropic goals within communities by adopting editorial strategies that spotlight positive role models, projects, organisations and their achievements in sport for development.
10. **Athletes:** act as role models and use your influence and experience to advocate for youth to adopt healthy lifestyles.

Sport for Youth Empowerment

