

予習課題 次の英文を読み、内容を理解しなさい。

Sports are based upon rivalries and competition, but also bring people together, and have been used as a tool for conflict resolution, the cultivation of peaceful coexistence, health-awareness, and the promotion of humanitarian ideals. At its most positive, sports transcend social differences and national and geographical boundaries.

The Olympic movement was conceived as the “free trade of the future” by Baron Pierre de Coubertin, who saw in international sporting competition an antidote to war. On a small scale than the Olympics, sports-based initiatives have sought to bring disparate groups and populations together, and to convey messages about harmonious living and personal well-being. Sports development on the international level refers both to the generation of infrastructure to support the provision of sports, and to the wider benefits that participation might stimulate in relation to social issues such as HIV and intercultural conflict.

Sports development initiatives for the young seek to improve the lives of some of the poorest people on the planet, but can hardly hope to change the conditions that have created the inequalities experienced by those children. Similarly, interventions aimed at resolving conflict do not get rid of the causes of the conflict. Sports development initiatives can, then, be seen as the proverbial band-aid that only temporarily relieves a problem in need of radical surgery. Nevertheless, activists and critical social scientists continue to urge that doing something is better than doing nothing. L’Organisation pour la Paix par le Sport, for instance, established its “Peace and Sport” program in 2007, operating in Haiti, Colombia, Côte d’Ivoire, Burundi, Israel-Palestine, and Timor-Leste. Sports development has also been taken up as a form of corporate responsibility by companies such as Puma, and world governing bodies such as FIFA.

Puma’s sense of corporate responsibility reaches out to Africa. (⚡)Its programs—puma.safe (concerned with environmental and social issues) and puma.peace (supporting global peace)—have underpinned the company’s initiatives. The scheme One Day One Goal aims to stimulate football matches on 21 September (International Day of Peace) in every one of the 192 member states of the United Nations and beyond. In 2008, 216 matches were played. Visibility, for Puma, was achieved by free T-shirts made of African cotton, and banners at African international professional games.

(注) conflict resolution : 紛争解決、transcend : 超越する、initiatives : 新規構想、disparate : 本質的に異なる、refer to : 関連する、generation of infrastructure : 社会的生産基盤の建設、provision : 設備、proverbial band-aid : おなじみの応急措置、L’Organisation pour la Paix par le Sport : スポーツを通して平和を目指すフランスの団体、corporate responsibility : (企業や団体の) 共同責任、underpin : 補強する、visibility : 知名度