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Organización
de las Naciones Unidas
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la Ciencia y la Cultura

Организация
Объединенных Наций по
вопросам образования,
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منظمة الأمم المتحدة
للتربية والعلم والثقافة

联合国教育、
科学及文化组织

Message from Ms Irina Bokova,

Director-General of UNESCO

**on the occasion of the tournament of the Asia-Pacific organized by the
International School Sports Federation**

Vladivostok, 20 to 27 July 2015

The tournament of the International School Sports Federation is a privileged occasion for UNESCO to recall its commitment to the promotion of the values of sport and quality physical education. UNESCO is proud to support this event which, since its creation in 1972, has been promoting quality physical education and lifelong engagement in sports among generations of students.

Engagement in sport not only enriches the life of individuals but of whole communities. Public investment is outweighed by high dividends in health and education. Physical education exposes young people to a range of experiences that nurture discipline, enthusiasm, team building and tolerance, and shape new forms of global citizenship. At a time when children and adults the world over are spending less time being physically active, our efforts must be re-doubled to promote physical activity as a critical component of cognitive knowledge and well-being.

This is the message of UNESCO, and the guiding principle of all our action. Sport and physical education are essential for youth, for the promotion of healthy lives, social inclusion, resilient societies and the fight against violence. But this does not happen by itself – it takes action by Governments and support from the international community. UNESCO is at the frontline of the global fight against doping in sport. This is more important than ever as we celebrate the 10th anniversary of the International Convention against Doping in Sport. We support Member States through Quality Physical Education Policy Guidelines for the full implementation of UNESCO's 1978 International Charter of Physical Education and Sport. We must do far more today to ensure this right is fully realised by all. Tournaments and

competitions such as this one play an important role in carrying this message forward.

We need to support and foster such initiatives to help young people develop lifelong participation in physical activity – this benefits all society. In this spirit, I wish to use today's platform to commend the athletes both for their achievements as well as for setting much-needed positive role models for citizens across the world.

A handwritten signature in black ink that reads "Irina Bokova". The signature is written in a cursive, flowing style.

Irina Bokova