

Rediscovering the Community by Developing the Sport for Peace

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Abstract

Communities around the world need to develop as peace-oriented communities by investing in sports development as a source and value for sustainable peace as a key driver for positive peace within communities. Sport development helps community development in peace which is a value that exerts influence on people, groups, businesses which aim to produce economic and social value within society. Sport development helps processes oriented to peace-building in transitioning to constructing the cultural and organizational milieu for advancing sustainable peace within communities. Sustainable peace enables communities that are living in peace to develop the rebuilding of the social and economic meaning of a community which is enhancing diversity as a value for future development. Cooperation and collaboration are sources that enable to positively address the conflict as a means for solving problems to engender value co-creation processes within communities.

Keywords

Sport for development; community; sustainable peace.

Introduction

The pathway leading to sustainable peace is still long being in transition from a conflict-driven competition and business to a peace-oriented business and value creation processes that rely on constructing peace as a condition to drive social and economic activities to advance a virtuous cycle that mobilizes human, social, technological and organizational capabilities within communities which are likely to proceed towards sustainable future and prosperity. Peace, justice, and strong institutions are the topic of Goal 16 in *The 2030 Agenda for sustainable development* (United Nations, 2015). In the absence of prosperity and strong institutions, population growth contributes to conflicts related to scarce resources. Educating and empowering women and communities helps to support peace and stability goals by increasing the foundation for stability.

Sport should be integrated as a means into the development and peace agenda. Sport as a human right of people has a crucial role in the society because it helps children development and education, co-operation and respect as values. Sport supports local economic development and employment, bringing together individuals and community, splitting differences and cultural diversity too much often as a barrier and obstacle to communication, social exchange, and the rediscovery of new opportunities to create new value and knowledge.

The sport helps to develop community and promote peace to enable value creation and wealth. The start of the 21st century saw the incorporation of sport into the mainstream development sector supporting the Millennium Development Goals (MDGs), with the United Nations (UN) establishing an Inter-Agency Task Force on Sport for Development and Peace in 2002 and passing Resolution 58/5 entitled "Sport as a means to promote education, health, development and peace" in 2003 (United Nations, 2003).

Sport is emerging as an important source that enables communities to share common values and identify a pathway for creating sustainable value in the long-term horizon (Hart and Milstein, 2003). Sport development helps to strengthen cohesion, diversity, and integration of values within communities. For instance, the lessons drawn from Olympic sport are a useful paradigm to understand the role of sport for peace: there is a time and place for peace; others' equality is worthy; and the cultural and attitudes' differences among people deserve respect within the world community (Reid, 2006).

Sport is a significant element within the emerging pillar in development aid (Darnell & Black, 2011). Sport as universal and global means and value helps processes and dynamics that concern both development and peace. Sport for development and peace relates to sustaining initiatives that relate to the sport as an opportunity for social change-oriented to support community development that refers to the planned evolution of all aspects of community well-being (economic, social, environmental, and cultural). It is a process whereby community members come together to take collective action and generate solutions to common problems. Sustainable community development relies on promoting sustainable peace enhanced by sport in all the expressions. Sport possesses further potential for human, economic, and social development, as well as for promoting peace. Promoting sport helps support a culture of peace and strengthen solidarity as a strategy to reinforce the cohesion and development of communities.

This study aims to elucidate that sport for development and peace helps to rethink community development by promoting sustainable peace in terms of meanings, values, and citizenship. The study relies on the analysis of literature on the intersection between concepts that are prerequisites for value creation and wealth: understanding the role of community for social and economic growth, and sports development for peace. The study considers the concepts of peace in terms of sustainable peace as a source to enable value creation on a long-term horizon. The main contribution is to identify a pathway for communities changing towards sustainable peace development by investing in sports development.

The manuscript is articulated in seven sections. Following the introduction and methodological section, the third paragraph elucidates why communities are important and the role of communities for peace. In the fourth paragraph peace development and globalization help to construct social growth within communities. The fifth paragraph elucidates the importance of sport development for peace within communities. The sixth paragraph elucidates the importance of sport development for

peace and community development as a source to support education and social inclusion within communities. Finally, discussion and conclusions are outlined.

Methodological section

The study is theoretical and relies on a literature review and analysis relating to the relationships between community development and the role of sport development in sustaining peace. The theme of sport for peace is emerging as a topic coherent to promote community development and social growth within communities. The selected contributions are drawn by literature related to smart and sustainable public organizations in relationship with the use of ICT that enables both smart working practices as an innovative and collaborative approach to work organization and digital and smart platforms as evolution of advanced information technology in government. The selected contributions are interpreted in a narrative synthesis to elucidate new perspectives and advance theoretical frameworks on emerging issues (Denyer & Tranfield, 2006; Dixon-Woods, Agarwall, Young, Jones, & Sutton, 2004).

Understanding the community and the role of peace for communities

It is important to understand the role of community empowerment to identify the trajectories of future sustainable development of communities. What a community is and can do for value creation is at the heart of community development (Shaw, 2007). Promoting social values within a community helps to support the ideals and means that enable sustainable development and reinforce the cohesion within behaviors and values of local communities (Zbucnea, 2020).

Community promises security conveys comfortable places to live and stay (Bauman, 2001). Community refers first to people, the connections and the ties that bind them, and second to geographic locations (Phillips & Pittman, 2015). Community development is a process of developing the ability to act collectively, taking collective for improvement in a community (Phillips & Pittman, 2015). Successful communities control the successful practice of community development which empowers communities to change (Phillips & Pittman, 2015). Community development is empowering giving individuals and groups the capacity to determine means and ends (Pedlar, 1996). Community development relies on education, teaching, and promoting learning on the part of the individual or community (Pedlar, 1996). Community development is a people-centered, people-driven approach, and implies that people learn to work together to achieve fundamental human needs (O'Brien, 2005).

In the *Goal 16 of The 2030 Agenda for sustainable development*, the task is to promote peaceful and inclusive societies for sustainable development and to provide access to justice for all and build effective, accountable, and inclusive institutions at all levels, ensuring responsive, inclusive, participatory and representative decision-making at all levels (United Nations, 2015). Within knowledge-based, open and multi-cultural societies, communities aim to create conditions for sustainable value, rediscovering the importance of sustainable peace as a status where cooperation, dialogue, and collaborative problem-solving for social justice and well-being emerge as a method to support value creation processes. As communities seek sustainable peace, people,

organizations, and businesses rediscover the meaning of being a community and the importance to stay together, sharing sources and values to live in peace by identifying new ways to drive sustainable, social, and economic growth and development. Communities can do much for building peace. Peace is considered as a permanent status and goal that communities wish to achieve and maintain as a condition to create sustainable value within society. Peace is a solution to problems that people, organizations, and businesses face every day (Nedelea & Nedelea, 2015) to contribute to co-create new value within society (Pralhad & Ramaswamy, 2004).

Peace development and globalization help social growth within communities

Communities construct peace as a permanent status and effective condition to create sustainable, social, economic, and public value within society. It is not simple to define what peace should be. Considering peace only as an absence of violence (Galtung, 1969) does not stress the potential of viewing peace as a source for communities that contribute to creating social and economic value within society.

Peace as freedom implies that «the means and ends of peace and development practices should be to ensure the equitable distribution of economic opportunities, political freedoms, social opportunities, transparency guarantees, protective security and freedom from direct violence» (Barnett, 2008, p. 86). «Sustaining peace should be broadly understood as a goal and a process to build a common vision of society, ensuring that the needs of all segments are taken into account» (UN, 2016, p. 2).

Constructing peace as a condition for communities living to satisfy the needs of people and groups is a different concept than building peace. Thereby, the peace-building processes should be antecedent and necessary as a stage leading to constructing sustainable peace which is existing where «the probability of using cooperation, dialogue and collaborative problem-solving to promote social justice and well-being is so high that it governs social organizations and life» (Coleman, 2012, p. 4).

Peace can really be built community by community, (Wyeth, 2011) and relies on promoting a culture of peace through education, science and education, dialogue among cultures, enhancing diversity, sustaining economic and social development, respecting human rights and equality between people, democratic participation in the policy-making (Massaoui, 2009).

Globalization has the potential to create a world of peace for spreading knowledge and innovation, encouraging the rediscovery of cooperation, refusing the chance of conflicts among communities and nations (Weede, 2004; Marquardt, 2005; Schneider, 2014).

Globalization helps to improve peace and stability, to create a world of peace because economic growth is a strong force for spreading knowledge and innovation, and encouraging cooperation driving people to abandon conflicts among groups and tribes, and embrace peace as a source for life, growth and wealth. Despite some contradictory issues on cultural diversity, mind openness, and cooperation (Barbieri & Schneider,

1999), free trade and global integration open to prosperity and democracy, strengthen interdependence of state and markets with positive externalities, promote both economic freedom and avoidance of war (Weede, 2004), and contribute to prosperity and peace (Schneider, 2014). The real issue is how to ameliorate, lessen, or eliminate the negative effects of globalization and to enhance and leverage its powerful positive effects (Marquardt, 2005).

Understanding sport for development and peace within communities

The 2030 Agenda for sustainable development recognizes the role of sport as an important enabler of sustainable development. Sport helps to contribute to the growing realization of development and peace, to promote tolerance and respect, and to empower women, young people, individuals, and communities, and to support the efforts for health, education, and social inclusion too.

Sport for development and peace helps to drive communities towards wealth and prosperity in a global society (Giulianotti, 2011). Promoting sport development helps to re-address social change processes towards peace as a source for social and public innovation, and value creation. Sport development helps to support the wealth and prosperity of communities within an open inclusive society. Constructing peace helps people and groups to contribute to value creation and relies on rediscovering the community as an organizational arrangement that promotes wealth and prosperity creating sustainable value by living in peace. Promoting peace implies supporting peace-building initiatives and enabling communities to identify a path for strengthening sustainable peace (United Nations, 1992; United Nations, 2000; United Nations, 2016; Coleman, 2012).

According to Astle (2014), sport development is described as a sequence of relevant opportunities that enjoy people and offer them positive experiences, motivations, and expectations. As a universal language, sport can bring people together without barriers, helping them to learn the ideals of teamwork and tolerance (United Nations, 2004).

Sport helps to support sustainable development on an international scale and enables people as citizens of the world with global rights and responsibilities (Darnell, 2012). Sport helps peacebuilding and enables sustainable development to achieve long-term issues that benefit future generations. Sport for Development and Peace (SDP) refers to the intentional use of sport, physical activity, and play to attain specific development and peace objectives, including, most notably, the Millennium Development Goals (MDGs) (United Nations, 2015). In 2003, the UN Inter-Agency Task Force on Sport for Development and Peace defined sport, for development, as «all forms of physical activity that contribute to physical fitness, mental well-being and social interaction, such as play, recreation, organized or competitive sport, and indigenous sports and games» (United Nations, 2003).

Using sport for fostering cultural and community development assumes a new meaning in the information age where the emergence of global values, attitudes, and behaviors helps dialogue between people in their diversity of culture and value. The

attributes of sport's use are two at least: sport and physical activities help a) to advance reconciliation and intercultural communication in regions of conflict (sport for peace); b) contribute to realizing UN sustainable development goals. Values and ideals provided by the sport that has the potential to communicate to people are universal, positive and contribute to reinforcing the wealth of communities that tend to evolve and develop in peace. Global forces and processes more and more contribute to sustaining opportunities for fostering sustainable development and peace as a source to improve the wealth of communities.

Sport for development helps to support community development by building local capacity, enhancing social development, providing local commitment and leadership, and facilitating wider community involvement (Schulenkorf & Sugden, 2011).

As stated by Kvalsund (2007) sport helps to support the democratization process by strengthening civil society and thus become one of the building blocks for a more stable and peaceful state. Sport development helps communities to exert influence on processes that affect the society and contribute to constructing and promoting peace as a source for value creation, sustaining the wealth for people and groups within society.

Rediscovering the importance of sport development for peace and community cohesion: the role of social inclusion and education

Sport development helps to build peace as a source for reinforcing and constructing cohesive communities and drives the communities towards growth and innovation for wealth and prosperity as issues of sustainable peacebuilding. Developing sport helps people and groups to share and integrate cultural diversity and different perspectives. Peace education is a relevant strategy for peace-building and helps to support the diffusion of a culture of peace (Massaquoi, 2009).

Rethinking the role of sport as a vehicle for broad, sustainable social development helps the most disadvantaged communities in the world to re-find the route to re-starting a virtuous pathway to sustainable and peace-oriented growth (Kidd, 2008). Sports-based interventions provide benefits to participants. Sport can serve to establish moral boundaries, promote peace and social development (Rookwood, 2008).

Beyond the global popularity of the sport and its capacity to break through cultural barriers, sport development for peace movement elucidates that sport possesses relevant features that contribute to strengthening development and peace: sport is universal, and has the potential of inspiring and motivating people to proactively assume ethical behaviors. Sport can divert violent behaviors and foster peacebuilding (Cárdenas, 2013).

There is increasing enthusiasm in viewing the sport as a means to promote and strengthen social inclusion practices and strategies within communities. Sports practices become a vehicle for social change, driving social renewal for communities' development (Lyras & Peachey, 2011).

Sports experiences contribute to enhancing meaningful socialization and supporting human and social development that increases cohesion within communities (Burnett, 2015). Waring and Mason (2010) highlight the potential of sport as a driver of social inclusion and community development and elucidate that it is necessary to increase opportunities to participate in excluded groups and remove the barriers to participation. Sports diversity becomes a vision that helps people living in conflict areas. People experience equality, freedom, dignity, empowerment, for individuals discriminated. The benefits of sports practice relate to enhancing the values of social inclusion.

Mobilizing the sport as both source and value helps to improve education and training, prevent and solve conflict resolution, and support economic and social growth, and contribute to community cohesion. The ethical and progressive importance of sport as a means of supporting sustainable development relies more and more on viewing the sports practices as carriers of global citizenship practices in a way the stakeholders of sport for development tend to act and interpret (Darnell, 2012).

Sport-based education programs help to reinforce an inclusion process, driving participants to acquire values and life skills coherently with social relationships, collaborative action, and mutual support. Sport development helps the community by enhancing education. Sport should be positioned as a highly effective tool in a broader toolkit of development practices and should be applied in a holistic and integrated manner with other interventions and programs to achieve optimal results in promoting enduring conditions of sustainable peace. School sports programs help to motivate children to enroll. Sport-based community education programs provide alternative education opportunities for children who cannot attend school.

Education programs play a role in empowering people, facilitating community development, and driving towards sustainable development (Lawson, 2005). Sport-based coaching focuses on trust, respect, neutrality, responsibility, and inclusion to facilitate peaceful social integration within communities in conflict (Rookwood, 2008). Sport plays a social role as a powerful means for empowering individuals and groups to work together to better transform the community in a significant and positive way (Burnett, 2021).

The values of sport can be learned during games such as team cooperation, fair play and leadership can be replicated in daily life. Sport for development and peace is successful when interventions take into consideration the specific cultural dynamics where programs take place and concentrate on the most suitable sport (Cárdenas, 2013). Sport managers must transform programming and provide need social-support systems for their participants or athletes to aid recruitment and retention, addressing the diverse needs of the community to support sustainable sport programs (Vail, 2007). Sustaining community development contributes to revitalizing economic growth, innovation and ensuring high quality of life in urban areas. Sport helps to support community development and participation through programs (Vail, 2007). Sport can also serve as a classroom where participants learn about social skills such as teamwork, leadership, and cooperation, thus providing an ideal environment to foster healthy individual and collective development (Cárdenas, 2013).

Sport can have significant benefits within especially difficult contexts, but only when the 'development' projects are rooted in meaningful dialogue with recipient groups, and when such programs are accompanied by more direct policies to alleviate disease, hunger, war, and forced migration (Giulianotti, 2004). Sustaining continuing efforts to implement sport for development and peace initiatives relies on recognizing sport for all and physical education as priorities; implementing sustainable sports programs to address social problems, using sports as a vehicle for combating discrimination, achieving gender equality and empowerment of marginalized individuals and communities, coordinating sport for development and peace programs and policies, and enhancing for sports development and peace collaboration (Beutler, 2008).

Discussion and conclusion

Communities around the world need to develop as peace-oriented communities by investing in sports development as a source and value for promoting sustainable peace as a key driver for peace within communities. Sport is a driver for communities that are seeking sustainable peace, and rediscovering both the meaning and the importance of peace for work and live, identifying new ways for social, inclusive growth and development.

As a community seeking sustainable peace, people and organizations rediscover the meaning and the importance to live in peace, identifying new ways to drive sustainable growth. Communities aim to achieve peace as a source to create sustainable value within society. Sports development for peace is emerging as a movement that enables people to develop processes for social and economic, sustainable, and inclusive growth. Promoting sport development drives peace-oriented processes. Rediscovering the community helps to construct peace by overcoming cultural, religious, and ethnic barriers as obstacles to living together for a better quality of life for people who are living in a territory and constructing meaningful values and practices.

Sport helps people and groups to develop conditions for building peace and structuring sustainable peace, moving from post-conflict to strengthening the peace as a sustainable one on the long-term horizon. Investing in education and training helps to track a pathway leading to social inclusion within communities, whereas sport development for peace is leading to the sport as a means to support community development in peace. Building peace means that people and groups are moving in transition from differences 'among' many to valuing the diversity 'within' the community.

As shown in Figure 1, sport development for peace helps communities to promote social and cultural milieu for peace. Sport for community development helps to enhance social inclusion and promote diversity as a key value driver for re-constructing the community and advancing towards sustainable communities.



Figure 1. Sport development and sustainable peace within communities

Promoting sport for social and economic development helps to drive peace within communities, by reshaping a social and economic milieu, and driving towards sustainable value co-creation on the long-term horizon.

Communities enhance the sport not only as a practice but also as a vision that addresses the individuals and groups to live in peace because sport’s values call for peace. The peace-building process aims to drive the transition towards maintaining peace, removing social, economic, and cultural barriers to construct a community and support wealth and prosperity. The aim of individuals and groups building a community for living in peace and reinforcing sustainable peace is to identify better opportunities to promote social, economic, and public value co-creation processes.

Further research perspectives imply to investigate how education institutions and schools are investing in sports development as a means to promote the culture of peace as a value that new generations should assume to learn to become adult and mature people living in peace to drive sustainable social and economic growth within countries and communities.

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