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**Address by Mr Koïchiro Matsuura, Director-General of UNESCO,
on the occasion of the Third World Conference
on Doping in Sport**

***Delivered by Mr Marcio Barbosa,
Deputy Director-General of UNESCO***

Madrid, Spain, 15 November 2007

Honourable Ministers,
Distinguished Guests,
Ladies and Gentleman,

It is a great honour for me to address the opening ceremony of the 3rd World Conference on Doping in Sport on behalf of the Director-General of UNESCO, Mr Koïchiro Matsuura. Mr Matsuura sends his sincere regrets that he could not be here today in person. He has however prepared a speech, which, if you allow me, I would now like to read.

Let me begin by expressing UNESCO's gratitude to the Government of Spain for hosting this very important event, and for the warm hospitality with which all participants have been welcomed.

UNESCO is deeply indebted to Mr Jaime Lissavetzky, Secretary of State and President of the High Council for Sport. In his capacity as President of the Ibero-American Council of Sport, Mr Lissavetzky has championed the Convention and encouraged governments throughout the Spanish speaking world to adhere to this essential international instrument.

I would further like to acknowledge Mr Jacques Rogge, President of the International Olympic Committee (IOC). Since his leadership has been crucial in

forging the unbreakable bonds between the sporting movement and governments in the fight against doping.

May I also take this opportunity to recognize the considerable achievements of Mr Richard Pound, President of the World Anti-Doping Agency (WADA). Under his leadership, WADA has grown from an aspiration to become an effective agency with international standing. I am confident that the solid working relationship established between our respective organizations will advance the fight against doping, as affirmed by the official Memorandum of Understanding which I signed in Montreal in June 2006 with Mr Pound and the Director-General of WADA, Mr David Howman.

Finally, I would like to thank the participants. Particularly the Ministers that have taken time out of their busy schedules to attend this Conference, alongside other government officials and representatives of the sporting movement. Your presence here illustrates the importance of a multi-stakeholder approach to the crisis of doping in sport, and highlights the growing international commitment to eliminate this scourge.

Honourable Ministers,
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Considerable progress has been made in the fight against doping in sport in the four years since the last World Conference on Doping in Sport.

The adoption of the World Anti-Doping Code in 2003, and its subsequent endorsement by more than 600 sporting organizations, was critical. It provided the framework by which the sporting movement could ensure the coordinated implementation of anti-doping programmes throughout the world.

However, this was only half the equation. The Copenhagen Declaration on Anti-Doping and Sport, signed by governments in March 2003, represented a moral commitment to the Code. In particular, this declaration, *inter alia*, called for “a process towards the development of an international convention or other obligation” so as to create binding obligations on governments.

UNESCO agreed to take on this ambitious task. After extensive drafting and consultation meetings involving representatives from over 95 countries, an international convention was developed.

The final Convention, unanimously adopted on 19 October 2005, met the objectives of providing an internationally recognized legal framework to: (1) ensure that governments take actions against doping in sport that are complementary to those already being taken by the sporting movement, including anti-doping activities at the national level, international cooperation, education and training, and research; and (2) provide support for the Code and for other international standards developed by WADA, recognizing the importance of these documents in harmonizing policy and practice worldwide. It was a record within UNESCO to have developed an international legal instrument in just two short years.

Immediately following the adoption of the International Convention against Doping in Sport, I began the task of encouraging governments to become States Parties to this instrument.

However, the process of ratification, acceptance, approval or accession is complicated. Governments must study the Convention closely to understand the legal obligations contained in the document and to consider how they will meet them. Comprehensive consultation with all stakeholders is necessary. New legislation or additional budget allocations may also be required. Finally, Parliamentary and/or Senate approval is a prerequisite to adherence to the Convention. As you can imagine, all of these steps take time to complete.

In December 2006, we received the 30th instrument of ratification, acceptance, approval or accession required for the Convention to enter into force. This was a moment of great emotion and profound satisfaction for UNESCO and for all those who have worked tirelessly in support of the Convention. It was also very encouraging to have States Parties from all of the regions of the world sign up to the Convention. This demonstrated the commitment of all governments to anti-doping, and gives practical demonstration to the principles of harmonization and cooperation enshrined in the Convention. As of today, there are 70 States Parties to the Convention, which is a tremendous achievement.

With the Convention's entry into force, we must now work together to address the challenges of implementation. UNESCO is seeking actively to build on the momentum behind the Convention to raise public awareness and to invest in prevention through education programmes. It is my belief that this Convention has not only filled a normative void that needed to be dealt with urgently; it also calls for the redoubling of efforts to strengthen ethics, personal responsibility and integrity.

The 'future landscape' is a key theme of this Conference. We must all build upon the progress made and map out future actions. Improved testing and greater research is required. Promoting the role of education and training in combating doping in sport is essential. Concrete measures are required to curtail the supply of performance-enhancing substances and methods. Further action should be targeted at athlete support personnel who facilitate cheating. And, finally, measures are required to deal with dietary or nutritional supplements.

Each of these aspects is addressed in the Convention. In other words the way forward is clear. The challenge is to ensure that each and every obligation under the Convention is effectively implemented.

For UNESCO, it is not enough to have a clear roadmap of the way forward; the Organization will also help provide the means by which this can be achieved.

The Fund for the Elimination of Doping in Sport has been established to assist all States Parties with the development and implementation of anti-doping programmes consistent with the Convention. The Conference of Parties to the Convention identified three areas for the investment of the Fund: education projects focusing on youth and sports organizations; assistance with the development of legislation, regulation, policies and administrative practices for the purposes of complying with the Convention; and mentoring and capacity development programmes.

Generous contributions or commitments have already been made by the governments of Australia, Canada, China, Denmark, Finland, Greece, Iceland, Luxembourg, Netherlands, New Zealand, Norway, Russian Federation, South Africa, Spain and Sweden. This will allow the first projects to be initiated shortly.

Honourable Ministers,
Distinguished guests,
Ladies and Gentleman,

We are at a critical juncture in the fight against doping in sport. Considerable progress has been made to date. However, there is much more to be done. I call on Governments to play their part, and to take all the necessary measures to comply with the provisions of the International Convention against Doping in Sport. I also call on the sporting movement to fulfil its responsibility to implement the Code. I encourage you to learn from each other's experiences and to work together to construct a comprehensive anti-doping regime. Our responsibilities are clear and our commitment remains steadfast. Together, we can eliminate doping, and ensure that sport is once again a source of inspiration for all.

Thank you.