

FOR IMMEDIATE RELEASE

15th December 2014

ITALIAN EMBASSY AND ICSS CELEBRATE VALUES OF SPORT

Reception held as part of build up to Super Coppa in Doha

Doha, Qatar; 15th December, 2014: As part of the build up to the Italian Super Coppa to be held in Doha next week, the Italian Embassy and the International Centre for Sport Security hosted a special reception to celebrate the values of sport.

With leaders and high-level representatives from the diplomatic and sport community of Qatar in attendance, the event presented an opportunity for an exchange of new ideas, knowledge and personal experiences about how to protect the values of sport and ways to empower youth.

Save the Dream – a joint programme of the ICSS and Qatar Olympic Committee that promotes and protects the core values of sport for young people at a global level was presented, highlighting the many positive initiatives it had delivered.

This included recent projects focussing on social inclusion, gender issues and child protection in India, Brazil and Haiti.

Speaking at the event, **HE Guido De Sanctis, Italian Ambassador to Qatar**, said:

“Some of the initiatives that Italy has developed to promote and protect the values of sport, mainly for the good of youth, have been designed and implemented in cooperation with Save the Dream.”

“At the same time, I am proud to say that many Italian athletes, institutions and organisations have contributed to build this global programme and shared their experience for the good of other nations.”

“I am very glad that Qatar will host on 22 December the Italian Super Cup and most importantly that it is not just a match but a joint global call, launched from Doha, for the protection of sport values to preserve the future of our youth. Thanks to the popularity of Italian football, I am sure that the message of Save the Dream will be heard by many people all around the world.”

Mohammed Hanzab, President of the International Centre for Sport Security (ICSS) said:

“Sport is a unique tool to promote dialogue and normalization, particularly in countries which have been affected by conflicts or crisis.”

“Save the Dream is both a tool to empower youth and build better societies through the power of sport values, and an instrument to protect most vulnerable categories from misconducts happening in sport.”

"Save the Dream is ready to strengthen its role in other regions and countries of the world.

"I do hope all the nations represented in this reception will join forces to promote a real Olympic Truce in view of Rio 2016. The world needs peace and sport can carry this message."

During the event, Save the Dream Youth Ambassadors from the International School of London, Qatar escorted the diplomatic representatives and shared their thoughts on how to use sport as a tool to empower youth.

A feature of the event included an exhibition of images taken by Magnum during the 2014 FIFA World Cup in Brazil that showcases the emotion, spirit, passion and humanity of sport through contemporary imagery.

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NOTE TO EDITORS

Please find attached 3 photos to accompany the release. High-resolution images available on request.

Caption:

Ambassador Reception_SDT 013: Mohammed Hanzab, ICSS President, speaking at the Save the Dream-Italian Embassy reception

Ambassador Reception_SDT 011: HE Guido De Sanctis, Italian Ambassador to Qatar, speaking at the Save the Dream-Italian Embassy reception

Ambassador Reception_SDT 003: Save the Dream Captain, Alessandro Del Piero, gave a special video message at the Save the Dream-Italian Embassy reception

BACKGROUND INFORMATION

About Save the Dream

Save the Dream has been conceived by the International Centre for Sport Security and the Qatar Olympic Committee to promote and protect the core values of sport for young people at a global level. Save the Dream works to empower youth and inspire societies towards a sport free from corruption, violence, discrimination and any other misconduct.

In pursuit of these aims, several projects have been undertaken including educational workshops in schools across Qatar as part of the Schools Olympic Program; encouraging young sports fans in high schools across Italy through the programme Tifiamo Positivo/Let's Cheer Positively; partnering with UNICEF and child protection organisations in Brazil to protect children from violence and discrimination during major sporting events; and an innovative large-scale photography project in collaboration with Magnum Photos during the 2014 Football World Cup.



About the International Centre for Sport Security (ICSS)

The ICSS is an international, independent and not-for-profit organisation. With an aim to improve security, safety and integrity throughout the world of sport; the ICSS works with governments, federations, clubs, leagues and event organisers. The ICSS provides expertise, services and global knowledge - advising on event and venue safety, strategic security and investigations into corruption in sport.

For more details please visit www.theicss.org or follow us on twitter at **@the_ICSS**.

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