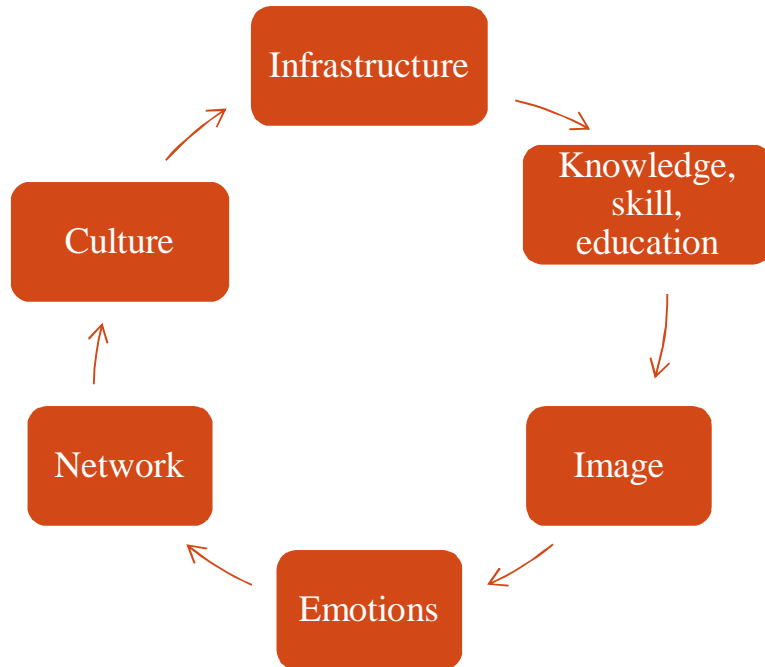


20<sup>th</sup> European Fair Play Movement Congress, Riga

***“Mega-events as a tool for uniting  
and development”***

**Salhat Abbasova , Azerbaijan**

# SPORT DEVELOPMENT POWER



While sport does not have the capacity to tackle solely the **Millennium Development Goals**, it can be very effective when part of a broad, holistic approach to addressing the MDG.



# SPORT UNITY POWER

## INTERNATIONAL

- \* bridge the culture of nations
- \* give participation opportunities without discrimination
- \* inspire, empower and connect youth globally
- \* create institutional and social network

## NATIONAL

- \* reach and increase awareness of population
- \* contribute in benefit for all (especially for vulnerable communities)
- \* celebration for nation
- \* to achieve a long term legacy by the virtues of sport

# Using power of sport as a tool for social change “Ripple Effect”



The repercussions of an event or situation experienced  
far beyond its immediate location

**American Psychological Association**

**‘Say me - I will forget, show me I will remember, involve me I will understand’**

## **Baku 2015 - The First European Games**



**Baku 2015**  
1ST EUROPEAN GAMES

### **NUMBERS**

6 000 athletes from Olympic nations of Europe

10 000 volunteers, more than half are women

1600 employment opportunities

900 current staff - 545 local staff/ 355 international staff from 39 nations

### **VALUES**

UNITY- we operate together as one team, with one voice and one mission and don't mind who takes the credit for our team's achievements.

**EXCELLENCE PASSION INNOVATION IMPACT INTEGRITY**

