

Sport as a Mediator between Cultures

First international German-Israeli conference on Sport for Development and Peace

Hosted by the Ministry of Culture and Sport,
the Ministry of Regional Cooperation, both Israel;
the Federal Ministry of the Interior, Germany.

Implemented in co-operation with the
International Council of Sport Science and Physical Education (ICSSPE),
Wingate Institute for Physical Education and Sport, Israel,
The Zinman College of Physical Education and Sport Sciences, Israel,
the Federal Institute of Sport Science, Germany,
and Football for Peace International.



Greetings

Limor Livnat, M.K.,
Minister of Culture and Sport

Dear Guests, Welcome to Israel!

It is our great honour to host the First International Israeli-German Sport Science Conference, dealing with so relevant and important a subject as: 'Sport as a Mediator between Cultures'. Sport can be an ambassador of nations, a powerful tool for instilling educational and cultural values, bridging differences, bringing people together and increasing tolerance and peace between countries. We extend the hand of friendship to the German government, and expect to increase German-Israeli cooperation in the areas of physical activity and sport.

The goal of the Conference is to enrich our knowledge and understanding of the many roles of sport, not just in and of itself, but also as a means of encouraging cultural integration and generating cordial relations and coexistence between different ethnic and national groups.

The Sport Administration of the Ministry of Culture and Sport operates multi-cultural sports activities in line with the Ministry's vision, which regards sport as an important cultural stimulus which minimises differences while stressing commonalities. Our activities have produced welcome results, creating strong social ties between participants and spanning differences between beliefs and nations. This awakens the hope that the common language of sport will lead to the formation of such ties in other areas of life.

I would like to thank our partners, the German Federal Ministry of the Interior, the Israeli Ministry of Regional Cooperation, the International Council of Sport Science and Physical Education, the Wingate Institute for Physical Education and Sport, the Zinman College of Physical Education and Sport Sciences, The German Federal Institute of Sport Science; and Football 4 Peace International, which have joined with our Ministry to successfully launch this important enterprise.

Surrounded by Israel's lovely landscapes, I wish all those attending the Conference, from near and far, an enjoyable, informative and empowering experience, in the hope that the day is not far when the world's cultures will dwell in peace, and when '... nation shall not lift up sword against nation, neither shall they learn war any more'. (Isaiah 2:4)

Limor Livnat, Minister of Culture and Sport



Greetings

Dr. Hans-Peter Friedrich, Member of the German Bundestag
Federal Minister of the Interior

Sport is an excellent way to build bridges between different cultures and strengthen friendship between individuals. So I am pleased that Israel's Ministry of Culture and Sport and Germany's Federal Ministry of the Interior are hosting this international conference. After signing the Protocol on Cooperation in the field of sports in November 2010, we consciously chose this conference as our first joint measure. I am all the more pleased that UNESCO has agreed to serve as patron of this event, thereby supporting the aims of this conference and our cooperation in the field of sport policy.

This conference is an expression of the good relations between the ministries responsible for sport and the various sport federations in our two countries, and it will further strengthen and intensify this friendly cooperation.

The conference is intended to offer a platform for contact and exchange among researchers, experts and practitioners from different countries and different areas of sport.

I am especially grateful to our Israeli partners and friends for their hospitality and excellent teamwork during the planning and organisation, and to the International Council of Sport Science and Physical Education for its assistance. I would also like to thank Secretary General Irina Bokova for UNESCO's patronage and special support for this conference.

Best wishes to all participants for an interesting and successful conference.

Dr. Hans-Peter Friedrich, Member of the German Bundestag
Federal Minister of the Interior

— Editorial

Sport for Development and Peace – a popular concept?

For many practitioners and researchers the development of the phenomenon sport for development and peace over the past decade is obvious. To what extent outsiders take notice of this is an important question, since only by asking it can we learn about the impact we are making.

As members of the sport and sport science community we may have belief in the role of sport for development and peace in wider development, in social reconstruction and for reconciliation, but it is to review what has been achieved and learned over the last years.

Soon after the Israeli Ministry of Culture and Sport and the Federal Ministry of the Interior, Germany, signed a protocol on cooperation, Uri Schaefer, Director General of the Israeli Sport Authority within the Ministry of Culture and Sport; Karl-Heinz Schneider, Head of the Division for European Union and International Sport Affairs; and Detlef Dumon, Executive Director of the International Council of Sport Science and Physical Education (ICSSPE), agreed that critical analysis of the experiences of both, researchers and practitioners, would be a meaningful project - for both ministries, for the sport as well as for the sport for development and peace community.

A focus on the dynamics of project implementation and allocation of funds; and the critical contributions of the academic community, the sport movement, the corporate sector as well as governments, will bring us an important step forward and the invitations to research experts from different scientific disciplines, practitioners and government representatives from different regions will contribute to this meaningful work.

The three partners agreed to host this scientific event in a region known for its political and territorial tensions, as well as for its fragile truce. Fortunately, the Wingate Institute for Physical Education and Sport and the Zinman College for Physical Education and Sport Sciences, under the leadership of their directors Rutie Pilz-Burstein and Ronnie Lidor, offered to host this event at their premises and to use their infrastructure. The President of ICSSPE, Margaret Talbot, stressed the importance of accessibility to Israel, for the global sport science and sport for development communities; and the need for a “safe space” for experts to discuss, analyse, criticise and commend on activities.

What initiatives are able to contribute to development, and why are they doing so?
In which segments do they contribute and in which do they fail?
How and when can impact best be measured and how different initiatives evaluated?

How does sport for development and peace affect sport for all, high-performance sport and physical education?

How does it affect development, education and reconciliation initiatives?

The case for robust academic analysis seems compelling.

The conference *Sport as a Mediator between Cultures* is the result of the strong partnership between two countries' ministries, whose cooperation is characterised by the responsibility and the wish for friendship between the Israeli and the German people. Their long-standing cooperation with the International Council of Sport Science and Physical Education brings together a diverse range of sport science disciplines that contribute to the development of sport and development through sport.

The United Nations Educational, Scientific and Cultural Organisation (UNESCO) and the United Nations Office for Sport for Development and Peace are in favour of this event and encourage comprehensive expert participation.

We recognise that political developments are often beyond our control, but over the years, there have been instances which show that sport can be effective where other avenues have failed or stalled. A sporting community which is committed to inclusive, diverse participation will work to enhance benefits for women, men and children of all ages, abilities, religions, and social and cultural backgrounds, who wish to participate in sport or contribute to its development.

The organisers of the conference have worked together to develop a programme which aims for balanced participation of delegates from different regions, representation of female and male presenters and workshop facilitators, and from different scientific disciplines. We hope that the result will attract many people, and we look forward to following this year's event with another conference in an Arab country in the near future.

The Organisers of Sport as a Mediator between Cultures

Thursday, September 15th, 2011

Time	
9.00	Breakfast & Registration
10.30	Conference Opening Words of Welcome by Ms. Limor Livnat, Minister of Culture and Sport, Israel; Dr. Christoph Bergner, Parliamentary State Secretary, Federal Ministry of the Interior, Germany; Irina Bokova, DG UNESCO (tbc); Wilfried Lemke, UNOSDP; Prof. Margaret Talbot, PhD OBE FRSA, President ICSSPE.
11.15	1. Keynote Speech: Prof. Dr. Fred Coalter Sport-for-development: Tactics are more important than strategy
11.45	Coffee Break
12.00	1.1 Dr. Nico Schulenkorf, Benefits of intercultural cooperation in sport for development: Complementing international expertise with local community knowledge 1.2 Dr. Irene Kamberidou, Athletes United for Peace: Reconciliation through sport <i>Questions and answers; discussion</i>
12.45	Poster Presentation
13.15	Lunch
14.15	2. Keynote Speech: Prof. Dr. Ulrike Burrmann The capacity of organised sports for the integration of migrants in Germany

14.45	2.1 Prof. Dr. Uwe Pühse, Social integration through sports in adolescents with migration background – a Swiss study 2.2 Dr. Aisha Ahmad, The Women's Islamic Games: A peace agenda? Exploring the sporting experiences of British muslim women 2.3 Prof. Dr. Alexander Woll, Ms. Magdalena Reichmann & Dr. Filip Mess, Social inequality and physical activity: Insights from the MOMO study and a practical approach for compensation 2.4 Prof. Dr. Luminita Georgescu, Challenges of intercultural healthy lifestyle integration: A Romanian perspective <i>Questions and answers; discussion</i>	Workshop I (80 min) Budo for Peace, Rachel Brown & Danny Hakim Martial Arts: A conduit of behavioural change and cross-cultural acceptance	Workshop II (80 min) Football 4 Peace, Joanna Gardiner & Jack Sugden Football 4 Peace in action: demonstrating a values approach to sport coaching in the service of peaceful co-existence
16.15	Coffee Break		
16.30	2.5 Prof. Dr. Darlene Kluka & Prof. Dr. Anneliese Goslin, Synergy of sport, social capital and universities 2.6 Dr. Yeshayahu Hutzler, Tamara Hey, Inbal Ben-Ezer & Dr. Maria Dinold, Mutual understanding of culture and ability: Bi-lateral Palestinian and Israeli youth activity in twin-wheelchair basketball 2.7 Prof. Dr. Daniela Dasheva, Coaching internationalisation: Experience of the National Sports Academy (Bulgaria) 2.8 Ms. Stefka Djobova, Sport projects for economic growth and community development <i>Questions and answers; discussion</i>	Workshop III (80 min) The Peres Center for Peace/KICKFAIR, David Breimer, Matthias Gather & Inbal Ben-Ezer Football as a tool for education and peace building	Workshop IV (80 min) Mifalot, Avraham Burg, Eran Gal & Gal Peleg Know your Neighbour
18 – 18.15	Rapporteur: Prof. Margaret Talbot, PhD OBE FRSA, President ICSSPE		
19.00	Opening dinner for all participants of the conference at Wingate Institute for Physical Education and Sport Greetings by Ms. Limor Livnat, Minister of Culture and Sport, Israel; Dr. Christoph Bergner Parliamentary State Secretary, Federal Ministry of the Interior, Germany; Dr. Rutie Pilz-Burstein, Executive Director Wingate Institute for Physical Education and Sport; Prof. Ronnie Lidor, Director The Zinman College of Physical Education and Sport Sciences		

Friday, September 16th, 2011

Time

8.00 Breakfast

9.00 **Words of Welcome** by Mr. Silvan Shalom, Vice Prime Minister, Israel; Minister for Regional Cooperation; Minister for the Development of the Negev and the Galilee

9.30 **3. Keynote Speech:** Prof. Dr. John Sugden
Turning splashes into ripples and ripples into waves. How inter-community sporting interventions can influence public policy and promote social and political change in deeply divided societies

10.00 **3.1** Mr. Ghazi Nujeidat, **Sport as a vehicle for tolerance and reconciliation – a local perspective for F4P**
3.2 Dr. Boris Blumstein & Prof. Ronnie Lidor, **Working with adolescent soccer and basketball players from conflicting cultures – A three-dimensional consultation approach**
Questions and answers; discussion

11.00 Coffee Break

11.15 **3.3** Dr. Eitan Eldar, **Using physical activity to support social skills/ values and self-control**
3.4 Dr. Pasi Koski, **Sport and cultures – bonding and/or bridging**
Questions and answers; discussion

12.00 Poster Presentation

12.30 Lunch

14.00 **4. Keynote Speech:** Prof. Dr. Cora Burnett
Local agency in sport for development and research

14.30 **4.1** Dr. Sarah Hillyer, **Sport, peace and conflict: Mapping the field**
4.2 Prof. Dr. Petra Gieß-Stüber, Dr. Maria Rato Barrio & Dr. Clemens Ley, **Physical education and sport as tools to promote intercultural living together**
4.3 Dr. Jeroen Vermeulen & Dr. Frank van Eekeren, **The sport coach and sport leader as identity agent for youths**
Questions and answers; discussion

16.00 Coffee Break

16.30 **4.4** Ms. Kristina Bohnstedt, **How professional football clubs can contribute to sustainable development work**
4.5 Ms. Alexandra Chalot, **Beyond Sport**
4.6 Mr. Wilfried Lemke (tbc)
Questions and answers; discussion

17.45 **Panel Discussion**
 Conducted by Prof. Dr. Gudrun Doll-Tepper
 Panelists: Ms. Irina Bokova (tbc), Mr. Wilfried Lemke (tbc), Prof. em. Dr. Manfred Lämmer

18.30 Rapporteur: Prof. Margaret Talbot, PhD OBE FRSA, President ICSSPE

19.00 **Leisure Time**

Saturday, September 17th, 2011 – Field Trip

Time	
8.00	Breakfast
9.00	Departure for travel from Netanya to Akko
10.00	Tour in Akko
11.00	Travel from Akko to Tamera
12.30	Lunch in the Tamera El Kheir Restaurant
13.45	Visiting the multicultural sport project Ultimate Peace, Frisbee
15.00	Travel from Tamera to the Regional Council Misgav
15.25	Visiting and watching the activity of the Football 4 Peace project in the field
16.45	Travel from Misgav to Tiberius
17.30	Cruise on Lake Kinneret heading towards Kibbutz Ein Gev mooring
17.45 – 18.00	Departure from Tiberias pier for a cruise on Lake Kinneret heading towards Kibbutz Ein Gev mooring
19.00	Conference closing and dinner for all participants of the conference Evening festivity and BBQ-dinner on the grass along Golan Shore around the Sea of Galilee

Conference Venues

The Opening Ceremony as well as Keynote and Oral Presentations will take place in the **Herschtritt Auditorium**.

Poster Presentations will be given in the **Lobby of the Pedagogical Center**.

Coffee and Refreshments will be available between sessions at the **Conference Venue – Middle Floor** (one floor down from the Hall of Fame).

Lunch will be served at the **Sport Restaurant**.

The Opening Evening Reception will be held at the **Givat Hanan Activity Ground** (next to Wingate Sports Hotel).

Workshop Venues

Display and presentations from the following organizations will take place at the locations listed below:

BUDO for Peace: Sydney Hall, Activities at Feldman Gym – lower level.

Football 4 Peace: Beijing Hall, Activities at Kahaner Field, North section.

Peres Center for Peace: Beijing Hall, Activity in Outdoor Covered Court (opposite the central car park).

Mifalot: Beijing Hall, Activity-Kahaner Field, North section.

Keynote Presentations

Sport-for-development: Tactics are more important than strategy

Prof. Dr. Fred Coalter

University of Stirling (UK)

This presentation will argue that we need to de-mystify 'sport' and the view that it has inherent and necessarily positive impacts on all participants. Rather, we need to regard sport as a context-specific set of social processes and relationships in which outcomes are negotiated. In such circumstances, policy makers and providers need to adopt approaches based on programme theories, which identify the components, mechanisms, relationships and sequences of causes and effects that are presumed to lead to desired outcomes. Such an approach emphasises the distinction between necessary conditions (participation) and sufficient conditions – the processes and experiences necessary to maximise the potential to achieve desired outcomes. It also assists in the formulation of theoretically coherent, realistic and precise outcomes and provide the basis for formative, rather than summative (i.e. outcome), evaluation. In turn, this should contribute to greater understanding and ownership of programmes and their increased effectiveness. These issues will be illustrated with examples from extensive research in Africa, India and the UK.

The capacity of organised sports for the integration of migrants in Germany

Prof. Dr. Ulrike Burrmann

TU Dortmund University (Germany)

Participation in club-organised sports is alleged to contribute positively to the social, cultural, political and perhaps even the economic integration of migrants. These hopes and expectations are based on the idea that sport is an open and inclusive social context where migrants can easily access and join in, instantaneously. It is believed that sports clubs in Germany are open to migrants for at least three reasons: a multifaceted infrastructure of sport clubs exists in almost all parts of the country; game rules and competition are internationally known and understood; and participation in sporting activities does not require advanced language skills. To assess whether or not sport is such an open and inclusive context, empirical data on the participation of migrants will be presented. These data provide some basic information on participation numbers, preferred social contexts, preferred sports and cultural and socio-economic determinants. Sports' capacity for the integration of migrants into society will also be discussed and findings from a scientific evaluation of the nationwide German sport programme "Integration durch Sport" ("Integration through sport") presented. The central aim of this programme is to foster the social integration of migrants and results indicate that this programme can positively influence the social integration of its participants.

Turning splashes into ripples and ripples into waves. How inter-community sporting interventions can influence public policy and promote social and political change in deeply divided societies

Prof. Dr. John Sugden

University of Brighton (UK)

Internationally, the use of sport in a wide variety of health and welfare and conflict-resolution/peace-building programmes is one of the fastest-growing practices in the voluntary and non-government development sectors.

Placing discrete, grass-root projects under a microscope and using a wide variety of monitoring and evaluation models and research tools, it is relatively easy to shed some light on whether the initiative is making a difference in a local context, usually drawing broadly positive conclusions. It is far more difficult to demonstrate any level of sustained impact beyond the boundaries of such microscopic interventions. In this keynote presentation, I draw upon knowledge gained during three decades of research and critical writing about sport in divided societies and delivery of sport-based community-relations projects in some of the world's most troubled regions. I will reflect on these experiences to outline a new way of thinking about the Sport for Development and Peace movement: one that emphasises the importance of putting in place embodied mechanisms and networks that facilitate connectivity between local, regional, national and international political actors and policy makers. I conclude by presenting a model that can be adapted, adopted and used flexibly as an underpinning modus operandi by those who wish to use sport or any other civil society activity as a mediator between cultures in societies in conflict.

Local agency in sport-for-development and research

Prof. Dr. Cora Burnett

University of Johannesburg (South Africa)

Since 2005, global agencies have set an agenda for sport for development that has inspired academics to vigorously contribute to an emerging body of scientific knowledge. Reports have often only served the academic community and donors, who were mostly interested in cost-benefit tradeoffs on their investments and strategic positioning. Disconcerted voices about evangelistic and often immeasurable claims were often at the core of scholarly publications. Impact assessments and monitoring and evaluation reports have mostly aligned with the Millennium Development Goals and presented as rigorous proof of programme effect in developing contexts. It is against the conceptual frameworks of sport-for-development and sport-in-development, that a new paradigm of reciprocal agency is proposed. This presentation draws on grounded theoretical concepts abstracted from an analysis of a cross-cultural research project that was implemented in nine African countries. In the first instance, an enabling methodology is proposed to build local capacity and to elicit meaningful research and strategic information for all stakeholders. The multi-stakeholder dynamics and reciprocal local agency form the crux for meaningful change as proposed by the 'sport for peace agenda'. GiZ/YDF programmes

and local initiatives implemented by Esparance (a local NGO) serve to explore the power and lack of local agency in the aftermath of the genocide in Rwanda. Cultural exchange and insider versus outsider engagement impact on meaningful partnership engagement. Concepts are proposed that could meaningfully inform implementation practices, research and stakeholder agency across a broad spectrum of programmes and projects. A case for a holistic approach, multiple stakeholder interventions and reciprocal multi-levelled agency is proposed.

Presentations

Benefits of intercultural cooperation in sport-for-development: Complementing international expertise with local community knowledge

Dr. Nico Schulenkorf

University of Technology, Sydney (Australia)

There is increasing evidence that government agencies and NGOs are turning to sport-for-development (S4D) projects as a tool for inclusive social change, reconciliation and peace-building in divided societies. In a developing world context, it is particularly challenging for (western) sport organisers and 'change agents' to establish and maintain projects that are both professionally managed and culturally meaningful. This presentation analyses the roles and responsibilities of a change agent in Sri Lanka, a country with intergroup tension, where decades of civil war and violent conflicts have led to 100,000 casualties. Despite the official end of the civil war in 2009, intergroup relations within Sri Lanka's ethnically, religiously and linguistically diverse society remain deeply shattered.

An interpretive mode of inquiry was undertaken on the Asian-German Sports Exchange Programme, and their contribution to inter-community development. Findings suggest that change agents hold nine key roles and responsibilities in the inter-community development process. Further examination of other projects lead to a suggestion that change agents need to fulfil all of the identified roles, and build on local knowledge to secure active community participation; achieve positive socio-cultural impacts and outcomes; and provide a strategic framework for sustainable inter-community development.

Athletes United for Peace: Reconciliation through sport

Dr. Irene Kamberidou, Assistant Professor of Sociology

National and Kapodistrian University of Athens (Greece)

Athlete activism, the promotion of new role models and mentors and intercultural cooperation, namely bridging social inequality gaps through sport, is vital. This is not only in view of the systematic misuse of Olympic values today, such as the increase of racial violence linked to sport events, obsessive competitiveness, commercialisation, the de-athletisation of male and female athletes in the mass media, the gender leadership gap in sport governing bodies, but especially in light of the alarming impact of globalisation on racism and xenophobia. From examination of collaborative-intergenerational activities, conflict resolution curricula and

peace projects of non-profit organisations, training institutions and NGOs striving to eliminate racism, campaigning to rid sport of anti-Semitism, as well as promote gender equity, this presentation argues that Peace Education be incorporated into educational policies and teaching practices. What is initially required however is an all-encompassing hub of information, to pull together the multifaceted contributions, the diverse peace education curricula and activities, and in particular those that offer both leadership programmes as well as a foundation for new ones. Providing a common hub of information for networking with diverse stakeholders, progressive thinking peers, experts in the field and especially the media will facilitate dialogue with those who are at the forefront of implementing change. Such an effort partnered by universities, education ministries and policymakers could ensure that peace education is mainstreamed throughout the system.

Social integration through sports in adolescents with migration background – A Swiss study

Prof. Dr. Uwe Pühse

University of Basel (Switzerland)

Since World War II, Switzerland has observed a rising number of immigrants, ranking it among one of the most popular immigration countries in the world and within the last few years, has tightened policy related to foreigners. During the 1990s, most cities and cantons developed efficient integration process models. The foundation of these models was based on integration through migrant assimilation. Now, integration is no longer considered a one-sided adaptation process whereby immigrants must learn the norms and values of the indigenous population. Rather, integration is a multifaceted process whereby migrants are granted access to a plethora of resources in the Swiss government system.

Considering this notion further, sport has the potential to assist the immigration assimilation process as it plays an important role in the community system. Moreover, it is argued that migrants would learn the value systems and norms of the indigenous population to create inter- as well as intra-cultural connections. Currently, there is a significant research deficit concerning the correlation between physical activity and social integration.

The study to be presented aimed to determine if physical activity in adolescent migrants contributes to integration. A secondary purpose was to investigate which factors lead to participation or non-participation of migrants in sporting activities. Specifically, it assesses whether the influence of sport promotes or obstructs social integration of migrants.

The Women's Islamic Games: a peace agenda?

Exploring the sporting experiences of British Muslim women

Dr. Aisha Ahmad

University of Leicester (UK)

This paper presents results from a doctorate study of the sporting experiences of Muslim women at the Women's Islamic Games in Iran, 2005 (Ahmad, 2009). It explores the ways

in which the Games enhanced understanding between Muslims and non-Muslims, but also improved cross cultural understanding amongst participants at the Games (Benn and Ahmad, 2006). The paper draws somewhat on the presenter's own narrative, of training with the British football team and competing at the Women's Islamic Games, where she experienced how Muslims and non-Muslims can stand side by side; where sport has the power to unite and the spirit of struggle and competition for a common goal can have the ability to bridge cultures. Within Britain, there is growing concern about issues of social cohesion and the full integration of Muslims into British society in order to prevent radicalisation. The paper will discuss the concept of multi-culturalism within London 2012, where as the host country of the 2012 Olympics, it is Britain's opportunity to promote and showcase themselves as a multi-cultural and integrated society.

Social inequality and physical activity: Insights from the 'MOMO' study and a practical approach for compensation

Prof. Dr. Alexander Woll, Magdalena Reichmann and Dr. Filip Mess

University of Konstanz (Germany)

Social inequality is a key issue in the social sciences and also a focus of research on health in sport sciences. Richter and Hurrelmann (2009) have posited that equal opportunities in health can be achieved, among others, by lessening the differences in intermediary influencing factors of health inequality such as health behaviour. Among children and adolescents, physical activity seems to be of particular importance as the exercise patterns acquired during childhood are generally kept later in life (Malina, 1996).

This presentation will investigate the connections of individual situations in life and physical activity in the settings of club, leisure time sport and everyday physical activity using the Child and Adolescent Study Motorik-Modul (called MOMO), a representative study across Germany on motor abilities and physical activity among children and adolescents.

Social inequality in sport has many causes, only some of which have been identified to a satisfactory level. The ongoing study will continue to lead to new insights into starting points for overcoming disparities among children and adolescents in Germany.

The presentation will also discuss possible effects of sport participation and highlight the importance of purposive facilitation. The data presented are part of the evaluation of an outdoor-education intervention focussed on social networks, interpersonal trust, cohesion and sense of community among the participants.

Challenges of intercultural healthy lifestyle integration: A Romanian perspective

Prof. Dr. Luminita Georgescu

University of Pitesti (Romania)

The development of a strategy for adopting a healthy lifestyle requires a succession of activities. This presentation will describe results of an intervention where strategies were undertaken at key points: screening of the population's fitness level within ethnic groups (Serbs,

Hungarians and Roma); identification of the risk factors for each ethnic group; identifying and promoting traditional sport activities; selecting the preference for sport activities; organising events and festivals with specific cultural promoting of traditional dance, music, food and traditional sport activities; assurance of free access for all family members of each ethnic group; development of outdoor fitness parks and games parks; association of an ethnic group representative athlete or team's name with a festival or spa region with tourism potential (e.g. Serbs – basketball, Hungarians – ice hockey, Roma - football); identification of common preferences for certain sports activities and organisation of sports competitions between ethnic groups, involving families; promotion and dissemination in the media of all these actions.

In conclusion, promoting an active healthy lifestyle from an intercultural perspective should lead to better communication and understanding between different ethnic groups, their integration into society and a resolution to the possible latent conflicts.

Sport as a mediator between cultures – synergy of sport, social capital and universities

Prof. Dr. Anneliese Goslin¹ and Prof. Dr. Darlene Kluka²

1. University of Pretoria (South Africa)

2. Barry University (USA)

Arguably one of the world's finest statesmen and global icon, Nelson Rolihlahla Mandela, expressed his view on the potential of sport in a society in transformation:

“Sport has the power to unite people in the way little else can. It breaks down racial barriers, it laughs in the face of all sorts of discrimination. Sport speaks to people in a language they can understand.”

The above statement suggests that sport is capable of changing individuals and societies beyond the boundaries of sport playing fields. It postulates that sport can play a central role in developing societies by facilitating social integration and intercultural civic participation.

This presentation aims to explore the potential of sport to unlock desired societal benefits, specifically through intercultural cooperation, and also refers to the role of universities as institutions of higher education in the transformation of future decision makers on sport's capability as a mediator between cultures.

Mutual understanding of culture and ability: Bi-lateral Palestinian and Israeli youth activity in twin-wheelchair basketball

Dr. Yeshayahu Hutzler¹, Tamara Hay², Inbal Ben-Ezer², Dr. Maria Dinold³ and Burghard Schunkert⁴

1. Israel Sport Center for the Disabled, The Zinman College for Physical Education and Sport Science and Israel Sport Center for the Disabled

2. The Peres Center for Peace in the Middle East (Israel)

3. University of Vienna (Austria)

4. Lifegate Foundation

This project describes a cooperation led by the Peres Center for Peace in the Middle East, between Palestinian Lifegate Charity, the Israel Sport Center for the Disabled and the Rishon Lezion Municipal Sport Center for the Disabled.

Since February 2010, about 30 children and adolescents from Beit Jala in Palestine and Rishon Lezion in Israel, have been meeting monthly to participate in wheelchair basketball activities. The group includes participants with diverse functional abilities ranging from severe disabilities such as spinal cord injury and cerebral palsy to participants without any known disability. All children chose to use the wheelchair as a tool for exciting, enjoyable, competitive and collaborative physical activity.

Participants' shirts name tags are written in both Arabic and Hebrew. They are trained with coaches from the Palestinian and Israeli partners to follow an intensive programme combining excelling in wheelchair basketball tasks as well as in activities promoting awareness toward different abilities and with different language, culture and nationality. The language of playing sport together is being used as a common denominator with mini bi-lingual sport dictionaries being produced to enable easier cooperation.

Most recently, a group of 10 Palestinian, as well as Arab and Jewish Israeli players from our project, formed a joint team to participate in an international youth championship.

The coaching education in Bulgaria – Best practices and future perspectives

Prof. Dr. Daniela Dasheva

National Sports Academy "Vassil Levski" (Bulgaria)

When talking about sport in the context of coach education, the willingness is often very important. In a wider framework, however, coaching is not only about winning but about helping to build stronger, healthier, happier and safer communities. In either context, within the focus of development, the main figure of the coach remains. Without the coach, none of the aspects of sport are possible.

In 2000, the Special Assembly of the International Council for Coach Education identified 10 central challenges facing the future of coaching and coach educators around the globe. The so-called Magglingen Declaration highlights identifying, developing and evaluating coaching competencies at all levels of coaching. Another main challenge identified is ensuring that governments, sport and the wider community recognise, understand and acknowledge the vital role of the coach in the development of sport at all levels. In this presentation, the Bulgarian experience regarding recognition of the coaching profession and the contribution of the National Sports Academy to the development of coach competences and sport education, and how this training centre has contributed to cross-cultural understanding, will be described.

Sports projects for economic growth and community development

Ms. Stefka Djobova

National Sports Academy "Vassil Levski" (Bulgaria)

The National Sports Academy (NSA) is the only specialised higher educational establishment

in Bulgaria in the field of physical education and sport. It is the engine of all project activities related to sport and sport development in Bulgaria. On the basis of local needs, the projects under development are:

- Non-formal education and training of volunteers in sport. Changing policies and increasingly professionalised approaches to govern sport are putting the volunteer culture at great risk. In times of cultural change, and shifts in community values and a commercialised environment, it is essential to understand the role of volunteers in sport in order to preserve this group.
- Inclusive sports camps for children and youngsters with disabilities. Summer camps at the Black Sea are a typical life experience for students and youth in Bulgaria. Camp is a setting where they can learn new skills, build friendships and experience personal growth. While the majority of camps available to children with disabilities have been segregated, the only opportunity available for a camp experience that brings together youth with and without disabilities is the Adapted Water Sports Camp organised by the NSA.
- Eurosport. This is vocational training for sports centre employees.

Sport as a vehicle for tolerance and reconciliation – Local perspective for Football 4 Peace

Ghazi Nujeidat, Coordinator of Football 4 Peace Israel

Ministry of Culture and Sport, Israel

"Sport, as a universal language, can be a powerful vehicle to promote peace, tolerance and understanding. Through its power to bring people together across boundaries, cultures and religions, it can promote tolerance and reconciliation."

"On a communication level, sport can be used as an effective delivery mechanism for education about peace, tolerance, and respect for opponents, regardless of ethnic, cultural, religious or other differences. Its inclusive nature makes sport a good tool to increase knowledge, understanding and awareness about peaceful co-existence."

"...The core values integral to sportsmanship make sport a valuable method of promoting peace, from the local to the international scale." (United Nations, 2005)

Sport, the magic stick that attracts the world's population, can be the natural vehicle to reduce tension and ignorance between divided nations. Sport can easily be the bridge for tolerance, respect and trust. Sport is used as a vehicle for tolerance and reconciliation in Galilee North of Israel between Jewish and Arab populations and is being expanded all around the state of Israel.

Through the engagement of an increasing number of multi-cultural sport projects, we seek to educate children on basic human values and through them, send a clear message, the world can be more peaceful and secure with population raised on trust, respect and tolerance.

Working with adolescent soccer and basketball players from conflicting cultures – A three-dimensional consultation approach

Dr. Boris Blumstein¹ and Dr. Ronnie Lidor²

1. *Wingate Institute for Physical Education and Sport (Israel)*
2. *The Zinman College of Physical Education and Sport Sciences at the Wingate Institute (Israel)*

In this presentation we describe how one sport psychology consultant (SPC) worked with soccer and basketball teams that were composed of adolescent male players from conflicting cultures (Jewish and Arab). In order to foster relationships among the players, the SPC used a three-dimensional approach – working with the coaches of the teams, working with the players, and working with the parents of the players. We describe the types of consultation sessions the SPC had with the coaches, players, and parents, and the activities he preferred to use in his consultation process. We also present a number of lessons we have learned from our work with adolescent players from conflicting cultures, as well as a few practical implications for other SPCs who work with athletes from conflicting cultures.

Educating through movement: Using physical activity to support social skills/values and self-control

Dr. Eitan Eldar

The Zinman College of Physical Education and Sport Sciences (Israel)

A model, based on the principles and procedures of “applied behaviour analysis” while emphasising the uniqueness of movement and game as an ideal context for supporting, instilling and reinforcing learning skills, social skills and affective ability will be presented. Such a context enables teachers and clinicians the opportunity to design a challenging learning content and atmosphere for their students. The model is based on a series of scripts offering a simulation of real life situations, pre-planned and programmed for achieving specific goals. It can support a specific clinical goal such as developing self-control, a yearly curriculum at the kindergarten and school, and an extended value education programme for individuals or small groups belonging to a different or heterogeneous culture.

The rationale behind the development of the model will be discussed, specific behavioural procedures and principles supporting the model will be cited, the structure of the model will be described, followed by different examples of its optional implementation, and the components of the model, modified during the past 15 years, will be portrayed. The presentation will conclude with recommendations and examples for utilising the model in a variety of educational settings and in various populations.

Sport and cultures – bonding and/or bridging

Dr. Pasi Koski

Centre for Research on Lifelong Learning and Education, University of Turku (Finland)

Johan Galtung has written that sport is one of the most powerful transfer mechanisms for culture and structure ever known to humankind. This means that sport and physical culture

hold a lot of potential as far as their roles as a mediator between cultures and international understanding are concerned. Sport and physical activities could promote social capital, which refers to trust, social networks and civil activity. Putnam distinguishes the bonding and bridging type of social capital. The scale between these two types is important in terms of the success of sport in the role as mediator between cultures.

This presentation discusses the dilemma of bonding and bridging using two different research projects. At the macro level, sport and international understanding is approached through the main interests of parties associated with international sport and ideas of elite athletes. On the other hand, the study, which analyses the significance of sport and physical activity during the acculturation and integration process of immigrants in Finland, offers the micro level view to focus on the issue.

Sport, peace & conflict: Mapping the field

Dr. Sarah J. Hillyer

Georgetown University (USA)

What is the difference between ‘sport for development’ and ‘sport for peace?’ Does peace have to exist in order for development to succeed? Or is development a pre-requisite for peace? Who is ‘doing’ sport for development, who is ‘doing’ sport for peace and is it really necessary to differentiate between the two?

Three Georgetown University (GU) graduate students and one post-doctoral fellow, funded by a unique partnership between Generations For Peace and the GU Master’s Programme in Conflict Resolution, have turned their attention toward answering these very questions. The purpose of this presentation is to highlight key findings in an on-going sport and peace-building mapping project. Objectives for the mapping project include: (1) locating the ‘major’ and ‘minor’ actors in sport and peace-building; (2) identifying effective/promising practices in the design, implementation and evaluation of sport and peace-building initiatives; and (3) exploring creative ways to encourage meaningful networks, knowledge sharing, and a unified, teamwork spirit among sport and peace-building stakeholders.

Physical education and sport as tools to promote intercultural living together

Prof. Dr. Petra Giess-Stueber¹, Dr. Clemens Ley² and Dr. Maria Rato Barrio³

1. *Institute for Sports and Sport Science, University of Freiburg (Germany)*
2. *Universidad Politécnica de Madrid (Spain)*
3. *Interdisciplinary Centre of Excellence for Sports Science and Development (ICESSD), University of the Western Cape (South Africa)*

Four Universities (in Burundi, Germany, South Africa, Spain) are starting to conduct a trans-national project in the areas of intercultural learning and promotion of peaceful living together in the field of sports. The project aims to promote sustainable intercultural learning and living together among youth through physical education and sports. In the participating regions, conflicts among different groups of the population endanger the peaceful living together and

inhibit the personal development of young people in different ways. To overcome discrimination and to promote individual development, it is necessary to reflect very carefully on the kind of intervention that will succeed. We will draw conclusions from projects conducted in different settings with different target groups: diverse adult ethno-linguistic groups in Guatemala; youth in post-apartheid South Africa; socially disadvantaged female pupils in Germany; and students in Burundi. How could a theoretical framework be designed for further common projects? How can we solve methodological problems of a cross-cultural study? Which evaluation tools are promising to be valid and applicable? The presentation will deliver ideas to answer these questions.

The sport coach and sport leader as identity agent for youths

Dr. Jeroen Vermeulen and Dr. Frank van Eekeren

Utrecht University (Netherlands)

Sport is seen as an excellent vehicle for reaching youth and providing bridges between social groups and cultural divides. Sport projects that aim to enhance young people's chances in society and increase their social capital acknowledge the importance of sport leaders and sport coaches as mediators between the daily life of youths and the social spheres of school and work.

This presentation will discuss the various roles that sport leaders and coaches play, by presenting the biographies of two sport leaders from different cultural backgrounds, based on our own (research) projects in sport development in disadvantaged urban areas in the Netherlands and South Africa. The biographies show the sport leaders taking on a variety of roles: he/she is alternately the enabler of sport activities, confidant, broker, gate-keeper, role-model and border guard. In our theoretical reflection, we will argue that these different roles point to the fact that sport is instrumental for the complex and vital process of identity formation of youths. The sport leader/coach is an active identity agent, who interacts with children and youth with the intention of participating in their identity formation, and reflectively mediates larger social influences on identity formation.

Practical consequences for organisations that are involved in sport development projects will be presented, translated from the biographies and theoretical reflection.

How professional football clubs can contribute to sustainable development work

Ms. Kristina Bohnstedt

Scort Foundation (Switzerland)

The presentation gives an overview on how professional football clubs can contribute sustainably to international development work. The Football Clubs for Development and Peace (FCDP) partnership programme focuses on a multi-stakeholder and shared funding principle. Through this concept, FCDP offers all involved partners (clubs, NGOs, authorities, sponsors etc.) a platform to contribute towards international development work corresponding to their interest, expertise and budget.

Scort acts as a facilitator between the two worlds of professional football and the international community. During all projects conducted within the FCDP partnership programme, Scort coordinates all structural and organisational processes. Project concepts are set up based on the inputs of all stakeholders, including local partners as well as the professional football clubs.

The presentation explains how these initiatives are set up and how instructors from the professional football clubs, alongside staff from local partner organisations in development settings, sustainably deliver education to youth and young adults to become grassroots football coaches with specific competencies in the social field. The programmes focus on the education of young multipliers who are intended to play an active role in their communities and act as role models for the younger ones in the future.

Beyond sport

Ms. Alexandra Chalot

Beyond Sport

Beyond Sport is an umbrella organisation that celebrates, promotes and supports those who use sport in their communities to trigger positive social change. Although we address a wide range of issues, a main focus of our resources and support goes toward those using sport as a tool for conflict resolution. Through our wide-ranging network of over 750 projects, reaching 135 countries, we have come across a diverse sample of good practice from the ground – of organisations using unique approaches to tackle conflict and post-conflict tensions in their area. This ranges from a project that addresses multi-national/territory conflict to an initiative that focuses on tensions within a small community. The presentation will be one of best demonstrated practice, of those that Beyond Sport has recognised as leaders in this field. It will show the different approaches, curricula and strategies they use that stand out as being best practice, and aspects that can be replicated and appropriated by others using sport to address conflict around the world.

Workshops

Martial arts: A conduit of behavioral change and cross-cultural acceptance

Mr. Danny Hakim and Ms. Rachel Brown

Budo for Peace (Israel)

Budo for Peace is an educational organisation that uses traditional martial arts as a means of teaching the values of respect, harmony, self-development and self-control for creating a more tolerant society. This programme will discuss the inherent existence of value-based education in traditional martial arts and the ways in which Budo for Peace has successfully created a modern education programme to extract these values and connect them to the everyday lives of our participants. This interactive session will include a multimedia presentation, films, martial arts training activity and a taste of our educational programme.

Danny Hakim, Budo for Peace's inspiring founder and chairman, is a 6th degree black belt. Danny is originally from Australia, but lived and trained in Japan for ten years before moving to Israel. Budo for Peace is his vision for a better world.

Football 4 Peace in action: Demonstrating a values approach to sport coaching in the service of peaceful co-existence

Ms. Joanna Gardiner and Mr. Jack Sugden

Football 4 Peace International, University of Brighton (UK)

In this workshop, Staff Coaches from the University of Brighton and the German Sport University, working alongside coaches from Jewish and Arab communities in Israel, will demonstrate how Football 4 Peace trains its volunteers to underpin and bring to life the key values of good citizenship (trust, respect, responsibility, inclusiveness, equality) through a bespoke pedagogical method that has been evolved by the Football 4 Peace team through its work in Israel and Jordan. During the demonstrations, there will be opportunities for conference delegates to join in some of the activities.

Football as a tool for education and peace building

Mr. David Breimer¹, Mr. Matthias Gather¹ and Mr. Inbal Ben-Ezer²

1. KICKFAIR (Germany); 2. The Peres Center for Peace (Israel)

The workshop will show the opportunities to use football as an educational tool for social and global learning and for building up international partnerships. It presents a special methodology of Street Football in which boys and girls play together and where fair play counts as much as scoring. The referees are replaced by mediators that meet with the teams before and after the game in a dialogue-zone. There, they commonly discuss fair play rules and define how they want to play together. After each game, they reflect on how they followed their rules. The workshop will give an introduction to this methodology and how it is being put into practice. It gives the opportunity for participants to see practical experience in learning and education through football and how this can be opened to foster social and global learning.

Furthermore, it will demonstrate with a concrete example from KICKFAIR, run by the Peres Center for Peace and Al Quds, and how this common methodology and philosophy of playing can be implemented to build up international youth partnerships and mutual learning at an eye to eye level.

The workshop will also show how sport, and in this particular case football, also becomes a mediator between cultures.

Workshop outline:

- 1) Welcome and short overview of the workshop
- 2) Practical experience and reflection of Street Football Methodology
- 3) Presentation of Street Football as an educational approach of social and global learning and international partnerships
- 4) Feedback

Mifalot – "Know your neighbour"

Mr. Avraham Burg, Mr. Eran Gal and Mr. Gal Peleg

Mifalot (Israel)

Founded in 1997 by the owners of the Hapoel Tel Aviv football club, Mifalot's mission is to create social change by using education-based projects to provide youth with opportunities to learn, grow, reach their full potential and become active members of their community and their world. Currently, there are over 20,000 children active in Mifalot programmes throughout the world.

Mifalot's success rests on its unique project model – using football as an attractive, new and effective platform to educate for and create social change. Mifalot's programmes focus on the following:

- Promoting coexistence and friendship between conflicting populations, mainly Israelis, Palestinians and Jordanians, but also internationally and between various groups within Israel's diverse population;
- Promoting the inclusion and acceptance of marginalised populations into mainstream society, including girls/women, immigrants and other minorities;
- Teaching life skills to youth with special needs;
- Assisting and socially integrating youth in at-risk, disadvantaged or isolated environments.

"Know Your Neighbour" is Mifalot's flagship project in the field of coexistence and using sport as a bridge between cultures. Since 2006, it has promoted interaction – both on and off the football field - between Jewish and non-Jewish children and youth. Football is used as a tool for bringing people together in more than 100 locations throughout the country, the Palestinian Authority and Jordan. Participants are educated on coexistence and understanding others who are different to promote a multi-faceted, multi-cultural society.

Posters

Sport and conflict reconciliation – From practice to theory

Ms. Serena Borsani

Sport2build (Italy)

Reconciliation is about bringing people together, re-building relationships and creating the necessary dialogue to generate empathy to gain an understanding of the roots of conflict. This poster shows, from theory to practice, how sport can play an important role in the complex and long process of peace and reconciliation, analysing the necessary conditions to make it happen.

Sport alone cannot reach reconciliation; on the contrary, the nature of sport is exactly the opposite if winning at all costs is seen as the priority. Sport programmes, to be effective, should be part of a set of wider, comprehensive peace building strategies, focusing the attention on the process in a holistic approach. In this case, sport can be a low entry and high impact point for social change.

How sport links different Chinese universities

Dr. Ruotao Huang, Prof. Kaizhen Wang

Capital University of Physical Education and Sports (China)

China has about 800 universities with different cultural styles and research foci. Since the mid-1980's, university sport teams have developed quickly with around a third now having sporting teams in different disciplines. Sport in the university setting in China is nationally guided, with two key objectives: competitive and non-competitive opportunity.

There are 27 main sports that form part of the China National University Games and Universiade. Most universities have at least one team in each of these sports. The government permits universities to enrol low entry score students who display sporting talent, to support these teams. Aside from these competitive sports, universities also establish their own sporting projects focussing on more 'colourful' activities, such as Bridge, Dragon Boating and Rock Climbing. By setting up the competitive sports environment and individual sports projects at different universities, the government encourages more university students (especially those not necessarily talented in sport) to become involved in sport and the sharing of sporting culture between universities.

While university sport has developed not only opportunities for competition, but also cultural links and friendship building, there is still opportunity for more traditional Chinese sport projects to be developed, to embody individual university-specific characteristics and strengths.

Sports as a mediator between cultures – The Kenyan approach

Ms. Judy Matu

Vijana Twaweza (Kenya)

Sport as a function of peace has a great impact on the human race. Time has proven that sports have a strong emotional power that is dynamic and can change millions of peoples' ideas in a very short time. One of the main benefits of intercultural sports is accepting and uniting the cultural diversity.

Initiatives like Vijana Twaweza are developing modalities on how best to train and empower youth in Kenya on the importance of sports in regards to peace and stability in the country. Mathare Youth and Moving the Goal Posts are some of the initiatives working with youths through sports. By engaging youth in constructive sporting activities, we are able to salvage situations.

Institutions like Kenyatta University are teaching sports management and focusing on the social benefit of sports to a society. We need more emphasis on this area to have more institutions offering the same to multiply the effect in Kenya, then Africa and the world.

Sport's impact on adolescents' psycho-social development – Findings from Germany

Dr. Michael Mutz

TU Dortmund University (Germany)

Sport has been credited by policy-makers, the public and scholars for its immense potential in contributing to adolescents' personality development and social integration. It is a widely heard argument that through sport (clubs), youngsters have the opportunity to experience success and gain recognition, find new friends, internalise a sense of fair play and acquire a non-violent code of conduct. Against the background of these assumptions, three hypotheses were tested: (1) Do athletes have higher self-efficacy than non-athletes? (2) Do athletes feel better integrated and accepted in their peer group than non-athletes? (3) Do athletes use violence less often than non-athletes?

Answers to these questions were developed on the basis of a secondary analysis of a large-scale, cross-sectional study (PISA-E 2000) that was conducted among 15-year-old adolescents in Germany. Results indicate that only small, sport-specific effects on the psycho-social development of adolescents exist. After controlling for the preceding self-selection biases that are typical for sports activities, only a few small differences between athletes and non-athletes remain. Findings suggest that athletes display a slightly higher degree of self-efficacy and slightly more often report a feeling of being popular and accepted among their peers. Regarding violence, however, results indicate that sport does not curb aggression among youths.

On the basis of these findings, a more differentiated evaluation of sport-related benefits on personality development and social integration seems appropriate. To bring the developmental potential of sport into practice, specially-designed programmes are needed that are underpinned by pedagogic concepts and measures.

The influence of football on the development of children in Uganda

Ms. Simona Safarikova

Palacky University, Olomouc (Czech Republic)

The poster will present research done with The Kids League in Uganda. The research is focused on the influence of football on the lives of children in Uganda and also on the interpersonal relations within the football team. Football is being used as a tool for further development of children.

For the research, there were different methods used – scaling, observation, semi-structured interviews and focus groups. All these methods serve as the basis for analysis of the influence of football on the personal development of the children themselves.

Project Talisman for Success: An in-progress study

Dr. Ronnie Darom, Dr. Hadas Dekel and Dr. Rachel Segev-Miller

Kibbutzim College of Education, Technology, and the Arts

Talisman for Success is one of three new pilot projects, initiated in the Department of Physical Education and Movement at Kibbutzim College of Education, Technology, and the Arts, in 2010-2011, and is the product of cooperation between the disciplinary faculty and an expert in academic literacy.

Basically a peer tutoring project, Talisman for Success has two major aims:

To afford Arab students of low academic literacy proficiency in Hebrew an opportunity for empowerment and a chance to succeed both academically and professionally.

To establish, in the department, a framework of social and cultural engagement and commitment, in line with the recent efforts made by the Ministry of Education to formulate a general pedagogical policy pertaining to the issue of co-existence between the Jewish and the Arab minority.

The study follows the weekly sessions of 13 pairs of Arab tutees and their Jewish and Arab tutors. Preliminary findings have indicated that the subjects related to issues such as learning strategies, motivation, etc. Particularly, what seems to have been emerging is the development of personal commitment and trust on the part of both tutors and tutees, which they (and we) hope they will successfully transfer to their wider communities once they graduate from college.

The impact of motivation on the agency of facilitators of the Football 4 Peace initiative in Israel

Mr. Graham Spacey (presented by Mr. Jack Sugden)

Football 4 Peace International (University of Brighton, UK)

The poster looks at the research into the impact upon the F4P initiative by those facilitating it. Data gathering was conducted during 2010 programme of F4P activities in Israel. Using grounded theory tools, results and conclusions were gained from the analysis of 46 interviews from 39 individuals involved in the facilitation of 14 cross CCSP's across Israel.

Discussion focuses on findings from the data that have little in common with the literature review. Highlighted is the power key individuals have on the delivery and impact the project has through agency and examines the effects both intrinsic and extrinsic motivation has on an individual's choices.

Let's work together! – Participation in project development as a first step to mediate between cultures

Ms. Andrea Wolff and Mr. Alfred Rütten

University of Erlangen-Nürnberg (Germany)

The project "Movement as Investment in Health (BIG – Bewegung als Investition in Gesundheit)" aims at promoting physical activity amongst women experiencing difficult life situations. BIG started as a demonstration project for community-based participatory action research in a German municipality but has been transferred to 11 municipalities across Germany. Currently, about 800 women participate in BIG activities on a weekly basis.

In the participatory and collaborative work of the project, women from different cultural and religious backgrounds (Muslim or Russian as well as German disadvantaged women) are involved in the process of project development and implementation.

Empowered individuals and informal networks seem to be crucial for reaching disadvantaged groups for the implementation of activities. They act as social catalysts, leading to the involvement of other women of their community in both project development and activities offered by the project (sport programmes). They share the characteristics of their group (such as a specific immigration background) while at the same time showing strengths in communication or other social skills which enable them to function as respected community members whose opinions are heard.

The collaborative and asset-based BIG approach could be used for project development on the basis of local needs by using existing resources and structures. Participation by different stakeholders could act as a first step to professionally guided mediation between different perspectives, organisations and cultures, followed by further mediation through social contacts between participants during the resulting program activities.

Participation of girls with a Turkish migration background in German sport clubs – The role of soccer and martial arts

Ms. Ursula Zender

TU Dortmund University (Germany)

Although generally interested in sports, girls with a migration background are markedly underrepresented in German sports clubs (Mutz, 2009). Compared to German girls and boys with a migration background, their participation in sport clubs and particularly in competitive sports is very low. The difference between Turkish immigrant boys' (68%) and girls' participation (21%) is striking (Burrmann, Mutz & Zender, 2011). Research on the reasons for this gender gap has produced different and partly inconsistent results. Recent studies show that

cultural backgrounds and traditional gender roles (Pfister, 1998) as well as socio-economic factors (Mutz & Burrmann, 2011) seem to have a great impact on the participation of girls in sport. However, there is no clear evidence on the significance of religion's role (Boos-Nünning & Karakasoglu, 2005 vs. Kleindienst-Cachay, 2007). Furthermore, we lack information on how much patterns of participation differ between various kinds of sports. This poster presents research on the reasons that motivate girls of Turkish origin to participate in sport clubs, highlighting a comparison of different sports disciplines. The results can tentatively be used for recommendations for better integration of girls with Turkish migration background into German sport clubs.

Important Information

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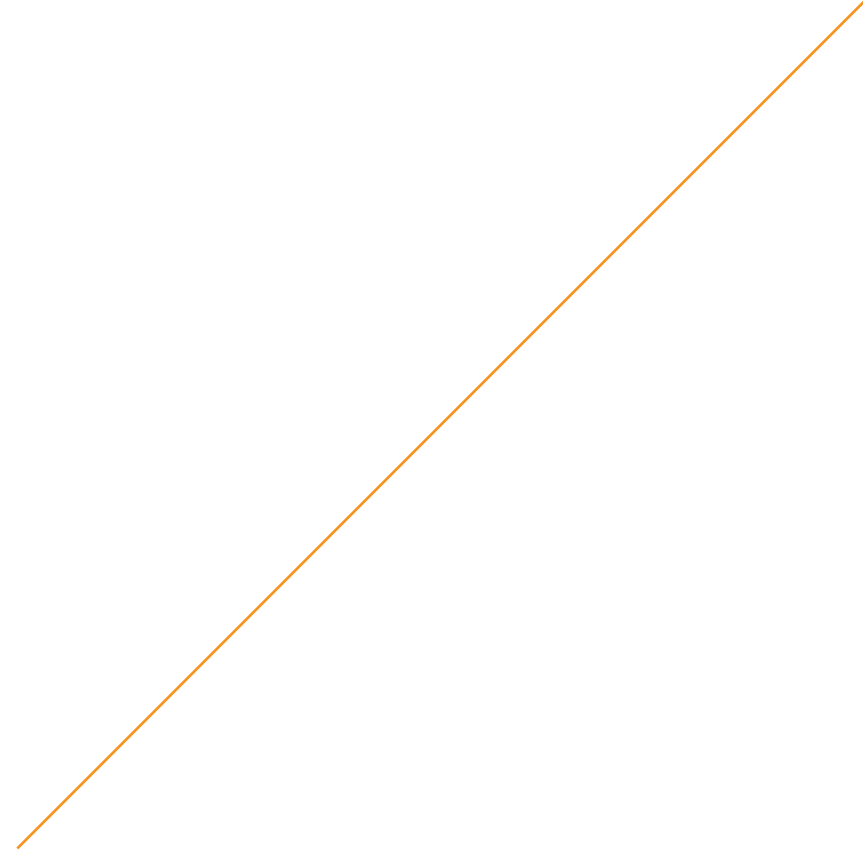
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Sport as a Mediator between Cultures

International Conference on Sport for Development and Peace

September 15th–17th, 2011

Wingate Institute for Physical Education and Sport, Israel

Programme



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www.mcs.gov.il/English/

Bundesministerium des Innern, Germany
www.bmi.bund.de

The Ministry of Regional Cooperation, Israel
www.gov.il/firstgov/english

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www.icsspe.org

Wingate Institute
www.wingate.org.il

The Zinman College
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www.wicol.ac.il

Bundesinstitut für Sportwissenschaft
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