

# Report on the Olympic Truce London 2012

THE LONDON ORGANISING COMMITTEE  
OF THE OLYMPIC AND PARALYMPIC GAMES



Foreign &  
Commonwealth  
Office



Foreword by [William Hague](#), The Secretary of State for Foreign and Commonwealth Affairs



Supporting conflict prevention and resolution around the world is at the heart of the British Government's foreign policy. This is both morally right and in our national interest. We took the historic opportunity of the London Olympics in 2012 to bring the ideals of conflict prevention and peace to life through the Olympic Truce. Sport has the power to bring people together whatever their nationality and racial, religious or social background. It can do this locally, through schools and communities, nationally or at a global level. The Olympic and Paralympic Games

are the embodiment of this.

I am delighted to introduce the UK's report on the Olympic Truce at London 2012. It sets out the actions taken to promote the values of the Olympic Truce by the London Organising Committee of the Olympic and Paralympic Games (LOCOG), the British government and civil society partners, with the support of the International Olympic Committee, the United Nations and UN Member States.

This report highlights what the UK did both internationally as well as domestically to help achieve these goals.

The Prime Minister has outlined the "golden thread" of conditions that enable open economies and societies to thrive. The rule of law, the absence of conflict and corruption, the presence of property rights and strong institutions: these things are vital for countries to move from poverty to prosperity. This cannot happen with conflict - no conflict affected country has achieved a single UN Millennium Development Goal. Our Olympic Truce program reflected this and began with a UN resolution on the Olympic Truce. This secured the support of all 193 UN member states – an unprecedented result. We then developed an international program which strongly emphasised the bringing together of differing communities at a local level to celebrate a common interest. Whether this was through sport, culture, education or academic participation the aim was to support conflict resolution and peace.

Our network of Embassies, High Commissions and Consulates around the world promoted the Olympic Truce through practical activities emphasising the role of young people, women and those with disabilities in promoting peace. This resulted in numerous symbolic and real results: our efforts brought together rival gangs in the Caribbean; former adversaries in the Balkans; teenagers from Sudan and South Sudan through football; and parties engaged in the peace process in Mindanao in the Philippines. In the UK LOCOG promoted the Olympic Truce through young people with its "Get Set" education program, through a short film festival as part of the Cultural Olympiad and through the "Inspire Programme", which allowed organisations across the country to formally link their own projects to the Olympic Games.

I believe that our promotion of the Olympic Truce for London 2012 has left a real legacy and has raised ambition for the future. I hope that future games hosts will devise further ways to keep the Olympic Truce flame strong, internationally as well as nationally, in support of peace.

Foreword by **Jacques Rogge**, President of the International Olympic Committee



The Olympic Truce Resolution for the 2012 Games received the unanimous support of all 193 UN Member States. This was a first. The International Olympic Committee (IOC) would like to commend the UK and the London 2012 Organising Committee of the Olympic Games for their success in delivering the 2012 Olympic Truce Resolution, and in taking the concept of the Olympic Truce to all parts of the United Kingdom and around the world, reaching many different people from all walks of life, including Parliamentarians in Nigeria, soldiers with disabilities in Sri Lanka and school children in Bolivia. The UK's comprehensive Olympic Truce programme, as detailed in this Report, showed that sport and the Olympic Truce ideals of conflict-prevention and peace have the power to bring people together in a celebration of what unites us, not what divides us.

The Olympic Truce at London 2012 was truly exceptional, and this Report will serve as a lasting legacy for future Olympic and Paralympic hosts. I thank the UK and LOCOG for compiling this Report, which the IOC fully endorses. I hope it will inspire future Games hosts to have similar ambitions, through their own creative Olympic Truce programmes, and to publish their own reports so that we continue to pass on knowledge and make the Olympic Truce an even stronger concept for future generations.

Foreword by **Wilfried Lemke**, United Nations Secretary-General's Special Adviser on Sport for Development and Peace



Peace and Security are the founding pillars of the United Nations. My office sees sport as a unique and important tool to progress the UN's goals on development and peace. We have a particular focus on inclusion, participation and young people and their valuable contributions to society. In connection with the 2012 London Summer Olympic and Paralympic Games, the UK made a very important effort to bring the words of the UN General Assembly Resolution on the Olympic Truce to life around the world, by using

the Olympic Truce concept to help people see beyond any differences and come together in the same peaceful environment using sport, education, culture and participation. Some of the UK's community projects overseas around the time of London 2012 were not dissimilar to UNOSDP's own activities, such as using football, a well-loved sport, to bring together different cultural groups and people of all ages to enjoy the spirit of the Olympics, no matter where they were in the world. The UN welcomes the UK's broad diplomatic effort to make this happen. Unanimous co-sponsorship by UN Member States of the Truce Resolution highlighted the importance and potential of the Olympic Truce to promote peace and positive social changes. The UK has set a high standard for the practical application of the Olympic Truce globally and I encourage future Olympic hosts to follow suit.



**REPORT BY THE LONDON ORGANISING COMMITTEE OF THE OLYMPIC AND PARALYMPIC  
GAMES AND THE FOREIGN AND COMMONWEALTH OFFICE ON THE LONDON 2012  
OLYMPIC TRUCE PROGRAMME**

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## 1. INTRODUCTION

This document has been written as part of London Organising Committee of the Olympic and Paralympic Games' (LOCOG) transfer of knowledge to the International Olympic Committee and as a resource for future hosts of the Olympic and Paralympic Games. It provides an overview of the key elements of the London 2012 Olympic Truce national and international programmes. It offers some key findings and learnings in the hope that these are of use to future host cities.

In the UK, responsibility for promoting the Olympic Truce and for delivering on the commitments set out in the UN Resolution on 'Building a peaceful and better world through sport and the Olympic ideal' was split between LOCOG, as the Organising Committee, and the UK Government. LOCOG took responsibility for promoting the Olympic Truce through its own existing communications and engagement channels through the LOCOG Olympic Truce programme and focused predominantly on engagement within the UK. The UK Government, led by the Foreign and Commonwealth Office (FCO) and the Government Olympic Executive (GOE), on behalf of the Host Government, led on the UN Resolution and on delivering the commitments set out in the Resolution, focusing particularly on international engagement.

As a result, the drafting of this report was led by LOCOG with significant input from the FCO and Annex 3 provides a full overview of FCO activity to promote the UN Resolution internationally.



## THE LONDON 2012 OLYMPIC TRUCE PROGRAMME – OUR OBJECTIVES

LOCOG's starting point was to define what we wanted to focus on and achieve through the London 2012 Olympic Truce programme in the UK.

### **Our Olympic Truce programme was designed to:**

#### *Help raise awareness of the Olympic Truce:*

Awareness of the Olympic Truce was low. We saw this as an opportunity to increase awareness of the Olympic Truce amongst key groups and, in particular, its history and its objectives today.

#### *Engage young people:*

When London bid for the Games in 2005, we promised to 'capture the imagination of young people around the world and to leave a lasting legacy.' The London 2012 Olympic Truce programme was designed to give young people the chance to consider, discuss and share why truce and peace are relevant to them and their lives.

#### *Offer opportunities for people to participate and play their part:*

Our aim was to communicate that the principles of the Olympic Truce are not only relevant to Member States that co-sponsored the UN Resolution but also to individuals. Programme activities were created to encourage individuals to make their own contribution to promoting the themes of truce and peace through sport and culture in their own communities.

#### *Be global in focus but local in delivery:*

Truce and peace are global concepts, as demonstrated by the UN Resolution. However, it was important to us that our programme reflected local context and sensitivities.

#### *Build on existing LOCOG channels for communication and engagement:*

The programme was designed to utilise existing LOCOG channels– including the Get Set education programme, the Cultural Olympiad and the London 2012 Festival and the Inspire Programme - to connect with and engage our target audience.

The FCO had its own objectives for its activity, which were complementary, and these are outlined in section 5.

## 2. DEVELOPING THE LONDON 2012 OLYMPIC TRUCE PROGRAMME

Planning for the London 2012 Olympic Truce programme began in early 2010. Our decision to focus LOCOG's activity on the primary channels of education, culture and the Inspire programme was reached because each of these channels was already operational and provided opportunities for members of the public across the whole of the UK, in particular young people, to participate.

The initial plan was shared with, and approved by, the International Olympic Committee in October 2010. Once approval had been obtained, the focus switched to ensuring effective implementation of activities in September 2011. Original proposals did not include an international programme, which was developed by the Foreign and Commonwealth Office in 2012.

### **A) Promoting the Olympic Truce through education – Get Set for the Olympic Truce**

Get Set was the official London 2012 education programme. Launched in September 2008, 26,500 schools and colleges across the UK (85% of the overall total) registered with the programme and engaged with learning about and living the Olympic and Paralympic Values. Approximately 21,500 (66% of the overall total) became members of the Get Set network through which they received rewards and recognition for their work on the Olympic and Paralympic Values. Get Set was delivered and funded by the LOCOG Education team.

Every school term, LOCOG promoted a new campaign to schools offering learning materials and resources focused on a new theme.

In September 2011, a new strand of Get Set called 'Get Set goes global' was launched. The aim of this strand was to encourage young people to consider how sport can bring the world together. There were three main strands to 'Get Set goes global':

- '*Get Set for the Olympic Truce*' – an educational programme which including activity ideas, films, stories, fact sheets, posters, assembly templates and useful links to help 3-19 year olds learn about the Olympic Truce and support them in undertaking activities to promote peace and conflict resolution within their school and community.
- '*Support a Team*' – schools were encouraged to support at least one other Olympic team and one other Paralympic team from elsewhere in the world in the lead-up to the Games.
- '*London 2012 World Sport Day*', presented by Lloyds TSB – happened on Monday 25 June 2012 with thousands of schools across the UK joining in with celebrating the athletes and cultures of the world.

'Get Set for the Olympic Truce' was launched on 21<sup>st</sup> September 2011, the United Nations Day of Peace, at Swanlea School in Tower Hamlets – an Olympic Host Borough and one of the most diverse and multicultural areas of the UK. It was attended by Bill Morris – the Director of Ceremonies, Education and Live Sites, Olympic 110m hurdler Andy Turner and London media.



*Olympian Andy Turner joins students at Swanlea School in Tower Hamlets, London in launching 'Get Set for the Olympic Truce'.*

'Get Set for the Olympic Truce' resources were promoted to approximately 24,000 schools via the Get Set e-newsletters and a direct mail poster campaign. Research undertaken by Nielsen, London 2012's research partner, into the impact of Get Set suggests that approximately 4,000 Get Set schools participated in Get Set for the Olympic Truce.

Anecdotally, schools delivered a variety of activities including the creation of truce or peace walls and peace corners, the delivery of whole school assemblies focused on the theme of truce, the creation of fair play oaths or pledges which have been embedded into sports competitions within the school or debates and discussions on the theme.

Further examples of activities delivered by schools and inspired by the theme of the Olympic Truce are detailed in Annex 2.

The Get Set programme will continue as part of London 2012 legacy as the British Olympic Association will partner with the British Paralympic Association to ensure that the programme is taken forward. A new website will be launched featuring a range of resources, including activity ideas, assemblies, quizzes and films focused on the Olympic and Paralympic Values. In order to build on schools' participation in 'Get Set for the Olympic Truce', these resources will include a factsheet, an updated film and activity ideas on the Olympic Truce.

### ***B) Promoting the Olympic Truce through the Cultural Olympiad and the London 2012 festival***

LOCOG, with partners and artists, chose to promote the principles of the Olympic Truce through a number of strands of activity as part of the Cultural Olympiad and the London 2012 Festival.

Film Nation Shorts was a competition for 14-25 year olds from across the UK through which they were invited to create their own short films. Young people participated in workshops, master classes and question and answer sessions to support their participation. Panasonic were the presenting partner.

On 21 September 2010, the UN Day of Peace, a new strand of Film Nation Shorts was launched – the 'truce strand' - through which young people were invited to create films specifically focused on the theme of truce. This strand was delivered in partnership with Peace One Day and was launched at the Petchey Academy, a Get Set network school in Hackney – one of the Host Boroughs. The launch was attended by Jude Law - actor and Peace One Day Trustee, Jeremy Gilley –

documentary maker and founder of Peace One Day and Ruth Mackenzie – Director of the London 2012 Festival.

Over 400 films were submitted and the winners attended a star-studded awards ceremony on 4 July 2012 at the British Film Institute on London's Southbank. 30 winning films were shown in venues during the Games.

The idea of the Olympic Truce, and the principles behind it, inspired and influenced a number of the artists that contributed to the London 2012 Festival. In particular, they responded to the Olympic Truce's origins at the Ancient Olympic Games when the truce not only enabled athletes and spectators to travel to the Games safely but also gave artists a safe platform and time to be able to speak, perform and share.

One artist influenced and inspired by the themes of the Olympic Truce was Deborah Warner, the artist behind 'Peace Camp.' Peace Camp was a major new artwork taking place simultaneously at ten coastal sites around the UK and Ireland. Working in collaboration with actress Fiona Shaw, Deborah Warner designed Peace Camp to be a poignant exploration of love poetry and a celebration of the variety and beauty of the UK's and Ireland's coastlines. The installation touched on significant themes that resonate with the Olympic spirit, including: the idea of a truce between nations; the vast numbers of dispossessed people living in refugee camps across the world; and, a call for love, not war which is a powerful reminder that language is its own particularly significant weapon.

In addition, and as part of a collaboration between LOCOG and Peace One Day, a major concert inspired by the themes of truce and peace took place in Derry / Londonderry in Northern Ireland on 21 June 2012 to help launch the London 2012 Festival. A final concert, with Elton John, helped to close the Festival on 21 September 2012.



*Jude Law, Jeremy Gilley and Ruth Mackenzie – Director of the London 2012 Festival, help to launch the Truce strand of Film Nation Shorts at the Petchey Academy in Hackney, London.*

### **C) Promoting the Olympic Truce through the Inspire Programme – Truce Inspire**

The London 2012 Inspire programme enabled organisations across the UK to officially link their projects to the London 2012 Games. Projects were granted the right to use the London 2012 Inspire Mark on their materials to show their association with the London 2012 Olympic and Paralympic Games. Projects had to be funded via non-commercial sources for them to be granted the Inspire Mark and had to complete an application form for approval by the Inspire Committee. Inspire projects fell into one of six different categories: Business and Skills; Culture; Education; Sport; Sustainability; and, Volunteering.

A network of Inspire Programmers in each nation and region across the UK helped to identify, support and promote projects. The Inspire Programmers also advised on local political or cultural sensitivities and on the appropriateness of the lead organisations.

In March 2011, LOCOG launched a new strand of the Inspire Programme through which we specifically looked for projects which were using sport or culture to promote peace and conflict resolution.

Each project was granted the right to use the London 2012 Inspire Mark and was also provided with media lines and a quote from Lord Coe so that they could highlight their role in promoting the themes of the Olympic Truce to media and their audiences.

In early 2012 we decided to increase the association between projects and the Olympic Truce in response to feedback from some project leads. To do this, we added a line 'Learn more about the Olympic Truce' to the Inspire Mark for Truce Inspire projects.



Learn more about  
the Olympic Truce

*The Truce Inspire Mark, launched in Spring 2012*

Overall, 20 projects from across the UK were granted the Inspire Mark through the Truce Inspire strand and these included projects which used sport, culture, education and volunteering to promote the theme of truce. The lead organisations were varied and included museums, local sports bodies, community groups, faith networks and UK bodies such as the UN Association of the UK. A full list of Truce Inspire projects is at Annex 3.

All Inspire projects are able to continue to use the Inspire Mark on their existing materials until the end of 2013.

In addition to Truce Inspire projects, there were a number of other UK projects which were inspired by the Olympic Truce and themes in the UN Resolution but which either launched after the closing date for Inspire on 16 December 2011 or chose not to apply for Truce Inspire. Information on some of these projects is also at Annex 3.

#### ***D) Promoting the Olympic Truce through the ceremonies and Olympic Truce relay***

In the lead-up to and during the Games, other opportunities to promote the Olympic Truce were identified and utilised.

These included:

- Creating a film encouraging people to consider 'What would do to promote the Olympic Truce?' which was shown to audiences at all 66 Torch Relay Evening Celebrations across the UK.
- UN Secretary General Ban Ki-moon was invited to run with the Olympic Torch in London the day before the Olympic Opening Ceremony. He handed the Olympic Flame to 17 year old Sedji Basoah-Acolatse from Newham, one of the Olympic Host Boroughs. Sedji was selected for her involvement in '100 Days of Peace', a Truce Inspire project run by London Citizens.
- Playing the UN Secretary General's short film message during the pre-show for the Olympic Opening Ceremony as tradition dictates. The Olympic Truce dove icon was featured during the Ceremony, in the official programme and in the BBC commentary.

The themes of truce were also promoted through London 2012's international sports legacy programme, International Inspiration. International Inspiration aimed to enrich the lives of 12 million young people in 20 countries around the world through the power of sport, physical education and play. Olympic Truce posters were also sent to British Council offices in International Inspiration countries for distribution to schools involved in the programme.

#### ***E) Promoting the Olympic Truce to athletes: the Olympic Truce Wall***

Initial planning for the London 2012 Olympic Truce Wall began in summer 2010. It was decided that the Olympic Truce Wall would be located in the Village Plaza, would form the backdrop for the Team Welcome Ceremonies for the Olympic Games and that a representative from each team would be invited to sign the Wall during the Team Welcome Ceremony, with all athletes and officials invited to sign at other times.

Architect Eleanor Rennie was commissioned to design the Wall as part of a wider programme to promote young British designers. She designed an Olympic Truce Wall which comprised 10 totems made of sheets of acrylic. The totems were designed to reflect the ambient light and surrounding objects during the day and to be a light feature for the Plaza at night. The Wall panels were signed using oil-based white marker pens to create a graffiti effect.

The Wall featured images and statements created by young people from St' John's Roman Catholic Comprehensive School in Kent. St. John's was a Get Set network school and students were selected to participate in this project because of the school's work through 'Get Set for the Olympic Truce'. 12 young people worked with Eleanor Rennie, poet Lemn Sissay, a photographer and the Education team to create images and statements which reflected what truce means to them.

The Olympic Truce Wall was formally launched four days before the start of the Games. The International Olympic Committee worked with LOCOG (the Education, Protocol, Communications and Team Welcome Ceremonies teams) to agree and confirm the running order for the event which formed part of a wider visit to the Olympic Village by the International Olympic Committee (IOC) President, the IOC Executive Board and IOC Athletes' Commission. The Giving is Winning campaign was also officially launched as part of the event.

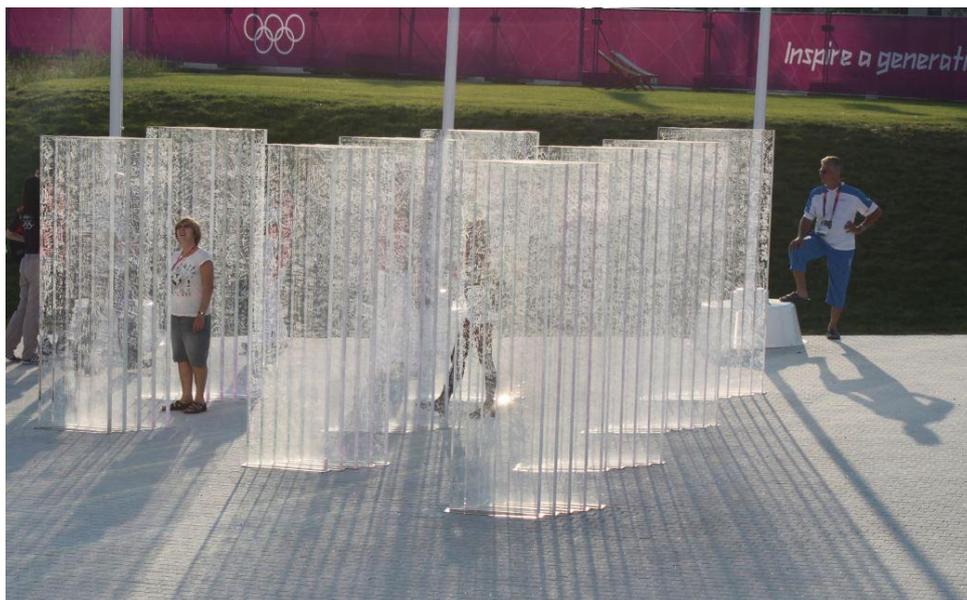


*IOC President, Jacques Rogge, and LOCOG Chairman, Seb Coe, sign the Olympic Truce Wall at the launch event, July 2012*

Speakers at the Olympic Truce Wall event included (in order): Sir Charles Allen – Mayor of the Olympic Village; the IOC President, Jacques Rogge; Lord Coe – Chair of LOCOG; Frankie Fredericks – Athletes' Commission representative; Tommy Sithole – Director of International Cooperation and Development, IOC; Roland Schilling – United Nations High Commissioner for Refugees (UNHCR); and Amy Wight – a student from St. John's RC Comprehensive School involved with the Wall design.

Rt Hon Jeremy Hunt MP (Secretary of State for Culture, Media and Sport), Boris Johnson (Mayor of London) and Jonathan Edwards (Chair of the LOCOG Athletes' Commission) were also invited to sign the Wall during the event.

After the Olympic Games, the signed outer panels were removed and handed to the British Olympic Association for display in the Olympic Museum in the Olympic Park. The outer signed panels were replaced with panels reflecting the UN Convention of the Rights of Persons with Disabilities for the Paralympic Games.



## **F) Developing the LOCOG Olympic Truce Programme**

### ***i) Working with key internal partners***

The responsibility for the Olympic Truce sat within the Education Functional Area, part of the Ceremonies, Education and Live Sites Directorate in LOCOG. Education took the lead on the development and delivery of LOCOG's Olympic Truce programme and managing relationships with key Olympic Truce stakeholders, including Government and the International Olympic Committee.

The Education team worked closely with colleagues in a number of different internal functional areas within LOCOG including Culture, Government Relations (Communications), PR and Media, Inspire and International Relations. All of these Departments supported implementation and promotion of the Olympic Truce programme over the two years.

### ***ii) Budget***

LOCOG funded a number of elements of the Olympic Truce programme, including: 'Get Set for the Olympic Truce', the Olympic Truce Wall and the Olympic Truce pin badge.

All Inspire projects had to have guaranteed funding in place, from non-commercial sources. Film Nation Shorts was funded by a combination of Olympic Lottery Distributor funding and funding from the project's presenting partner, Panasonic. The Truce strand was one strand of the wider 'Film Nation Shorts' programme. Projects such as Deborah Warner's Peace Camps and the Peace One Day concert series were funded through the Olympic Lottery Distributor, Arts Council England, Creative Scotland, City of Culture 2013, Northern Ireland Tourist Board, the Department for Culture, Media and Sport and other non-commercial partners.

All FCO-led activities and communications were funded by Government and through their channels.

### ***iii) Working with key external partners***

LOCOG's key partners in the delivery of the London 2012 Olympic Truce programme were:

The International Olympic Committee: Through Tommy Sithole's team and, in particular Dominique Niyonizigiye, the IOC provided advice, guidance and support throughout the development and delivery of the programme – in particular advising on and approving project content and brand usage.

UK Government: Annex 1 provides further information on the role that UK Government played in delivering the commitments in the UN Resolution, working closely with LOCOG and, through LOCOG, with the IOC

A plethora of international, national, regional and community organisations supported our Olympic Truce programme by either funding and submitting applications for Truce Inspire projects or delivering other initiatives inspired by the themes of the Olympic Truce. The names of some of these organisations and their projects are provided in Annexes 1 and 3.

### ***iv) Promoting the Olympic Truce - Branding***

LOCOG, with the support of the International Olympic Committee, produced and distributed Olympic Truce pin badges, featuring the Olympic Truce logo, to schools involved with Get Set for the Olympic Truce, Truce Inspire projects and key stakeholders. The Olympic Truce pin badge design was inspired by designs created by Year 8 students at Swanlea School in London.



*The design for the Olympic Truce pin badge was inspired by artwork created by students from Swanlea School in Tower Hamlets, London*

The International Olympic Committee granted LOCOG, and partners, permission to use the Olympic Truce logo on: 'Get Set for the Olympic Truce' resources; certificates for all Truce Inspire projects; on the Olympic Truce Wall; on the Foreign and Commonwealth Office, and other relevant Government, websites; and on materials used at Olympic Truce events internationally, where supported by the relevant National Olympic Committee.

Following a request from Lord Bates, the International Olympic Committee generously provided four Olympic Truce flags which were: flown at St. Margaret's Church in Westminster Abbey (following a request from Lord Bates); displayed at events run by the UN Association of the UK; and used at Foreign and Commonwealth Office events. One was also flown at the Peace Palace in The Hague.

There was significant interest in the Olympic Truce logo, particularly from NGOs and key stakeholders in the months leading up to the Games who wished to use the logo on their own websites, e-mails and materials. A number of contacts in NGOs were frustrated that access to the logo was limited. While the restrictions relating to all logos featuring the Olympic Rings were explained, contacts felt that they would have been able to raise the profile of the Olympic Truce further had the logo been more readily available to external parties. The International Olympic Committee's decision to include the Olympic Truce logo in the marketing guidelines and the contract agreed with Host Cities in the future will help with communication about restrictions and possibilities in future.

In addition, it may be worth noting that there was some interest in purchasing or obtaining branded materials (e.g. banners) and merchandise featuring the Olympic Truce logo.

#### **4. THE UN GENERAL ASSEMBLY RESOLUTION ON ‘BUILDING A PEACEFUL AND BETTER WORLD THROUGH SPORT AND THE OLYMPIC IDEAL’**

In December 2010, UK Government, led by the Government Olympic Executive, established a working group on which LOCOG (Education and Communications), the Foreign and Commonwealth Office and the UK Mission to the UN in New York were also represented to manage the drafting of the United Nations General Assembly Resolution on the Olympic Truce. LOCOG acted as the point of liaison with the International Olympic Committee (IOC).

The IOC provided draft text for the Resolution in early 2011. The UK working group reviewed the text and made a small number of suggested changes to reflect the UK’s particular interests. Revisions reflected the main themes of the London 2012 Olympic and Paralympic Games including: hosting Games that deliver long-term social, economic, environmental and sporting benefits; helping to promote more stable, inclusive and peaceful communities and urban regeneration; enhancing international relations and co-operation; changing attitudes to disability, and inspiring young people around the world to enrich their lives through sport.

These changes were agreed and approved by the relevant UK Ministers, LOCOG Directors, the International Olympic Committee and International Paralympic Committee.

The draft text was shared with the International Olympic Truce Foundation Board by LOCOG at the Board meeting in May 2011.

In summer 2011, the UK Mission to the UN in New York took the lead in negotiations with other UN Member States on the Resolution text, in attracting co-sponsors and in tabling the Resolution.

The Foreign and Commonwealth Office, the Government Olympic Executive and LOCOG decided that Lord Coe should present the Resolution in New York on behalf of the UK Government. On 17 October 2011, the Resolution was presented to the UN General Assembly and received an unprecedented level of support with all 193 member states co-sponsoring it.

The final text of the Resolution can be found here:

[http://www.olympic.org/Documents/Olympic\\_Truce/2011/OT\\_Resolution\\_ENG-17\\_OCT\\_2011.pdf](http://www.olympic.org/Documents/Olympic_Truce/2011/OT_Resolution_ENG-17_OCT_2011.pdf)

Lord Coe’s speech can be found here:

<http://www.london2012.com/news/articles/olympic-truce-resolution-speech-the-united-nations-general-assembly.html>

The UK delegation to New York included the British Ambassador to the United Nations Sir Mark Lyall Grant, LOCOG Chief Executive Paul Deighton, 21 year old Amber Charles and 18 year old Ali Mohamed. Amber, who grew up in East London and is now on a sports scholarship at university in Tennessee, helped to deliver the Candidate File to the International Olympic Committee in 2004. Ali was the Young Mayor of Newham, one of the Olympic Host Boroughs, for 2011-2012. Lord Coe stated that he delivered his presentation to the UN General Assembly on behalf of Ali and Amber in a collective drive to show the world that peace is possible and to highlight London 2012’s focus on inspiring and engaging young people through our Olympic Truce activities.

An evening reception on 17 October 2011 was hosted by the British Ambassador to the UN at the UK Mission in New York with ambassadors and individuals instrumental in the negotiation and presentation process in attendance.

Media coverage and engagement on the day was managed by LOCOG with the UK Mission. A press release was issued and distributed by LOCOG. Examples of some of the press stories generated are provided below and further information is provided in the FCO’s timeline at Annex 1 – Appendix A:

<http://www.london2012.com/media-centre/media-releases/2011/10/ahead-of-london-2012-games-olympic-truce-resolution-adop.html>



*Lord Coe delivers London 2012's presentation, on behalf of the UK Government, at the UN General Assembly in New York on 17<sup>th</sup> October 2011.*



*Amber Charles and Ali Mohamed were part of the UK's delegation to New York for the presentation of the UN General Assembly Resolution on the Olympic Truce, October 2011.*

## **5. UK GOVERNMENT'S RESPONSE TO THE OLYMPIC TRUCE RESOLUTION**

The Foreign and Commonwealth Office took the lead for Her Majesty's Government on promoting the core themes of the UN Resolution around the world through their Diplomatic Embassies, High Commissions and Consulates supported by LOCOG. Annex 1 has been written by the Foreign and Commonwealth Office (FCO) and provides a comprehensive overview of:

- the FCO's strategy, including its objectives for this activity;
- key decisions taken;
- how they communicated with and engaged: parliamentarians, interested NGOs and their Diplomatic Missions around the world; and,
- lessons learned from the development and delivery of their response to the Resolution.

Annex 1 also provides examples of international activities undertaken by the FCO's offices around the world and some of the media and parliamentary coverage generated by activities.

## 6. KEY LESSONS LEARNED AND RECOMMENDATIONS:

In order to support the planning and development of future host cities' Olympic Truce programmes, this section offers some reflections, learning and recommendations following the implementation of the London 2012 Olympic Truce programme.

### *Early planning is essential*

As the Olympic Truce is likely to be a cross-functional project within an Organising Committee, we felt it important to establish roles and responsibilities, including responsibility for any budget, as soon as possible.

### *Engage with external stakeholders as soon as possible*

No Technical Manual exists on the Olympic Truce so obtaining advice and guidance from the International Olympic Committee (IOC) about their vision, requirements and timeframe at the earliest possible stage in the process was important.

Establishing clear roles and responsibilities and a detailed timeframe for the drafting, negotiation and presentation of the Resolution with Government and the IOC is essential. It would have been helpful for discussions between Government and LOCOG to start earlier (ideally, 2 years out from the Games) as capacity was so stretched during the final year as staff moved into operational Games-time roles.

### *Consider staffing requirements*

This was a significant project which, for us, required a combination of stakeholder management, diplomacy, event management and project delivery skills for two years.

### *Consider your branding requirements with the IOC*

We found interest in using the Olympic Truce logo to be high and, on reflection, it would have been useful to have had or to have created Olympic Truce logo usage guidelines from the outset to ensure all partners understood what was or was not possible (while understanding that the IOC would have still had to approve each request individually).

### *Be prepared for high levels of interest in Truce activities*

There was a real appetite for the Olympic Truce and for using sport to help address peace and conflict. Our primary channels for engagement were schools, artists and some community and sports groups but, on reflection, local authorities and other local leaders and other sports organisations may have been equally interested but less aware of the opportunities available to them.

The 'truce wall' concept was extremely popular in the UK, especially within schools. NGO contacts asked whether this concept had to be restricted to the Olympic Village or whether it could have been rolled out more widely.

### *Consider how you will measure and evaluate engagement*

Develop and implement a strategy with clear and measurable targets. Our key channels were: Get Set participation figures (obtained by through research into the impact of Get Set conducted by Nielsen, London 2012's research partner); the number of entries to the Film Nation Shorts project; case studies from schools and Truce Inspire projects; and, in the FCO's case, their Storify website and international event tracker. Assessing initial awareness of the Olympic Truce and how that changed for project participants would have been interesting.

### *Understand requirements for the Olympic Truce Wall*

Ensure you are clear on the requirements for the Olympic Truce Wall from the outset. This should include location, size, text and branding. Note that many athletes and officials wanted to leave a message as well as their signature.

### *Ensure messaging is clear and simple*

It is important to ensure that the concept of the Olympic Truce is as clear and as accessible as possible. However within the UK, it was also really important that, while we aimed for clear messaging, that we didn't dictate how individuals and communities should engage in the programme or what 'peace' or 'truce' should or could mean to them.

The Foreign and Commonwealth Office adopted a similar approach.



## ANNEX 1

### Implementing the UN Resolution on the Olympic Truce internationally – the Foreign and Commonwealth Office

#### Introduction

The UK tabled the UN Olympic Truce Resolution entitled "Building a peaceful and better world through sport and the Olympic ideal" on 17 October 2011 and secured a record-breaking co-sponsorship of all 193 UN Member States. The Resolution committed Member States to the ideals of conflict prevention and peace. It called upon Member States to undertake concrete actions at local, national, regional and international levels to promote and strengthen a culture of peace. The unanimity of the Resolution served as an important foundation for the UK to work in partnership with a range of actors to promote the Olympic Truce globally.

The UK's 2011 Building Stability Overseas Strategy sets out the UK's commitment to take action to support conflict prevention and build stability around the world. This is why the UK wanted to promote the ideals of the Olympic Truce in a way that had never been done before, turning the UN Resolution as a whole into action. British Embassies, High Commissions and Consulates around the world were asked to promote the Olympic Truce, through practical activities emphasising the contribution of youth, women and those with disabilities in promoting peace through sport, culture, education, sustainable development and wider public engagement. Activities were delivered in partnership with the UN, other UN Member States, National Olympic Committees, Parliamentarians, and civil society, including faith groups and NGOs.

What follows in this document is a month by month record of how the British Foreign and Commonwealth Office (FCO) mobilised the Olympic Truce internationally during the UK's stewardship of the Olympic Truce as part of London 2012. We hope that the document will be a useful guide for future Games hosts and the International Olympic Committee.

#### The document describes 4 phases:

- Phase 1: November 2010-April 2011: First Steps
- Phase 2: May-October 2011: Deciding a strategic approach; the UN Resolution; and involving Stakeholders
- Phase 3: November 2011-August 2012: Delivering our international programme of activities and defining legacy
- Phase 4: The final phase with a strong focus on legacy.

#### Phase 1: November 2010 – April 2011: First steps

1. The FCO's first engagement on the Olympic Truce came during the UK Parliament's Foreign Affairs Committee investigations for their report entitled "FCO Public Diplomacy: The Olympic and Paralympic Games", published on 6 February 2011:

<http://www.publications.parliament.uk/pa/cm201011/cmselect/cmcaff/581/58102.htm>

Lord Bates a member of the UK's second chamber and advocate of the Olympic Truce led a debate on the Olympic Truce in the House of Lords on 11 October 2010, which was followed by an "early day motion" in the House of Commons on 25 October. The Chairman of the United Nations Association of the UK wrote to the FCO in December 2010 expressing support for the Olympic Truce and a Parliamentary question on the Olympic Truce was tabled by Lord Bates on 31 March 2011.

2. Following the question, the FCO Minister responsible for Conflict Issues met Lord Bates to discuss ideas on the potential of the Olympic Truce.
3. In the **spring of 2011**, agreement was reached with the Department of Culture, Media and Sport and the LOCOG that the FCO would lead its own international Olympic Truce activities. These activities would be in addition to domestic programmes and the UK's International Inspiration programme – already agreed with the IOC. The FCO would regularly share its activities with LOCOG reporting to the IOC.
4. Additionally, the FCO explored options for how the UK could implement the Olympic Truce internationally. Previous UN Resolutions on the Olympic Truce have provided a framework for a variety of national approaches. Therefore there were a broad range of options that could be considered and allowed great flexibility:
  - i. Organising ad hoc low-cost sports matches between different ethnic or religious communities to promote understanding and tolerance;
  - ii. Engaging with the International Olympic Committee and athletes to ask participating countries to commit to a statement of peace and to promote that within their own country and during the Games;
  - iii. Engaging with the International Olympic Committee to repeat 'moments' at the Games which have inspired the belief that the Olympic Truce can do more for the cause of peace, for example, activities delivered by previous Games hosts when the teams from North and South Korea marched together in the Opening Ceremony at the Turin 2006;
  - iv. Working with conflict-related charities to raise funds;
  - v. Looking back to the International Olympic Committee's response to the siege of Sarajevo during the Lillehammer Winter Olympics of 1994, promoting a ceasefire which could last a day or longer beginning on the opening day of the Games to allow humanitarian access to conflict areas.
5. FCO officials developed a range of proposals based on the options above and gave careful consideration to each proposal. This work culminated in FCO Ministers agreeing an international Olympic Truce strategy by **April 2011**. This strategy had the support of LOCOG.

**Phase 2: May-October 2011: Bringing the FCOs International Olympic Truce Strategy to life; Adoption of the UN Olympic Truce Resolution; and establishing a London-based Stakeholder Forum**

**May 2011**

**FCO International Olympic Truce Strategy**

6. The basis of the FCO's international Olympic Truce strategy was created. Its focus would be promoting the UN Olympic Truce Resolution ideals of conflict prevention and peace. The UK recognised that the focus on conflict prevention and peace may have been seen by some as a departure from the association of the Olympic Truce with truces/ceasefires. However, truces/ceasefires are very difficult to plan ahead as they need to be part of a wider initiative towards achieving peace and rely on the parties involved in conflict to agree to this. It was judged that events and activities were more likely to be achievable and attractive to participants by taking a broader interpretation of the UN Olympic Truce Resolution.
7. The FCO's Olympic Truce strategy reflected the UK's commitment to address the underlying causes of conflict. The UK supports the development of political systems which are representative, legitimate and therefore more able to manage conflict and change peacefully; societies in which human rights and rule of law are respected; basic needs are met; security established; and opportunities for social and economic development are open to all. Promoting

the Olympic Truce ideals of conflict prevention and peace internationally would give us a unique opportunity to engage with broad sectors of society in the many countries where our Diplomatic Missions are present.

8. The FCO therefore decided that the delivery of the UK's international Olympic Truce strategy should be achieved through: 1) gaining as much co-sponsorship for the UN resolution on the Olympic Truce as possible, a process that required a significant amount of time and diplomatic effort by the UK Mission to the United Nations in New York and other UK Missions around our global network; 2) working through the UK's network of Diplomatic Missions to deliver conflict prevention and peace activities internationally; 3) establishing a domestic stakeholder forum in London of NGOs, civil society and parliamentarians to broaden the scope of international delivery; and 4) building strong relations with key international partners such as the UN, IOC and future Games hosts. Partnerships would prove crucial in ensuring success in the short and long-term.

### **UN Olympic Truce Resolution**

9. The UK Department of Culture Media and Sport (DCMS), the lead department for the London 2012 Olympic and Paralympic Games in the UK, led a consultation process which included the International Olympic Committee and International Paralympic Committee, to agree the first draft of the text of the UN resolution.

### **Lord Bates' Walk for Truce**

10. Lord Bates began a 3,000 mile, 300 day "Walk for Truce" from Olympia in Greece to London (between May 2011 and February 2012). This was independent of UK Government and at this point, Lord Bates had encouraged the UK Government to do more to promote the Olympic Truce. The FCO sought partnership with Lord Bates, and from July 2011, Diplomatic Missions along Lord Bates' route were requested to offer support his walk, e.g. by arranging meetings with local governments, civil society and other contacts.

## **June 2011**

### **Prime Minister's Statement**

11. The British Prime Minister stated in the House of Commons that the UK wanted to make the most of the "historic opportunity presented by the Olympic Truce" and that the Government was considering which international initiatives would promote the spirit of the Olympic Truce.

### **Engaging UK Diplomatic Missions overseas**

12. With a strategy in place, the FCO worked with its Diplomatic Missions to devise a broad range of international events and activities to be delivered before World Peace Day in 2012, 21 September. Input was also sought from National Olympic Committees around the world, NGOs, parliamentarians and other interested organisations. Learning about the Olympic Truce was new for many UK Diplomatic Missions.

### **Engaging the International Olympic Truce Centre**

13. The British Embassy Athens established a relationship with the International Olympic Truce Centre (IOTC) that would lead to specific Olympic Truce activity, such as the "Post for Peace" e-truce wall, detailed in APPENDIX C.

## **July 2011**

### **UN Olympic Truce Resolution**

14. The UK Diplomatic Mission to the UN in New York invited other countries' diplomatic missions to a "one year to go" event on 27 July 2011. UN Secretary-General Ban Ki-moon and US Olympian Carl Lewis switched on a "Countdown Clock" at the UN Headquarters, which coincided with the start of the negotiation process on the draft UN Olympic Truce Resolution.

### **Engaging with UK stakeholders**

15. The UK's Olympic Truce activities were not all Government led or run. The FCO's domestic stakeholder forum met and shared ideas for international Olympic Truce activity. The forum included LOCOG who provided essential advice; other UK Government Departments; parliamentarians; the British Group of the Inter-Parliamentary Union; the Westminster Foundation for Democracy; and a broad range of NGO's specialising in conflict prevention and resolution. The forum played an important role in generating UK-based "Truce Inspire" projects and raising the profile of the Olympic Truce within the UK. The first meeting focused on building a shared understanding of the Olympic Truce and generated ideas on how the FCO could work with others to develop and deliver innovative Olympic Truce activities overseas. It was agreed that this stakeholder forum would meet every two months during the coming year to update each other on the progress they had made on conducting Olympic Truce activities in the UK and overseas.

### **August 2011**

#### **Giving more support to UK Diplomatic Missions**

16. After a number of communications from London to UK Diplomatic Missions it was clear that guidance was needed to explain to Diplomatic Missions how to develop events and activities, and to avoid confusing our aims with publicly pursuing truces and ceasefires. Three themes were suggested to guide activities: 1) Local Solutions to Local Problems; 2) The importance of Legitimate Politics; and, 3) 2012 Legacy. We gave examples of what activities *might* look like, e.g. sports matches, debates, educational and cultural events. We also advised that those Diplomatic Missions working in conflict-affected and fragile states might use existing UK funded projects and activities to bring the Olympic Truce to life, for example, activities already planned as part of conflict prevention or reconciliation programmes might benefit from extra publicity or political engagement locally which could be generated by linkage to the Olympic Truce. We also asked that events/activities involved broad sectors of society and where possible, involved National Olympic Committees.

17. Encouraging a small number of our Diplomatic Missions to do Olympic Truce activities quickly helped to develop best practice and have real examples to share with the rest of the UK's global network. This way other UK Diplomatic Missions would follow. Diplomatic Missions were encouraged to use daily business opportunities to mention and promote the Olympic Truce, e.g. in speeches by Ambassadors or High Commissioners, press and web articles, in discussions with local contacts, etc.

#### **Allocating new staff to support delivery of the FCO's international Olympic Truce strategy**

18. An extra member of staff was provided to Conflict Department, the Department within the FCO leading on Olympic Truce work. Extra support was allocated to Olympic Truce work from management and administrative staff within Conflict Department to create a virtual delivery team. This was a relatively small investment to deliver a large global project.

#### **UN Olympic Truce Resolution**

19. From August to October 2011, the UK Mission to the UN led the negotiation process on the next UNGA Olympic Truce Resolution, initially negotiating the text with the Group of Friends of Sport for Development and Peace, co-chaired by Monaco and Tunisia and comprising over 40 UN Member States. The Group of Friends agreed to support a text that was more ambitious than in previous years. The UK then consulted more Member States and opened the text for co-sponsorship. Extensive lobbying ensued.

## September 2011

### **Establishing the use of Olympic Truce Logo branding for FCO international events/activities**

20. The FCO agreed with LOCOG and the IOC that activities and events run by UK Diplomatic Missions would only use the “Olympic Truce” branding if permission was sought in advance from the IOC via LOCOG. Diplomatic Missions would involve National Olympic Committees where they were interested in being part of UK events. FCO projects had to submit a form to the IOC, via LOCOG, and to clarify that the relevant National Olympic Committee was supportive of the project before permission was granted to use the logo. Many Olympic Truce activities therefore did not seek to use the Olympic Truce logo, but were still linked to the implementation of the UN Resolution.

## October 2011

### **Launch of the “how to do” toolkit**

21. The Olympic Truce toolkit “how to do Olympic Truce international events and activities” was launched to UK Diplomatic Missions. It explained how Olympic Truce activities could support the delivery of the UK Government’s conflict prevention objectives. The toolkit was publicised internally and available on the FCO’s intranet site. The toolkit comprised background on the Olympic Truce, the UK’s strategy as agreed by Ministers and examples of the kind of activity UK Missions could carry out under each of the UK Government’s three Olympic Truce themes. It included contact details of NGOs, key Government Departments in London and advice on IOC branding. **See APPENDIX A.**

### **Adoption of the UN Resolution on the Olympic Truce**

22. By the time the Resolution was adopted by the UN General Assembly on 17 October 2011, the UK Mission to the UN had succeeded in securing the co-sponsorship of all 193 UN Member States. Mario Pescante, Vice President of the IOC, was present at the adoption, and Lord Coe, Chairman of LOCOG, introduced the Resolution. This was the culmination of a significant amount of time and effort by UKMIS New York and other UK Missions around the FCO’s global network. **See APPENDIX B for a BBC analysis of the vote.**

### **The FCO notifies the President of the IOC of plans to do international Olympic Truce events**

23. The FCO Minister with responsibility for Conflict Issues wrote to the President of the IOC to say that the FCO was delighted and committed to be working in partnership with the IOC to internationally promote the ideals of the Olympic Truce.

## **Phase 3: November 2011-August 2012: Delivering Foreign and Commonwealth Office International Olympic Truce events/activities; and contributing to the London 2012 legacy**

## November 2011

### **Establishing a Global web presence**

24. A FCO webpage dedicated to the Olympic Truce was created. It gave details about the Olympic Truce, the UN Resolution, an explanation of the FCO’s three international themes, our partnership with NGOs and brief details of some early Olympic Truce activities conducted by UK Missions. The London-based Stakeholder forum was very keen for the FCO to establish this web presence.

## December 2011

### **Establishing a list of international activities**

25. By December 2011 UK Diplomatic Missions were engaging well with London and offering to undertake broad and wide ranging numbers of events and activities in 2012. UK Missions had developed the strong local partnerships essential for activity delivery. The following activities provide some examples of where Missions worked with the International Olympic Committee or National Olympic Committees :

- British High Commission Abuja held an event on 18 May 2012, with the National Sports Commission and Nigeria National Olympic Committee to celebrate the arrival of the Olympic flame in the UK and to explore “the spirit of the torch” to promote peace and break down divisions in multi-ethnic and multi-religious communities;
- In March 2012 , British Embassy Athens and the British Council launched a joint Educational project "Imagine Peace" with the International Olympic Truce Centre;
- In Lesotho on 3 September 2012 the British High Commission, together with a local NGO, the Lesotho Olympic Committee and other local organisations organised football matches, training sessions, workshops and discussions bringing together athletes returned from the Olympics, young leaders in the voluntary sector, school children, street children and youth.

## January 2012

### **FCO Minister met the London-based Stakeholder Forum**

26. The FCO Minister with responsibility for Conflict Issues met the London-based Stakeholder Forum to set out the FCO’s ambitions for delivering international Olympic Truce activity. A further Stakeholder Forum met in March 2012.

## February 2012

### **Lord Bates completed his walk for truce**

27. Lord Bates completed his 3,000 mile walk on 15 February 2012. He was met and accompanied by FCO staff for the very final few hundred metres of his journey to UK Parliament. Later that month, the FCO Minister with responsibility for Conflict Issues met Lord Bates at Parliament to issue a joint press release recognising both Lord Bates’ and the FCO’s achievements. While Lord Bates used and made his own contacts along his way, many UK Diplomatic Missions in Europe supported him. For example, they arranged meetings for him with foreign Government Ministers; His Holiness Pope Benedict XVI; UN Secretary-General Ban Ki-moon and his Special Adviser on Sport for Development and Peace, Wilfried Lemke; members of National Olympic Committees; and the International Olympic Committee President, Mr Jacques Rogge.

### **Keeping track of UK Diplomatic Missions’ events/activities**

28. A simple recording system was set up to help keep track of all the potential and confirmed activities, from their concept stage to delivery.

### **Establishing a small fund (£50,000) for events/activities**

29. Separate funding for activities overseas, which promoted the Government’s Olympic Truce themes, was made available from existing FCO Olympic funds. Instructions were sent to UK Diplomatic Missions about how to bid for activity funding. Standard forms were used that UK Missions were familiar with to avoid complicating the process. Olympic Truce messages were embedded in broader FCO London 2012 communications sent on special occasions, such as the imminent arrival of the Torch in the UK, to suggest that UK Diplomatic Missions build Olympic Truce events around these moments.

### **Using every occasion during international engagement to mention the Olympic Truce**

30. FCO's Ministers agreed to carry an Olympic Truce briefing with them to use as appropriate during international engagement. British High Commission Kampala briefed the UK's delegation ahead of the 126<sup>th</sup> Inter-Parliamentary Union Assembly. A partnership was agreed with the Westminster Foundation for Democracy to jointly spread the important conflict prevention and peace messages contained in the UN Resolution on the Olympic Truce.

### **Expanding the Olympic Truce web presence on the FCO's website**

31. The FCO Storify site was created at: <http://storify.com/foreignoffice/olympic-truce>. Storify enabled the FCO to collate online reporting of the Olympic Truce activities conducted by its diplomatic Missions and partners around the world from a range of sources, websites, e-news articles, blogs, twitter, facebook and YouTube. One weakness of Storify was that it requires an event to have already been reported online elsewhere. If Diplomatic Missions or partners failed to post information about an activity online, a link could not be established on the Storify site.

### **Engaging with the UN Office on Sport and Development for Peace**

32. A crucial step as the FCO sought to understand how best to engage internationally on the Olympic Truce. The UNOSDP offered sound advice and opened new channels for engagement, e.g. in Geneva with like-minded UN Member States. This sort of engagement was essential for sharing the power of the UN Resolution and spreading understanding that the Olympic Truce can be implemented flexibly.

## **April 2012**

### **“100 Days to Go to 2012”**

33. Several UK Diplomatic Missions hosted Olympic Truce themed activities as part of their “100 Days to Go” to London 2012. Many other Missions used Olympic Truce language in speeches given that day or as part of other public diplomacy work, e.g. web articles.

### **Engaging with the Russian National Olympic Committee and Russian Embassy in London**

34. During a briefing at the FCO with the Russian National Olympic Committee the idea of Olympic Truce partnership was explored, particularly to promote the ideals of the Olympic Truce ahead of Sochi 2014. In May 2012, Foreign Secretary William Hague and the Russian Foreign Minister Mr Lavrov continued this cooperation by agreeing a joint statement to promote the ideals of the Olympic Truce.

## **May 2012**

### **Engaging with Brazil**

35. FCO officials met visiting Brazilian diplomats, as the next hosts of the Summer Olympics in Rio 2016, to discuss the FCO's approach to the Olympic Truce.

### **London-based Stakeholder forum and discussion on branding/logos**

36. There had been significant interest, particularly from UK-based organisations, in using the Olympic Truce logo to clearly identify UK Olympic Truce events/activities with the brand. LOCOG advised these organisations, via the FCO stakeholder forum, that – like with other Olympic assets – use of the Olympic Truce logo is protected and restricted and managed by the IOC. Following requests from the FCO, LOCOG was pleased to inform the FCO and stakeholder forum that the IOC approved using the logo for use:

- On materials designed for some embassy events (as covered in point 24);
- On the FCO's website, (the logo was quickly added to the FCO's dedicated Olympic Truce web page);

- Flying the Olympic Truce flag (provided by the IOC) at the FCO, United Nations Association – Westminster events and from the flagpole of St Margaret’s Church at the Houses of Parliament.

37. One way LOCOG sought to manage interest was by granting Truce Inspire projects the right to use the London 2012 Inspire Mark on their materials from March 2011. The IOC approved that from March 2012, this could be accompanied by a tagline explicitly referencing the Olympic Truce plus supporting quotes and PR guidance. The fact that use of the Olympic Truce logo is so heavily protected did generate frustration from some organisations, in particular NGOs, who wanted to be able to demonstrate a stronger link between their projects and the Olympic Truce. A significant amount of time was spent discussing branding guidelines. We are pleased to hear that the IOC will, in future, include use of the Olympic Truce logo in their host city brand guidelines as will their help with management of usage.

The two Logos are below:



The London 2012 Inspire Logo



The IOTC Logo

## June 2012

### **An Event for London Based Diplomatic Mission on the Olympic Truce**

38. The FCO Minister with responsibility for Conflict Issues hosted an Olympic Truce reception for the London diplomatic corps, NGOs, parliamentarians and media. The Culture, Media and Sport Minister also attended and gave a speech. The FCO Minister said he was "delighted that the UK's efforts to raise the ambitions of what the Olympic Truce can help achieve have been embraced by the international community." He also gave examples of the over 50 activities and events then delivered by our diplomatic missions around the world and encouraged the international community to continue to show leadership and promote the ideals of conflict prevention and peace in years to come.

### **President of the UN General Assembly**

39. On **29 June** the President of the UN General Assembly, H.E. Mr. Nassir Abdulaziz Al-Nasser, made the traditional "Solemn Appeal" to all UN Member States to demonstrate their commitment to the Olympic Truce for the 2012 London Olympic and Paralympic Games. Reference A/66/862 [http://www.olympic.org/Documents/Olympic\\_Truce/UN\\_GA\\_President\\_message.pdf](http://www.olympic.org/Documents/Olympic_Truce/UN_GA_President_message.pdf) and

[http://www.un.org/wcm/content/site/sport/home/newsandevents/news/template/news\\_item.jsp?cid=36413](http://www.un.org/wcm/content/site/sport/home/newsandevents/news/template/news_item.jsp?cid=36413)

## July 2012

### Further engagement with Russia

40. FCO officials met Russian diplomats and members of the Russian Olympic Committee, as the hosts of the Winter Olympics in 2014, to discuss the UK's international approach to the Olympic Truce.

### Engagement in Geneva

41. FCO officials visited Geneva to make four presentations on the Olympic Truce at the United Nations Office on Sport for Development and Peace and to the diplomatic missions of the next three future Games hosts; Russia, Brazil and South Korea.

### Contributed to the UN Secretary-General's report on Sport for Development and Peace

42. At the request of UNOSDP, the FCO provided a substantive contribution on international Olympic Truce activity to the UN Secretary-General's report on Sport for Development and Peace which will be debated at the UNGA in autumn 2012.

### UN Secretary-General and Olympic Truce period

43. On 19 July UN Secretary General launched his traditional Olympic Truce message:

<http://www.un.org/sg/statements/?nid=6200>

The following day was the traditional, but unofficial, start of the Olympic Truce, one week before Olympic Games commenced was marked by a statement by the FCO Minister:

<http://www.fco.gov.uk/en/news/latest-news/?view=News&id=791237882>

44. UN Secretary General Ban-Ki Moon was one of the Torchbearers in London on 26 July 2012. He joined the Foreign Secretary William Hague in London on 27 July 2012, the day of the Opening Ceremony of the 30<sup>th</sup> Olympiad where both made statements on the Olympic Truce. The period of the Olympic Truce for the 30<sup>th</sup> Olympiad and 14<sup>th</sup> Paralympic Games started 27 July and ended 9 September 2012. Attendees included Tommy Sithole from the IOC, Lord Bates and members of the Press. This was the first public engagement by the IOC with the FCO on the Olympic Truce and the FCO was extremely pleased that the IOC expressed an interest in publicising UK Olympic Truce activities.

45. FCO staff and UN Special Advisor on Sport for Development and Peace Mr Wilfried Lemke attend an Olympic Truce event "Ring the Bells" on London's Millennium Bridge in the morning of 27 July. This was organised by one of the London-based Stakeholder forum members. The organiser of the event presented the UN Secretary General with a ceremonial hand bell.

## August 2012

### Engagement with the UNOSDP

46. On 30 August the FCO Minister responsible for Conflict Issues met the UN Special Advisor on Sport for Development and Peace, Mr Wilfried Lemke, to discuss how to raise future international ambitions for the Olympic Truce amongst UN Member States.

### Delivery of Olympic Truce events/activities by UK Diplomatic Missions around the World

47. Over 60 Olympic Truce activities had been delivered and there were still more activities to happen.

#### **Phase 4: The final phase with a strong focus on contributing to the UK's 2012 Olympic Truce legacy**

48. The FCO is to take forward the activities listed below to help raise future international ambitions for the implementation of future UN Resolutions on the Olympic Truce. This is part of the UK's Olympic Truce legacy. The UK wants to contribute to keeping the Olympic Truce concept alive around the world, and will support future Games hosts to take steps to do this.

#### **September 2012**

##### **UN International Day of Peace. At least 80 Olympic Truce activities had now been completed by FCO and partners around the World, see APPENDIX C.**

49. 21 September marks the UN International Day for Peace. The Foreign Secretary made a video to be shown during the Peace One Day concert in London, mentioning the Olympic Truce and the UK's new initiative on preventing sexual violence in conflict. The FCO, with agreement from LOCOG, considered this landmark as the final day for international Olympic Truce activities.

##### **Final London-based Stakeholder forum meeting**

50. Held on 18 September to review success, consider future Olympic Truce "milestones" (e.g. activity linked to the UN Olympic Truce resolutions before Sochi and Rio) and to discuss how the forum can continue to deliver activities which promote peace and conflict prevention through sport. We learned that at the end of October, the British Olympic Association, as the National Olympic Committee, would become the custodian of the Olympic Movement and associated Olympic assets in the UK, and the point of liaison with the IOC.

51. On 28 September in Brazil, FCO Minister Lord Green and Brazilian Foreign Minister Antonio Patriota, in the presence of the British Prime Minister David Cameron and Brazilian President Dilma Rousseff, signed a new Olympic co-operation agreement between the UK and Brazilian governments. This would take co-operation forward to 2016, including a reference to sharing best practice on implementing the UN resolution on the Olympic Truce.

#### **October 2012**

52. 2 October, the 3rd Plenary Session of the Sport for Development and Peace International Working Group (SDP-IWG) in Geneva, included a UK intervention on delivering the Olympic Truce internationally.

53. There were also opportunities to share Olympic Truce experiences through the Group of Friends of Sport for Development and Peace in New York.

54. The UNGA debate on the UN Resolution on Sport for Development and Peace presented an excellent opportunity to raise the Olympic Truce and UK international achievements. The Resolution that accompanied that debate included ambitious language on the future implementation of Olympic Truce UN Resolutions.

55. LOCOG worked to involve the FCO in any Olympic Truce legacy meetings with the IOC.

#### **Foreign and Commonwealth Office 05 October 2012**

## **ANNEX 1 – APPENDIX A**

### **Toolkit to help UK Diplomatic Missions promote the ideals of the Olympic Truce internationally (October 2011)**

#### **1. HMG'S COMMITMENT**

“We will promote a refreshed resolution at the UN calling for the continued observance of the Olympic Truce for the 2012 games. We wish to make the most of that historic opportunity, we are considering other international initiatives to promote the spirit of the [Olympic] Truce and it says here that the Foreign and Commonwealth Office is engaging with our embassies worldwide.”

The Prime Minister, 29 June 2011

#### **2. CONTEXT**

As hosts of the 2012 Olympic and Paralympic Games, the UK sponsored the traditional Olympic Truce Resolution at the United Nations on 17 October 2011. The resolution is entitled “Building a peaceful and better world through sport and the Olympic ideal”.

The Resolution welcomes the commitment made by Member States of the United Nations to developing national and international programmes which promote peace and conflict resolution and the Olympic and Paralympic Values through sport, culture, education, sustainable development and wider public engagement.

##### **National**

The Foreign and Commonwealth Office is committed to promoting the ideals of the Olympic Truce in the UK and internationally. The London Organising Committee of the Olympic and Paralympic Games (LOCOG) will lead the UK's national response through the following activities:

- Get Set for the Olympic Truce which encourages young people across the UK to learn about the history of the Olympic Truce, to debate and discuss what the Olympic Truce means to their lives and to undertake an activity to promote peace within their school or community. Materials are being promoted to all 24,000 schools registered with Get Set.
- Truce Inspire is an “Olympic Truce” strand of the Inspire programme through which we are specifically looking for projects which use sport or culture to promote conflict resolution, reconciliation and peace. To date, LOCOG has approved a number of projects including: a project led by the University of Ulster which uses sport to support conflict resolution across the education sector; a project providing 200 schools with the opportunity to debate the theme of the Olympic Truce at a Model United Nations Conference, and a project which uses sport to try and prevent gang tension and rivalry in London.
- Cultural Olympiad and the London 2012 Festival -LOCOG with Peace One Day is delivering an Olympic Truce strand of the Film Nation Shorts project through which 14-25 year olds are invited to create films focused on the theme of truce. LOCOG has also partnered with Peace One Day to deliver a series of concerts as part of the London 2012 Festival.

## International

The FCO is co-ordinating HMG's international activities. The process has involved Conflict Department within the FCO, working with UK Diplomatic Missions to identify opportunities to emphasise the contribution of youth, women and those with disabilities in promoting peace through sport, culture, education, sustainable development and wider public engagement. It is our intention to group all activities carried out by UK Diplomatic Missions under three themes which build on HMG's July 2011 Building Stability Overseas Strategy.

- **Local solutions to local problems.** This provides a broad opportunity for Missions to identify a wide range of activities including those led by host Governments, National Olympic Committees, civil society and others, which the UK could support or help promote. Preventing conflict and building peace requires the involvement of the local communities who are most affected. We will look for opportunities to work with host governments, communities, faith groups, civil society and the media to build relationships across boundaries.
- **Legitimate Politics.** Legitimate politics are essential for peace. The most peaceful political systems are accountable, give everybody a voice and are trusted to manage difference and accommodate change. The Foreign and Commonwealth Office will seek to work with Parliamentarians and bodies such as the Inter-Parliamentary Union and Commonwealth to promote the Olympic Truce and encourage public commitments to conflict prevention and peace-building.
- **Building a 2012 Olympic Truce legacy.** Through an active public diplomacy programme we have an opportunity to increase international public interest and involvement in conflict prevention and peace-building and to raise the future level of ambition for UNGA Olympic Truce Resolutions.

**WHEN?** Our response to the Olympic Truce will run from now until 21 September 2012, the UN International Day of Peace.

**HOW?** Section 4 below makes a number of suggestions of the types of activities you may wish to consider under the various themes. Some activities can be at zero cost but highly effective in promoting the ideals of the Olympic Truce. A small budget is available to fund Olympic Truce activities.

**WHO?** UK Diplomatic Missions can lead activities by themselves, or work with partners such as host Governments, National Olympic Committees, local civil society and NGOs.

**REPORTING.** All planned Olympic Truce activities should be reported to Conflict Department in London so that we can use them as part of wider promotion of the Olympic Truce, e.g. on the FCO's webpage. Photographs will be essential for showing our work in action.

### 3. PUBLIC DIPLOMACY OPPORTUNITIES

If Olympic Truce activities include an opportunity to attract local media, the FCO's Public Diplomacy Campaigns Team can provide advice on messaging and audiences to make the most of events.

### 4. SUGGESTIONS OF TYPES OF ACTIVITY

**Local Solutions to Local Problems:** Preventing conflict and building peace requires the involvement of the local communities who are most affected. We will look for opportunities to work with host government, communities, faith groups, civil society and the media to build relationships across boundaries. Events you may wish to consider:

- Sporting events: Cricket matches; football matches; tennis tournaments; snooker tournaments; basketball matches.
- Community events: A walk for peace; supporting people facing inequalities or from different groups establish a meeting place within their communities; support dialogue within or between diverse groups, particularly women, people with disabilities, ethnic groups, religious/belief groups and children.
- Cultural events: Exchanges between different minority groups to build cross cultural links; art activities; music/drama; writing competitions for children; and dining experiences.
- Events focused on professionals: Promoting the importance of a fair and open media; promoting local role models (e.g. in business, politics, academics or elders); and promoting events that demonstrate the importance of fair access to economic/job opportunities for minority groups.
- Other events: Regional meetings and conference; and inward visits by UK VIPs, famous people and Ministers.

This is an excellent opportunity to use speeches and media opportunities to give messages around peace and conflict resolution and raise overall awareness to the ideals of the Olympic Truce.

**Legitimate Politics:** Legitimate politics are essential for peace. The most peaceful political systems are accountable, give everybody a voice and are trusted to manage difference and accommodate change. We will seek to work with Parliamentarians and bodies such as the Inter-Parliamentary Union and Commonwealth to promote the Olympic Truce and encourage public commitments to conflict prevention and peace-building.

What you might do?

Contact local politicians to ask what opportunities they will be pursuing to promote ideals of the Olympic Truce. Here are some ideas:

- Debates in local Parliaments or at party conferences.
- Using planned constituency events.
- Where elections are due to be held between now and the end of September 2012, local politicians/members of political parties promote messages around inclusive and fair elections as important element of peace.
- To hold events in local Parliaments for groups of people not well represented in politics and ensure that young people are part of any gathering.
- To encourage community relations where links between groups are weak and eroded.
- Use their website to link to the FCO's Olympic Truce web page.
- Mark UN Peacekeepers Day on 29 May 2012 and the UN's International Day of Peace on 21 September 2012.

Other options to promote the Olympic Truce include using:

- Inward Foreign Affairs Committee, other Committee and All Party Parliamentary Group visits.
- Local links to the Inter-Parliamentary Union, Commonwealth Parliamentary Association or regional parliamentary groupings.

**Building a 2012 Olympic Truce legacy:** Through an active public diplomacy programme we have an opportunity to increase international public interest and involvement in conflict prevention and peace-building and to raise the level of ambition for future Olympic Truces.

What's the overall legacy we are seeking achieve with Olympic Truce activities?

We want to:

- a) Clearly demonstrate that Games hosts can make a difference on the ground by raising international awareness to the Resolution and promoting the ideals of the Olympic Truce. We need UK Diplomatic Missions to capture the impact of activities, including media coverage, reporting back to Conflict Department.
- b) Share our international approach with Russia (hosts of the 2014 Winter Games), Brazil (hosts of the 2016 Summer Games) and South Korea (hosts of the 2018 Winter Games). Where appropriate and where likely to be impactful, we seek the formal use of Olympic Truce branding which is owned by the IOC. Projects can apply to use the official Olympic Truce materials on their project branding by requesting a branding form via the FCO's Olympic Truce team. Once completed, this form should be returned to the FCO Olympic Truce team who will request permission from the IOC, via LOCOG. The relevant National Olympic Committee must be supportive of the project for it to receive the right to use the Olympic Truce branding.

We ask that UK Diplomatic Missions contribute to our legacy by:

- Ensuring you capture the impact of local activities and report back to London.
- Using local media and communications opportunities (e.g. speeches) to talk about the ideals of the Olympics Truce; possibly consider developing a local public diplomacy campaign.
- Working with National Olympic Committees to strengthen messages locally around peace and conflict resolution.
- Engaging governments that are members of the UN and ask what plans they seek to pursue to promote the ideals of the Olympic Truce.
- Engaging with well-known local/international/UK NGOs on their plans to promote the themes of peace and conflict resolution through sport.

## **ANNEX 1 – APPENDIX B**

### **Media coverage: Extracts from BBC coverage of the UK Olympic Truce resolution:**

“Britain has set an early Olympic record by getting all 193 UN member states to sponsor the traditional call for a truce during the London 2012 Games.

There was no expectation that any country would vote against ... but British diplomats wanted to go a step further and have everyone officially co-sponsor their truce resolution.

The feat took an Olympian effort that involved weeks of lobbying and innovative tactics to hunt down small elusive states, and persuade political foes to sign on.

#### **Drinks party**

Nevertheless, British diplomats aimed for at least a show of world peace and a chance to break the record of 191 co-sponsors set by Greece in 2004.

Envoys raised it at every opportunity possible. As the date neared they attended receptions with a copy of the resolution under their arm. One reported that several ambassadors had signed up on the spot after a few drinks at a diplomatic party.

But not everyone was so available, including the two states that do not have missions in New York - South Sudan and the island nation of Kiribati.

South Sudan was eventually persuaded to fax UN Secretary General Ban Ki-moon, asking that Britain be authorised to sign on its behalf. Kiribati emailed instructions for its proxy signature to New Zealand.

In other cases there was an embassy but no ambassador present. The envoy from Central African Republic was not picking up his phone, but the Belgian ambassador travelling with him in the Central African Republic was, and he is the one who took the call from British diplomats.”

## **FCO PRESS RELEASE: Foreign Office Minister Henry Bellingham's statement of 20 July to mark start of the Olympic Truce**

To mark the day the period of the Olympic Truce traditionally begins, one week before the opening of the London 2012 Olympic and Paralympic Games, Foreign Office Minister Henry Bellingham highlighted the UK's commitment to the Olympic Truce ideals of conflict prevention and peace.

He said:

*"I am delighted that the UK's efforts to raise the ambition of what the Olympic Truce can help achieve have been embraced by the international community. Our journey began last October when the UK put forward an Olympic Truce Resolution in the UN General Assembly, which was co-sponsored by all 193 UN Member States. I believe this unprecedented show of support should be described as the first world record of the London Games.*

*"Since then, working in partnership with host Governments, parliamentarians, National Olympic Committees, NGOs and faith groups, our diplomatic missions have delivered over 50 events internationally, bringing together diverse communities affected by conflict to participate in sporting, cultural or educational activities to promote conflict prevention and peace. These include:*

- In the Caribbean, we have worked with the National Olympic Association and local NGOs to organise football tournaments for local rival gangs.*
- Our Embassy in Khartoum brought together young people from different communities from Sudan and South Sudan, specifically refugees and residents from Darfur, to play in a football tournament, building on ongoing work to create a youth football league.*
- In Sri Lanka, we hosted a Paralympic-style sports day for disabled soldiers, disabled ex-combatants and disabled civilians. Sport acted as a "quiet diplomat", bringing together former adversaries to understand each others' perspectives, embracing diversity and encouraging inclusivity.*
- In Thailand, we organised a media development course for key reporters and commentators on the violence in Southern Thailand, encouraging more objective journalism which can be consumed widely without fear of fuelling further discontent.*

*"We look forward to passing on the baton to future host nations. Sochi 2014, Rio 2016 and Pyeongchang 2018 will all be excellent opportunities to continue the mobilisation of the Olympic Truce ideals. We have welcomed support from the International Olympic Committee and the UN Office on Sport for Development and Peace for our international work. We are encouraged by this collective interest. The challenge for the international community is to now ensure that when future UN Olympic Truce Resolutions are adopted, a practical approach to mobilising the ideals of conflict prevention and peace is implemented."*

## Details of UK Foreign and Commonwealth Office International Olympic Truce Activity at the start of the Olympics

Our diplomatic Missions looked for opportunities to work across a broad section of society including youth, women and those with disabilities to promote peace through sport, culture, education, sustainable development and wider public engagement.

We focussed on three themes:

- **Local Solutions to local problems.** Preventing conflict and building peace requires the involvement of the local communities who are most affected not just governments. We looked for opportunities to work with host governments, communities, faith groups, civil society and the media to build relationships across boundaries.
- **Legitimate Politics.** Legitimate politics are essential for peace. The most peaceful political systems are accountable, give everybody a voice and are trusted to manage difference and accommodate change. We worked with Parliamentarians and bodies such as the Inter-parliamentary Union and Westminster Foundation for Democracy to promote the Olympic Truce and encourage public commitments to conflict prevention and peace building.
- **Building a 2012 Olympic Truce legacy.** We have an opportunity to increase international public interest and involvement in conflict prevention and peace building and to raise the level of ambition for future Olympic Truces.

Foreign Secretary William Hague announced in Moscow on 28 May that the FCO agreed to cooperate with the Russian Ministry of Foreign Affairs to promote the ideals of the Olympic Truce internationally with partners such as Brazil, UN, IOC and IOTC. Creating new partnerships and raising Olympic Truce ambitions is part of the UK's Olympic and Paralympic legacy. The agreement can be found at:

[http://www.un.org/wcm/webdav/site/sport/shared/sport/pdfs/2012-05-28\\_Declaration\\_UK-Russia\\_Olympic-Truce.pdf](http://www.un.org/wcm/webdav/site/sport/shared/sport/pdfs/2012-05-28_Declaration_UK-Russia_Olympic-Truce.pdf)

Find out how the FCO & partners marked the Olympic Truce around the world and at British Embassies, High Commissions and Missions abroad:

<http://storify.com/foreignoffice/olympic-truce>

## ANNEX 1 – APPENDIX C

### Broad selection of UK international activities in support of the Olympic Truce

Diplomatic Mission / Region	Completed Activities
All	All 193 UN Member States co-sponsored the Olympic Truce Resolution "Building a peaceful and better world through sport and the Olympic ideal" on 17 October 2011 at the UN in New York.
Abidjan, Cote d'Ivoire	A football match between members of the Cote d'Ivoire Navy and the crew of the visiting HMS Dauntless. CDI Chief of Defence Staff, Head of Navy and others attended.
Abuja, Nigeria	A joint event with the <b>National Sports Commission and National Olympic Committee</b> to celebrate the arrival of the Olympic flame in the UK, and to explore the spirit of the torch to promote peace and break down divisions in communities.
Addis Ababa, Ethiopia	A football tournament between the British Embassy, teams from African Embassies and the African Union to help raise publicity for the Olympic Truce.
Amman, Jordan	British Ambassador wrote an online blog on the Olympic Truce.
Athens, Greece	The British Embassy and British Council launched a joint Educational project "Imagine Peace" <b>with the International Olympic Truce Centre (IOTC)</b> , focusing on the Olympic Truce.
Athens, Greece	The creation of a digital International "truce-wall", <b>in collaboration with the IOTC</b> for young people around the world to leave artistic expressions of peace.
Athens, Greece	Lord Bates guest blogged on the Foreign Secretary's facebook page from the lighting of the <b>Olympic flame ceremony</b> in Olympia, Greece.
Athens, Greece	Dr Constantinos Filis, the <b>Director of the International Olympic Truce Centre</b> gave an interview about the Olympic Truce on British Forces Radio.
Athens, Greece	The British Council and <b>International Olympic Truce Centre</b> co-sponsored a debate "Can peace be imposed or must it be inspired". Lord Bates participated in favour of peace being inspired.
Bangkok, Thailand	A short North-South media development course for key reporters and commentators on the violence in Southern Thailand, encouraging objective journalism, which can be consumed widely.
Beijing, China	Promotion of the Olympic Truce website, and further promotion of the Olympic Truce on Embassy social media channels. The Embassy also supported Lord Bates during his visit to China in April 2012.
Beijing, China	A series of regional events using Olympic themes to promote the role of NGOs in social development. The events explored the role of sport in post-disaster communities, the role of women in society and disability rights.
Bogota, Colombia	The CEO of the British Council spoke about the Olympic Truce at an event for young Colombian diplomats.
Bogota, Colombia	Sporting and cultural activities in Buenaventura that encouraged inclusion, participation in sport and the avoidance of violence. Six young people travelled to London as "Olympic Truce Ambassadors", having won sporting and academic competitions. <b>One of our partners was Mr Andrés Botero Phillipsbourne a member of the IOC.</b>
Bratislava, Slovakia	Promotion of the Olympic Truce by using the "I support the Olympic Truce" banner for photos with the Slovakian State Secretary for Defence and the Chief of Defence Staff.

Bridgetown, Barbados	A football match between rival gangs, organised in cooperation with a local NGO. Those taking part would not normally meet, for fear of attack.
Brunei	The British High Commission, with the Royal Brunei Armed Forces, held an Olympic Truce athletics event at the Berakas Garrison Stadium. The occasion celebrated the role of international peacekeepers.
Bujumbura, Burundi	A football match between the armed forces and demobilised rebel soldiers. The British Ambassador spoke about the Olympic Truce and the role of the Olympics in "Promoting a peaceful and tolerant and co-operative society in Burundi and globally". Embassy staff then joined children, parents and teachers in a fun run.
Cape Town, South Africa	The British Consul General delivered a speech on the Olympic Truce at the annual "Table for Peace and Unity" charity meal on Table Mountain.
Castries, St Lucia	We worked with local authorities, <b>the St Lucia Olympic Committee</b> and an NGO to run a series of 'training the trainers' workshops for a range of team sports, using sport to engage unemployed and out-of-school youths, reconnecting them to educational, training and employment opportunities.
Cairo, Egypt	FCO Minister attended a training session with the Egyptian paralympic table tennis and power lifting team. We also supported the Sport relief mile in Al Azhar park.
Colombo, Sri Lanka	A Paralympic style sports day for disabled soldiers, disabled ex-LTTE combatants and disabled civilians, encouraging reconciliation and an understanding of each others' perspectives.
Dakar, Senegal	British Ambassador promoted the Olympic Truce on board the visiting HMS Dauntless.
Dar es Salaam, Tanzania	High Commissioner incorporated the Olympic Truce in a speech at an <b>Olympics lunch for Tanzanian athletes, officials, the Sports Minister and a Tanzanian torch bearer</b> before they travelled to London 2012.
European Missions and London	Supported Lord Bates on his 300 day "Walk for Truce" from Olympia to the House of Lords. This included setting up meetings with the Pope, the UN Secretary General, Government Ministers and Olympians – promoting the Truce along his way.
Freetown, Sierra Leone	Basketball tournament in Freetown between rival student political organisations. National elections were scheduled for November 2012 and this event created an open environment, encouraging discourse rather than violence.
Geneva / UN	A panel event on Olympic ideals and human rights at the Human Rights Council.
Geneva, Switzerland	FCO staff visit UN Geneva to meet UNOSDP staff and Diplomats from future Games hosts (Russia, Brazil and South Korea).
The Hague	Raising of the Olympic Truce flag at the Peace Palace, which flew during the Olympic Truce period. Speeches were made on the Olympic Truce.
The Hague	British Ambassador blogged several times about the Olympic Truce.
Helsinki, Finland	A Nordic Baltic conference, organised in partnership with the Finnish Government, bringing together crisis management experts to explore peace and conflict resolution.
Islamabad, Pakistan	Following an address on the Olympic Truce, dozens of white doves were released to symbolise peace at a "100 Days to Go" event. There were also sports matches and <b>Pakistani guests included the Vice President of the Pakistan Olympic Association; the President of the Pakistan Paralympic Committee</b> , a hockey gold medallist and the Pakistan Hockey Federation President.
Jerusalem	To mark 100 Days to Go, <b>Consulate General staff took 9 Paralympic athletes</b> , including two women, from Gaza to Jerusalem (the first time for all of them) to visit the Al Aqsa Mosque, the third most holy site in Islam.

Kampala, Uganda	FCO Minister paid tribute to Ugandan AMISOM Peacekeeping troops for their contribution to conflict resolution.
Kampala, Uganda	The British Group of the Inter-Parliamentary Union promoted the Olympic Truce at the 126th IPU Assembly in Uganda in March 2012.
Kathmandu, Nepal	British Ambassador spoke about the Olympic Truce at a <b>farewell reception for Nepal's Olympic Team</b> leaving for the Olympics.
Khartoum and Juba	A project to bring together youth from difference communities in Sudan, South Sudan and specifically within Darfur to play in a football tournament, building on the ongoing work of the youth football league.
La Paz, Bolivia	Working with the local Community Police, "The Big Challenge" brought together 5,000 school children for a sports day, <b>attended by Bolivian Olympic athletes</b> , promoting awareness of the dangers of alcohol & narcotic abuse.
La Paz, Bolivia	Working with the ministry of sport and <b>National Olympic Committee</b> , a project enabling blind people to play Goalball, a football-like game which uses acoustically adapted balls, highlighting the importance of sports for people with disabilities.
Lesotho	Football matches, training sessions, workshops and discussions, bringing together Olympic athletes, young leaders in the voluntary sector, school children and street children. <b>This involved the Lesotho Olympic Committee.</b>
London, UK	Lord Bates chaired a Parliamentary prayer breakfast, with a focus on the Olympic Truce.
London, UK	FCO Statement on International Day of UN Peacekeepers incorporated messaging on the Olympic Truce.
London, UK	Evening reception to celebrate the Olympic Truce and to mark the completion of 50 overseas activities, attended by Parliamentarians, London Heads of Missions and NGOs.
London, UK	Creation of an Olympic Truce web page and a Storify page cataloguing overseas activities.
London, UK	FCO Staff spoke about the Olympic Truce at a UNA event for school children. The prize for this national Model United Nations tournament was a trip to the UN in New York.
London, UK	FCO Staff and Lord Bates spoke at the launch event of a "Build the Truce" display at the Imperial War Museum.
London, UK	Foreign Secretary and UNSG, Ban Ki Moon held a joint Press Conference on the Olympic Truce, on Opening Day of the Olympics and the start of the Olympic Truce period. One of the guests was <b>Mr Sithole of the IOC.</b>
London, UK	Olympic Truce display and 'peace wall' at an evening reception celebrating 'Latin America and the Olympics'.
London, UK	FCO Staff and the Russian Ambassador to London spoke about the Olympic Truce at a UNA-Westminster event where letters of support for the Olympic Truce were received from London Heads of Missions.
London, UK	FCO Staff met visiting UNESCO Olympic Peace Youth Ambassadors hosted by Lord Bates at the Houses of Parliament. Both spoke about the Olympic Truce.
London, UK	An Olympic Truce display stand at the FCO during "Open House London". Over 10,000 people attended.
Manila, Philippines	A football tournament which brought together football enthusiasts from different communities in the area, aimed at bridging gaps between Christian and Muslim. Participants included representatives from several participants in the Mindanao Peace Process and civil society.

Maputo, Mozambique	At an event hosted by the Greek Orthodox Church, British Ambassador gave a speech on the Olympic Truce, which has a special local resonance after decades of conflict. The ceremony concluded with the lighting of candles wrapped in olive leaves.
Montevideo, Uruguay	Working with a local NGO, producing a play about the Olympic Truce, which would be seen by approximately 10,000 Uruguayan children. A Truce Wall at the venue encouraged messages of peace from the audience.
Moscow, Russia	British diplomats spoke to young people at an event in the North Caucasus promoting volunteering as a tool for peacebuilding.
Moscow, Russia	British diplomats attended a local school to celebrate London 2012, where they facilitated a workshop focusing on the Olympic Truce.
Moscow, Russia	The Foreign Secretary and Foreign Minister Lavrov spoke of the Olympic Truce at a joint press conference and issued a joint statement agreeing to cooperate to promote the Olympic Truce.
New York	The UK Mission hosted the Group of Friends of Sport and Development for Peace to discuss the initial draft of the 2012 UNGA Resolution on Sport for Development and Peace.
Podgorica, Montenegro	The Olympic Truce was included as a theme for an annual summer school for young diplomats. Lord Bates sent a letter of support.
Port Louis, Mauritius	A mini-Olympics for children, in collaboration with the British Council, to encourage the development of leadership skills and challenge the perception that competitive sports can cause tensions.
Pristina, Kosovo	Children aged between 10 and 14, from different Municipalities and ethnic backgrounds took part in a series of basketball matches, celebrating their shared love of basketball.
Pristina, Kosovo	To establish links between different communities, 120 people of all ages from different ethnic backgrounds took part in a 5km "Run for Peace" through Prizren. The British Ambassador delivered a speech on the relevance of the Olympic Truce today.
Quito, Ecuador	The British Embassy sponsored projects which raised awareness of the importance of child rights. The projects aimed to ensure children's participation in society, reducing the chances of children turning to violence.
Rabat, Morocco	Reception for the Moroccan sporting community to celebrate the Olympics, incorporating a speech on the Olympic Truce.
Sarajevo, Bosnia	In cooperation with the Nansen Dialogue Centre, a project training young people from different communities to produce a short documentary on the Olympic Truce. The film was shown at the Sarajevo Film Festival.
Sarajevo, Bosnia	In cooperation with a local NGO, a schools debating competition, where subjects debated were the Paralympics and the Olympic Truce.
Sarajevo, Bosnia	Children and young teenagers from athletic clubs across Sarajevo came together for a one-hundred metre race at the 1984 Olympic Stadium in Sarajevo.
Seoul, Korea	A football match between 15 South Korean university students, 15 North Korea new-settler students, and British Embassy staff.
Singapore	In association with a local NGO, a screening to a wide and varied audience of the film 'The Day After Peace', followed by a discussion on practical efforts for peace
Skopje, Macedonia	British Ambassador delivered an address on the Olympic Truce to Macedonian Parliamentarians.

St Kitts and Nevis, Eastern Caribbean	A visit by the British Royal Navy promoted the Olympic Truce during Independence Day celebrations. During the visit a Navy Captain spoke about the Olympic Truce at a football event for young people, run in cooperation with the <b>National Olympic Association</b> , local Police, and the NGO, Football Associated, promoting skills for life.
Tallinn, Estonia	The British Embassy worked with the Estonian Foreign Ministry and International Centre for Defence Studies to identify Estonian participants for the Olympic Truce conference in Finland.
Tashkent, Uzbekistan	British Ambassador gave a speech on the Olympics Truce on the International Day of Peace 2011.
Tel Aviv, Israel	British Ambassador gave a speech on the Olympic Truce at a “100 Days to Go” celebration. <b>Both the Israeli Olympic and National Paralympic delegations</b> attended, emphasising the inclusiveness of the Games.
Trinidad and Tobago	Children and church groups marched through the capital holding home-made banners and placards calling for peace and an end to violence.
Tripoli, Libya	A project whereby female amateur journalists received professional training, and produced a film about a young female football 'scout' trying to assemble a women's football team and create a women's football league. They also received interest from an independent film festival.
Uganda	In collaboration with the Northern Uganda Youth Development Centre, a range of activities to celebrate the impact of peace on young people who play sport and work within the community. The Centre provides vocational training for vulnerable young people and former child soldiers with the Lord's Resistance Army.
Vienna, Austria	Lord Bates spoke about the Olympic Truce at a 2 day event on “Sporting Events as Confidence-Building Measures, and the Role of Sport in the Promotion of Integration and Equality”
Vienna, Austria	British Diplomats designed an “I support the Olympic Truce” banner, <b>approved by the IOTC</b> for use at an OSCE event, where OSCE Ambassadors signed a copy of the Olympic Truce Resolution.
Vienna, Austria	Produced a YouTube film interviewing Austrian torchbearer Bianca Kopp. Bianca works for UNODC and survived a terrorist attack on the UN in Abuja in 2011.
Windhoek, Namibia	British Ambassador planted an olive tree to commemorate the Olympic Truce at a local school on the Opening Day of the Olympics and gave a speech about the Olympic Truce.
Worldwide activities by DFID, the Department for International Development	International Inspiration, an international sport and social legacy programme, has enriched the lives of over 12 million children and young people in 20 countries, through physical education, sport and play. UK Volunteers, aged 18-25, on a programme working alongside local volunteers in the world's poorest countries, have organised a range of projects using sport to promote development and peace.
Yerevan, Armenia	British Embassy <b>with the President of the National Olympic Committee</b> incorporated the Olympic Truce into "100 Days to Go" celebrations, including inviting children to portray through art what the Olympic Truce means to them.
Zagreb, Croatia	Bike ride in the name of the Olympic Truce from Zagreb to London. In Vienna, Cyclists were met by Lord Bates, and posed for photos in front of the Olympic Truce banner.

## **ANNEX 2**

### **Examples of how schools and colleges see the Olympic Truce working in practice and how they have been using the 'Get Set for the Olympic Truce' resources.**

#### **St John's RC Comprehensive School**

##### ***Promoting the Olympic Truce across the school community***

##### **Why the Olympic Truce?**

London 2012 and the Olympic and Paralympic Values were already being embraced by St John's RC Comprehensive School (Kent, South East ) through a wide range of activities. Following the launch of Get Set Goes Global and twinning with a school in Hong Kong, the theme of the Olympic Truce was seen as a way of promoting understanding of other cultures and as a focus for resolving conflicts and settling disputes.

##### **The Journey So Far**

The Olympic Truce has been explored through assemblies and class activities. Students have looked at how communities run if there is no conflict, considered the impact of the London riots and made links to the Values. A 'Truce corner' provides an opportunity for students to resolve conflicts. Three students even helped to open the Truce Wall in the Olympic Village!

The Get Set Truce film and research activities have led to the making of pledges, which have involved students deciding to act in a better way towards friends, parents or other students. These Olympic Truce pledges are proudly displayed in the school heart space along with World Sport Day bunting to celebrate the diversity of the school community which has over 50 countries represented!

A huge piece of artwork incorporates a picture of a dove and the Olympic truce theme. All students and staff in the school community have put their thumb print on the artwork not only to finish off the design but to make a commitment to upholding the pledge of the Truce, to treat others fairly and be more understanding towards different cultures. An opening ceremony for World Sport Day complete with a flag parade provided an ideal opportunity to officially unveil the artwork.

##### **The impact on students?**

Making the pledges has encouraged students to think about how they perceive other people. They have also considered how to make situations better when conflict arises by having a set of rules to give both sides a fair hearing.

Students and staff have been amazed to find so many different countries represented in their school community! Through video conferencing with Hong Kong, students have enjoyed learning about Tai Chi and balloon art, gaining a better understanding of what students their age halfway around the world do and helping them understand that whilst different they are the same too.

##### **A lasting legacy**

Following London 2012, a legacy will be to keep promoting diversity. With flags continuing to be displayed in the heart space, plans include celebrating national days of students' countries to further enhance understanding of different cultures.

St John's RC Comprehensive School aims for its students to respect one another's cultures whilst being proud of their own flag and not being intimidated by the views of others.

### **Hayes School, Bromley, London**

The school has created their very own truce wall, within their school. They held a conference for all of the schools in their local area and they began to work on their wall. Students were encouraged to write down what the Olympic Truce means to them and how they can use it within their school. They then had to decorate and sign their paper, before adding it to the wall for others to sign too.

### **Wellsway School, Bath and North East Somerset**

The school has been making the most of the Get Set for the Olympic Truce resources. Each tutor group within the school has created their own Truce poster suggesting ideas about how they could combat conflict within their local community. They have also held a joint sports day with the other local secondary school in their area. This was a first for both of the schools and has only happened due to the inspiration of the London 2012 Games.

### **Wanstead High School**

A group of students attended an international humanitarian law (IHL) conference which encourages students to view conflict situations in their own lives and further afield from a humanitarian perspective. Focused on fairness and justice, students participated in practical activities and applied new knowledge and skills to real life scenarios.

International awareness is also promoted through links with schools overseas giving student's direct opportunities to learn about life in other countries. Links with a Ugandan school have recently been established and students have been sharing diaries as a means of understanding differences and similarities in daily school routines and to encourage new friendships.

### **St Mary's Grammar School, Northern Ireland**

Inspired by the Olympic Truce, the project established and developed links between schools in the Magherafelt area to create a celebration of friendship between the students. An Olympic group was formed in collaboration with other schools in the Magherafelt area. Students met together regularly for a range of events encouraging personal development and improved citizenship. Activities have included taster sessions of Olympic sports, meeting former Olympic athletes and designing T-shirts.



With the help of PEACE funding from Magherafelt District Council, the group went on an outdoor residential trip. By exploring the themes of age, gender, race, disability and religion, the students gained deeper understanding about the issues of prejudice, discrimination and diversity.

Students have been inspired not only by the Games but also by opportunities to socialise and work with their peers from the Protestant community. St Mary's Grammar School have focused on building relationships with different schools from the same area within Northern Ireland.

## ANNEX 3

There are 20 projects that received the London 2012 Inspire Mark for their work on the Olympic Truce. A brief description of each project is provided below.

### Olympic Truce Model United Nations - Uniting the Nations schools tournament - The United Nations Association of the UK (UNA-UK)

#### *Region: UK Wide*

On 10 March, over 200 students from schools across the UK gathered at the headquarters of the International Maritime Organization in London to debate a resolution on the Olympic Truce, as part of UNA-UK's inaugural Model UN schools tournament. Bill Morris of London 2012 took part in this event.

- Photos:  
<http://www.flickr.com/photos/una-uk>

Hard-copy learning resources which supplemented this programme have been sent directly to the IOC.

### London Peace Network - <http://www.lbfm.wordpress.com/>

#### *Region: London*

Establishment of a **broad-based London Peace Network**, which has brought together local religious communities, multifaith and secular grassroots groups to bridge divisions and promote non-violent responses to conflict

The project leads feel that bringing these local groups together with government agencies, academic bodies and the other Truce Inspire projects around the FCO table has had a transformative effect.

The Network will continue beyond 2012 and delighted that Lord Bates has agreed to be a patron

Would love to share our experiences with the IOC and UN and help establish a **Sochi Peace Network** and a **Rio Peace Network**, both broad-based and involving grassroots groups in peace-making action. In time, we would like to see a peace network linking together the Olympic host cities, building on the achievements of the previous two/four years at each Olympic & Paralympic Games.

**Launch of 21 Sept activities at Houses of Parliament** with Lord Bates and Baroness Uddin:

<http://londonpeacenetwerk.wordpress.com/2012/09/23/21-september-westminster-gathering-of-london-peace-network/>

**Peace Pledge as Olympic Torch passes** by:

<http://londonpeacenetwerk.wordpress.com/2012/07/30/near-neighbours-multi-faith-torch-pledge>

**Local interfaith walk inspired by the Truce:**

<http://londonpeacenetwerk.wordpress.com/2012/07/19/pictures-from-mertons-inter-faith-walk>

**Imperial War Museum – discussing the need for peace and the possibility of truce in troubled parts of the world, with diaspora communities at the Imperial War Museum:**

<http://londonpeacenetWORK.wordpress.com/gallery>

**Local interfaith event involving several communities:**

<http://londonpeacenetWORK.wordpress.com/2012/09/26/21-september-hussaini-mission-isleworth>

### **“Yo, Stop and Flow” - Peace Direct and Truce 2020**

#### ***Region: London***

During the Games period, conflict resolution charity Peace Direct and its London partner Truce 2020 mobilised young people in the London Olympic borough of Newham to prevent unrest and violence between youth and police. Their fear was a repeat of the youth-led riots in London which had occurred the summer before.

Truce 2020 organised a campaign with four elements. First, they advised the Metropolitan Police on how to handle local youth so as not to create tensions and flashpoints. Second, they created fliers to hand out at major pedestrian centres, advising young people on: why extra police were in Newham, what their tactics would be, how to behave non-aggressively if stopped by police, and what were their rights if stopped. Third, they ran a series of training workshops youth in the area, on how to handle conflict and communicate in non-aggressive ways.

No significant unrest was recorded in Newham during the period.

### **We are human first - Peace Unlimited (was Peace Parade International)**

#### ***Region: North West***

"We Are Human First" takes inspiration from the London 2012 Games and the Olympic Truce UN Resolution engaging young people across Greater Manchester in exciting and inspiring activities exploring what peace means to them and how conflict resolution can lead to community cohesion and world peace.

Young participants make these explorations through workshops in art, film-making, music, radio broadcasting and writing. The workshops are run by professional artists, film-makers, musicians, radio broadcasters and writers. They will take place between January-June 2012 across the 10 towns of Greater Manchester: Bury, Bolton, Manchester, Oldham, Rochdale, Salford Stockport, Tameside, Trafford and Wigan.

The project is underpinned by the twin drivers of diversity and inclusivity and young people participating in our workshops are drawn from across all communities in Greater Manchester.

Events leading up to 21/9/12, the UN International Day of Peace and Non-violence will be held across the 10 Greater Manchester towns highlighting the achievements of young people in their chosen activities.

#### **Linked activities**

3,000 young athletes and young para-athletes competed in the GM School Games. Peace Unlimited's Driver of Peace, Mike Newman spoke at the Opening Ceremony about the Ideals of the Olympic Truce. All participants were presented with a lanyard including a laminated card with information about the Olympic Truce. The Peace Unlimited team spent the rest of the day mingling

with the young athletes and answering their questions about the Olympic Truce and the work of Peace Unlimited.

Lord Bates is a patron of this project.

On Wednesday 16 May 2012 Peace Unlimited's 'We are human first' young people took part in the London 2012 Olympic Games UK Inspire Day in Manchester.



*They paraded their Giant Peace Dove and Peace Placards with Olympian Jonathon Edwards.*

### **Olympic Torch Greeted by Giant Peace Doves**

On Sunday 24 June in the spirit of the Olympic Truce five of our schools proudly took their Giant Peace Doves to welcome the Olympic Torch to Salford and Oldham. Project leaders are committed to encouraging and enabling them and young people like them around the world to express and share what peace means to them.



*St Paul's Primary School lining the Olympic Torch Route in Oldham.*

New phase of project to be launched focusing on real life anecdotes placing truce in everyday life as part of the process of conflict resolution e.g. creation of personal truce agreements with for example, another young person, within or between groups, within a family situation. Personal truce agreements to include identification of the issue, agreement to stop harming, planning the way forward.

## **Sport & Community Integration & Education - University of Ulster**

### ***Region: Northern Ireland***

Sport & Community Integration & Education was the first project to be recognised under the Truce strand of the Inspire programme. This project is based in Northern Ireland and aims to encourage schools, universities and communities to use sport and the excitement of the Olympic and Paralympic Games to encourage leadership, integration and community cohesion. Involving 50 primary schools and several secondary schools, the project will reach thousands of young people across Northern Ireland. All the elements of the project focus on the opportunities to build peace through sport and the potential to engage with other communities through sport.

The primary school programme encourages children from different backgrounds to explore the role of sport in promoting good relations, ultimately bringing them together through multi-schools festivals. The secondary school programme educates participants in sport and good relations, sports leadership and social integration, equality and diversity, and ethnic minority inclusion.



## **The International Peace Quilt Project - Rotary Club of Guisborough & Great Ayton**

### ***Region: Yorkshire and Humber***

The Peace Quilt Project brings together students and teachers from throughout the world to design quilt pieces representing students' visualisations of peace. The project involves students from each of the 205 Olympic nations learning about the use of sport and culture to bring communities together. All the students and schools involved will learn about other cultures through the unique drawings being created that, while reflecting many different interpretations, also give the same message for peace. Abraham Moss High School in Manchester is in the Get Set network and has taken part in this project for the UK.



*An example of the press created by the International Peace Quilt Project*

<http://www.times.co.nz/news/lets-give-peace-a-chance.html>

### **Playing for Peace - Centre for Peace and Reconciliation Studies (CPRS), Coventry University**

#### ***Region: West Midlands***

Coventry University has collaborated with the national Peace Museum in Bradford to create a public exhibition that aims to show the potential role of sport in bringing together international communities. Playing for Peace involves schools from Coventry University's Phoenix Schools Network to create an exhibition inspired by the Olympic Truce.



### **Met-Track - British Athletic Charitable Trust**

#### ***Region: London***

The project offers athletics as the healthy alternative in life to young people from schools in 22 out of the 32 London boroughs. International athletes, who are also qualified coaches, deliver the training to young people who might not otherwise get the opportunity. The aspiration is to target young people most likely to benefit, given the organisation's overarching objectives of reducing youth offending and anti-social behaviour. Involving partners from various agencies and clubs to provide participants with a wide range of options, the project rewards effort ahead of attainment, and

encourages participation rather than excellence. Any obvious aspiring talent is developed appropriately and referred on.



### **Hands Around the World - Creative Peace Mural Society**

#### ***Region: Northern Ireland***

Hands Around the World aims to give young people a chance to express their view of the world through mural making. The approach allows for traditional barriers to be broken down as participants, especially young people, come together to discuss, design, create and celebrate collective views of their community. It also provides the opportunity for young people to share the collective view of their culture on the local, national and international stage, complementing Northern Ireland's peace process goal of a 'shared and better future.'

The Creative Peace Mural Society is a cultural organisation aiming to promote international understanding and links through the creation of textile murals. Since its beginning a series of murals have been created in various parts of the world uniting communities in representing their history, geography and culture. The Hands around the World project represents the culmination of the society's activities.

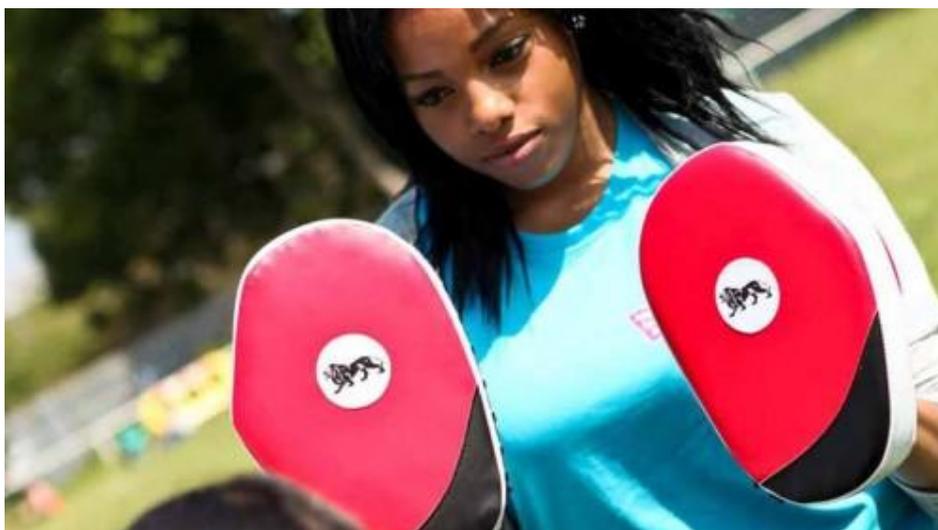


## **CitySafe Youth Games - London Citizens**

### ***Region: London***

The CitySafe Youth Games use sport to promote peace by building positive relationships between schools in order to reduce postcode tensions and tackle school rivalries. Students take part in mixed teams and use the opportunity of an annual event to discuss and plan strategies such as setting up CitySafe Zones in their neighbourhoods.

In the lead up to the Youth Games, students from neighbouring schools are involved in joint leadership workshops and are learning new skills to work together with local Safer Neighbourhood Teams and local businesses to promote safety. The Youth Games also seek to connect young people to local sporting opportunities. Partnerships have included London Youth.



## **100 Days of Peace - London Citizens**

### ***Region: London***

CitySafe recognises that young people can be part of the solution to the problem of crime and the fear of crime. The 100 Days of Peace project focuses on creating CitySafe Zones in London. CitySafe Zones are areas where good neighbourliness is promoted through relationship building between schools and shops, involving clusters of local institutions and the police.

London Citizens will work to develop leadership skills of young people to enable them to improve relationship with local businesses, local police and local authorities. Young people are trained in skills of communication, negotiation, and community action. They will also be trained to lead a listening campaign in their school and youth clubs in order to listen to young people about their concerns and solutions around safety in their local communities.

### **Dignity Seminars - Royal Armouries Museum**

#### ***Region: Yorkshire & The Humber***

This project is designed to communicate the value of community cohesion and the lack of value and dignity associated with anti-social behaviour within communities. By taking these messages into challenging community schools, the project aims to promote the values of Olympic Truce, using athletes as role models, to those that need to hear it most.

### **Build The Truce - Imperial War Museum**

#### ***Region: UK Wide***

Build The Truce places strong emphasis on supporting conflict resolution skills– creating neutral spaces, identifying shared values and goals, acknowledging different perspectives, analysing information without bias, and practicing communication skills to discuss and deliver opinion effectively. The project sets the Museum as a neutral space for debate and shared learning. Young people will apply skills through new and social media activity, and in their own social communities. Participants will access free resources and programmes, sharing perspectives in online and offline Museum sites.

### **Striving for Unity; Respecting our cultures ahead of the 2012 Games - Hertford County Council**

#### ***Region: East of England***

This project uses sport and the inspiration of the 2012 Games to encourage young people from different communities to come together and participate in football (and variations of the sport – street soccer, futsal etc.) whilst sharing an increased awareness of different cultures and backgrounds within a community. This is intended to reflect the way the Olympic and Paralympic Games bring competitors from around the world together through sport and cultural activities.

### **Leeds Peace Poetry - Together for Peace and the University of Leeds**

#### ***Region: Yorkshire & The Humber***

This is a creative writing project focusing on Truce and the Olympic values of friendship & respect. Workshops delivered by local poets will explore aspects of Truce such as bridging divides between communities or intergenerational divisions.

Sport will also be used as a great example of how individuals, groups and nations can come together and help break down barriers, promote engagement and a better understanding of each other.

### **2012 Hours Against Hate | 2012 Hours for Unity - Faiths Forum for London (FFL), Three Faiths Forum (3FF), Institute for Strategic Dialogue (CEDAR and Phoenix)**

#### ***Region: London***

2012 Hours Against Hate | Hours for Unity is a project aimed at promoting volunteerism in order to stop bigotry and promote respect across lines of culture, religion, tradition, class, and gender. It is asking young people around the UK to pledge their time to stop hate, prejudice and discrimination and to build projects across different communities (2012 hours per community).

## **SCFA Creating Future Champions - Spartans Community Football Academy**

### ***Region: Scotland***

The Creating Future Champions project takes SFCA's existing principles of community integration and harmony to another level by introducing an international element, looking at how elite athletes, from participating nations, overcome obstacles and inequalities to achieve their personal goals, and how competing nations can come together to achieve and enjoy a major sporting event through cooperation.

## **International Network on Peace Building with Young Children - Early Years , the organisation for young children**

### ***Region: Northern Ireland***

This project seeks to share and disseminate knowledge and best practice from around the world and use it to up skill educational practitioners who work with young children in areas of conflict. The training and resources are closely linked to themes explored through Get Set Goes Global and the Olympic Truce, ultimately allowing pre-school and primary school practitioners to share these with their students and give them local significance.

## **Fight for Peace – Fight for Peace Academy**

### ***Region: London***

Project activities are based on FFP's 'Five Pillars' programme which includes:

- 1) Sports: Boxing and other martial arts training and competition;
- 2) Education: Formal and extra-curriculum education programmes;
- 3) Employability: Access to the work market through job skills training and paid internships;
- 4) Support services: targeted referral, case work and mentoring support;
- 5) Youth Leadership: building youth leaders via participation in a Youth Council.

Throughout 2012 there will be various activities surrounding the London Olympic and Paralympic Games. In London the organisation will remain open throughout August when they would normally shut for the summer holidays, in order to run special events to celebrate the London Olympic and Paralympic Games.

## **Truce - Northern Stage**

### ***Region: North East***

This project will work with groups of young people in some of the most deprived areas of England to ask 'What would you say if the World were listening?' Artists will work with the young people over a number of months to provide them with the skills needed to create a piece of work (a performance, an exhibition, a new song etc) which reflects their beliefs and reveals, in a creative way, what the young people want to present as their 'truce' to the World.

The project will be filmed and there will be an online site, where groups of young people from different countries are invited to take part in the dialogue and the creative process. The hope is that 'Truce' will break down barriers between young people from different places, working together, sharing their views and opinions and creating work which unifies rather than alienates.

## **OTHER OLYMPIC TRUCE-FOCUSED ACTIVITY INCLUDED:**

### **1] Presentation of Ambassadors' Letters of Support for the Olympic Truce**

On 16 August, in Central Hall Westminster, site of the first UN General Assembly, we organised the presentation of ambassadors' letters of support for the UN General Assembly Olympic Truce Resolution.

The Kuwait ambassador, Dean of the Diplomatic Corps presented the collection of 92 letters of support to Phil Mulligan, Executive Director, UNA-UK, who in turn presented them for safe keeping to Methodist Central Hall Westminster. Diplomats from fifty embassies joined 300 others to witness the event which included presentations by the *London Peace Network* announcing that on 21 September 2012, mosques, synagogues, temples and churches will for the first time, welcome all visitors; *Truce 20/20*, a Newham youth initiative and *Peace Unlimited* from Rochdale reported on their community-driven programmes; and UNHCR reported on its *Giving is Winning* partnership with the Olympic organisers. World G18 Somalia announced the publication in Somali of the UN educational comic *Score the Goals* and the UN

Veterans Association, former peacekeepers, paraded the UN and Olympic Truce flags. The Russian and Kuwaiti ambassadors and a representative of the FCO addressed the audience. The event had opened with a short play which irreverently revisited the opening of the first UN GA in 1946.

News Report:

<http://www.tvapex.com/watch.aspx?i=tsS5ETz4LyM=&j=Olympic-Truce,-an-effort-by-United-Nations-Association&k=S>

News Report:

<http://www.kuna.net.kw/ArticleDetails.aspx?id=2258150&language=en>

Report from Russian Embassy:

<http://www.rusemb.org.uk/article/160>

### **2] Creating a young diplomats Olympic truce support group**

Upon our suggestion and following the invitation by the Kuwaiti ambassador, the Young Diplomats in London organisation and the UNA Westminster Young Professionals group will meet on 24 October to share best ideas from all countries in building a peaceful and better world through sport and the Olympic ideal. A formal structure is planned.

### **3] Olympic Truce Facebook group**

In late July 2012, UNA Westminster set up an Olympic Truce Facebook group. This has gathered 12,000 followers from 92 countries including the Vatican through a supportive message from Pope Benedict XVI. Mr Federico Mayor, former Director-General of UNESCO, agreed to serve as Patron. The website has given opportunities for many people to share their ideas about the Olympic Truce and peace generally. Cakes have been baked featuring the Olympic Truce symbol.

### **4] Working with the Somali community**

For some years, UNA Westminster has mentored the leading Somali Diaspora group, World G18 Somalia:

[www.worldg18somalia.org](http://www.worldg18somalia.org)

UNA Westminster was determined that, for self-evident reasons, they should use the Olympic Truce to raise both profile and sense of self-esteem.

**a) “Score the Goals”**

UNA Westminster contracted with the UN to translate into Somali and publish the UN educational comic *Score the Goals* which promotes fair play and the UN Millennium Development Goals. Until now, this has been printed in small quantities. This was launched at the Ambassadors’ event above by a member of World G18 Somalia which we mentor and a youth organiser working in Mogadishu. Following this announcement, the UAE Ministry of Foreign Affairs which attended might now agree to fund a large production run of the comic.

**b) Olympic Truce *fair play* award**

To remember the deaths of the President of the Somali Olympic Association and the Chairman of its Football Association, both killed in a bomb blast in April, we organised the Olympic Truce Fair Play trophy in the annual *Ramadan* football championships played in August.

**c) Petition to Welsh Assembly**

UNA Westminster worked with the Somali community in Wales to post a petition which gathered wide support. The text reads:

*“We call upon the National Assembly for Wales, a nation known worldwide for its love of poetry, to applaud the similar love enjoyed by its citizens of Somali descent whose traditional culture considers poetry to be the core form of cultural expression. Our call comes at the start of the Olympic Truce, that period which extended from one week before to one week after each Olympic Games in the ancient era enabling athletes to travel unhindered through the lands of traditional enemies to compete in the spirit of ekecheiria, the holding of hands. And as citizens of Wales, as lovers of poetry and being committed to striving for peace within and between all nations, we welcome the National Eisteddfod of Wales which we believe to unite these values and we invite all to add their names to this petition.”*

