

The Sport Context in Colombia

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Background

Recognizing the importance of the value and movement of sport, as embedded in numerous international instruments and United Nations resolution, it is necessary to have effective cooperation strategies in order to implement an effective assistance both for donors and recipients. In this regard, Dream Together Research, a part of Dream Together Master Program aims to establish Country Partnership Strategy (CPS) on sport development and cooperation, a strategic initiative to provide assistance strategies and references to the policy-makers in Korean government and other various stakeholders in the field of sport development. To facilitate the CPS, Dream Together Research has promoted a research along its alumni that will allow to understand the Colombian context of sport.

Keywords: Sport, Development, Colombia

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I. Analysis on Sport Development Environment and Needs

1.1 Colombian Development Environment Analysis:

Social politic environment

The Political Constitution of Colombia states the Republic of Colombia is a Social State under the Rule of Law, it is organized as a Unitary, Democratic, Participative and Pluralist State with separate authorities and autonomy of its local authorities (Ministry Foreign Affairs, 2016). According to the Constitution, the territorial entities are: departments, districts, municipalities and indigenous territories; each department represents a geographical, cultural and economic region. The country has 3 branches of political power (Judicial, Law Enforcement and Executive). The president, head of the Executive branch of power, is chosen by popular vote for a period of four years only if the number of votes is above 9 Million. The current president Juan Manuel Santos Calderon obtained the highest number of votes in the country's history, when he was elected from 2010 to 2014 and he began his second term in office on August 7th, 2014 (The World Bank, 2016). The Colombian Government and the Revolutionary Armed Forces of Colombia (FARC – Fuerzas Armadas Revolucionarias de Colombia in Spanish), ended the peace conversations on August 24th 2016, when the

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delegations from FARC and the Colombian Government announced they agreed on the 6 points of the agenda that was covenanted in 2012: agricultural development policy (May 2013); political participation (November 2013); illicit drugs problem (May 2014); victims of the conflict (December 2015); end of the armed conflict (June 2016); and implementation, verification and referendum in August 2016 (The World Bank, 2016). The peace agreement with the FARC on September 26, 2016 set a path towards demobilization and concentration in 31 rural areas established across the country.

On the other hand, by March 30th 2016, the Government announced the start of a peace conversation agenda with another guerilla group; National Liberation Army (ELN - Ejército de Liberación Nacional in Spanish). The talks in the public phase will take place mainly in Ecuador, with four other different locations (The World Bank, 2016).

Economic and Industrial Situation

According to The World Bank in 2015 Colombia remained among the fastest growing countries on the region thanks to its effective macroeconomic and fiscal management. Despite the efforts, the country was affected by the global economic slowdown and its growth decreased from

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4.6% in 2014 to 3.1% in 2015 (The World Bank, 2016). Also, said by The World Bank on its 2016 report, the slowdown in the country's growth was mainly due to the extractive sector (oil crisis), "*while services remained the main engine of growth, and agriculture and manufacturing began to recover towards the end of the year*". "On the demand side, household consumption continued to drive the economic activity, while the government consumption and investment slowed and export fell significantly" (The World Bank, 2016).

The World Bank country overview suggests that the external environment has been unfavorable for the country and contributed to a tough depreciation of the Colombian Peso (COP), the national currency. "*The US dollar reached COP 2,958 on September 2016, up from average of COP 2,000 in 2014.*" *This large depreciation, coupled with the effects of the El Niño natural phenomenon on food prices, has pushed price increases above the upper limit of the targeted band (2-4 percent), to 8.1 percent on August 2016.*" The Colombian Central Bank has implemented hikes on interest rates, that will hopefully help bring inflation towards the target range by 2017 (The World Bank, 2016).

Educational system, cultural background, and religious trend

Colombia is mostly a Catholic country with freedom of worship stated by its Political Constitution. Spanish is the official Language and there are 65 indigenous languages, 2 home languages and a ROM language spoken by the Gypsies.

The Ministry of Education is the governing body of the National Education System, which by 2014 achieved significant improvements on its design and reach. According to its 2014 report (MEN, 2014), by 2014 Colombia increased to 74% the number of children under 5 years old that had access to integral education. The country also benefited 2.4 million students in 878 municipalities, it expanded its qualification to “el SABER” (The Knowledge) tests (MEN, 2014). The Ministry states that, in terms of access, continuous reduction of gaps and widening of free education, 8.9 million students were benefited, as well as a nutritional program within schools that delivered over 4 million daily servings with an investment over COP\$760,000 million in 2014. In higher education, the growth and reach was increased from 37.1% in 2010 to 45.5% in 2013 and the government was able to balance that reach by having 60% of the students come from households that received under 2 minimum wages per month. The challenge to the educational sector is to enhance the quality and decrease school dropouts. (MEN, 2014).

1.2 Sport development situation and policies

For the purpose of the present document, it must be clarified that sport in Colombia is understood from the public perspective under 4 branches of practice: Sport, Recreation, Physical Education and Use of Leisure Time. From here on, the term sport will refer to the 4 branches above mentioned, understanding that the national and regional contexts have required differentiation of terms for law making, implementation and funding purposes.

Elite Sport

Elite sport is highlighted within the Ten Year National Sport Plan 2009-2019, and it is measured by sport results. However, there are many sport encounters at international, national, regional and local level, and the eagerness to get good results has sacrificed, in many instances, sports planning processes and organizations that are responsible of promoting, developing and preparing competitions.

Private associated sports are part of the Colombian national sport system. Its structure comes from international law standards: local clubs at municipal level, leagues at departmental level and federations at national level. The National Olympic Committee and the National Paralympic

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Committees complement this structure, which are the national representatives of the Olympic Sport and the Elite Sport.

There is an Internal Work Group (IWG here-on) within The Department of Sport, Recreation, Physical activity and Use of Leisure Time, here on COLDEPORTES, that is called Sport Programs and Projects, which oversees to determine guidelines and strategic actions for elite sport. These projects are such as: a monthly aid program for athletes, incentives for medalists, Talent and Sport Reserve, Sport Glories, Colombian Image Projects, Sport public policy management and socialization.

The programs associated to this IWG benefit directly the sport sector which is integrated to the CNSS, specially federations, departmental sport organizations and the Capital city of Colombia; the support to Athletes is notably one of its main contributions, and goes accordingly with the national government goal to place Colombia as a sport power at continental level.

ONGOING PROGRAMS OR PROJECTS - 2016

PROJECT/PROGRAM
Excellence Athlete Program
Sport Glories
Strategic Plan of Talent and Sport Reserve 2014-2018
Support to Departmental org. with their Sport Talent and Reserve Development

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Biomechanical Guidelines socialization
Colombian Sport in the World

Taken from: COLDEPORTES, IWG Sport Programs and Projects Management Report 2016

The IWG supports the National Government goal of Medals in Olympic Sports, world championships in youth and senior categories.

ACTIVITIES DEVELOPED TO SUPPORT THE NATIONAL GOVERNMENT GOAL

ACTIVITY	GOAL
Stablish agreements that foster Colombian Sport in the world	Stablish agreements with Sport Federations at international level
Biomechanical Guidelines Symposium	Execute one symposium about biomechanics guidelines
Strategic Plan of Sport Talent and Reserve 2014-2018	Number of athletes identified and fostered
Support the Excellence Athlete Program	12 monthly payments to athletes from the Olympic and Paralympic cycle
Sport Glories	12 monthly payments and 2 allowances to 52 beneficiaries
Support to Departmental organizations with their Sport Talent and Reserve Development	Number of athletes identified and fostered and number of skill trainings

Taken from: COLDEPORTES, IWG Sport Programs and Projects Management Report 2016

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Durango (2016) recapitulizes that athletes are covered by the Law 181 from 1995, named the Law of Sport, and they are benefited by different incentives. The law states that if athletes have been recognized by COLDEPORTES as medalists of national, international, world or Olympic championships, then they will have a life insurance and social security among others. However according to Durango, elite sport in Colombia does not have the Economical coverage it should have and that has led to many athletes quitting their sports. Financial issues among the elite sport are not only about a financial aid to the athlete, for the Law establishes that every athlete must be guaranteed with other aspects as labor, social, health and education support. Paulo Cesar Villar, Athlete's representative under the Executive Committee of the Colombian NOC, says training and support should be integral, but Colombian budget for sport does not allow it to happen.

Physical Education

Physical education (PE-Here on) is considered in Colombia adjuvant to people's health and welfare. The National Plan for Physical Education (NPPE-here on), is created under the national policies and the constitutional legal basis of sport. According to the NPPE, various practices, functions and spaces of PE can relate knowledge and society. Under no solid knowledge

that researches, explains or guides PE, the government stated that knowledge and social construction would be thematic axes in which scholars and general communities would come together to elaborate, execute and follow-up the NPPE (Coldeportes, 2016)

Sport for all

Sport as a right is contemplated within the Political Constitution Book of the Country. The State must provide minimum services to its citizens, in which sport is understood as means to reach welfare. Therefore, sport becomes both a “legal phenomena” (Coldeportes, 2016) and a “good” in need to be protected by the Political Constitution.

Despite historical issues with the importance of the legal framework of sport in Colombia, interest in sport has considerably risen in recent years, while it is still on its developing phase. Since the establishment of the Republic, the Colombian context has shown certain interest to embrace sport. In 1820 former Liberator Simón Bolívar aimed for a nation where education included physical training since early ages (Coldeportes, 2016). From then on sport for all has been present in the Colombian agenda.

The Political Constitution of 1991 established under article 526, a sole category given to sport, in which it was stated as a social right that serves to achieve integral education and health development.

Sport industries, media and public participation

Although current official documents about sport industry in Colombia are non-existent, the present research has taken extracts from written documents and studies that analyze the sport sector and its economy as well as its supply and demand in Colombia.

In Colombia, as in the world sport has raised its importance not only because it satisfies a recreational necessity, but also because it has taken an important role in the nations' development. This affects the Aggregate Supply and Demand curve, and influences other variables as consumption, investment, income level, production and employment, both in Amateur and professional sports. It must not be forgotten that the relationship between the sport Sector and other economic sector as textile, construction, transportation and tourism among others. It also generates intangible benefits to society as a nationalist attitude from positive sport results, a nation's good image, the promotion of off values, as well as a positive strategy to promote good health and life quality enhancement of a society. (Coldeportes, 2014)

Colombia as many other countries put on hold, for years, studies about media within the sociology of sport. Despite the delay, countries have realized the potential of sport, and the sector has become a global economic force, and media has had a big part on that change (Coldeportes, 2016).

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The sport culture in Colombia has historically been soccer-driven for the most part. Juliana Salazar from Radio Caracol - National Radio Station in Colombia - states that being a massive sport around the region, publicity investment in sport takes the biggest cut on sport publicity overall. Other sports like Taekwondo, Karate, cycling, swimming, and even most of the Olympic movement lack of a structured support that can foster and position them among the national media consumers (Salazar, 2016).

Experts from public and private organizations agree that the national public policy on sport should support, in a more integral manner, every sport, and that includes publicity, media and TV rights. Also, said by Salazar, COLDEPORTES has achieved important positioning variations related to sports different to Soccer, however the lack of resources forces organizations and institutions to prioritize those sports that people are more driven towards (Salazar, 2016). International cooperation and investment as well as private cooperation between public and private organizations could give more importance to a broader number of sports and their stakeholders.

The public experience from media experts has shown difficulties to gain investment for sports different to soccer. However, Colombia has improved its performance in the last two Olympics, and success in some Olympic sports is easy to prove: 8 medals in Rio 2016 (3 of them are

golden), the country also has important grassroots programs that support the Olympic cycle and provide investment sustainability.

Sport as an economic sector

Sport is one of the sectors called “cross-cutting”, where multiple different activities converge into a specific goal which, in this case, is physical activity. As so, the sport practice is understood as a service, for it is intangible and cannot be performed unless the beneficiary is present in the productive process. Other economic sectors must be present when the sport production takes place, as: sport equipment, infrastructure, transport, nutrition. (RUIZ, MUÑOZ & MESA, 2010)

In Colombia, mega sport events are understood as sport phenomena that occur from time to time and have a big social impact, a strong media presence and aim to generate economic income. (QUIÑONES, & others, 2014).

II. Institutional Environment and Sport policy for Sport Development

2.1 National Development and Sport Promotion Plan

Politic Environment

The main goal of the Colombian National Plan of Sport (CNPS – here on) is to position sport as a true mean to strengthen Colombian citizens' health through the regular practice of physical exercise.

Sport in Colombia has evolved significantly, despite the sociopolitical, cultural and economic adversities that the country has faced over the years. Even then, the sport sector has persisted with the task to re-signify its potential, to the extent that it has been positioned as part of the means to finish with great scourges that affect society as illicit drug activities, alcohol, physical inactivity, forced recruitment among others. Nowadays sport in Colombia is well known as the means to achieve a better quality of life, social transformation, and since it is a constitutional right, everyone can have access to it and it is more inclusive and equal for children, adolescents, youngsters and adults.

The Colombian Department of Sport, Recreation, Physical Activity and Use of Leisure Time (Coldeportes - here on) understands what has been scientifically proven about sport's expenses where they provide extraordinary economic and social refund. Not only investing sport reduces

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three times the costs from illness licenses from work, but also does it serve as the effective means to fight against drug trafficking, prostitution, alcoholism, delinquency and other social deformations.

The Colombian government understands the scope in which sport can contribute to enhance the life quality of its citizens through their health, physical development and fitness to perform their jobs. Which is why the Colombian National System of sport was created under the 181 Law in 1995 and works accordingly among State levels as well as private sport organizations, NGOs, and others. (Coldeportes, 2009)

To complement the above-mentioned understanding and law enforcement of sport in Colombia, in the last few years sport has become a governmental priority and it is now considered among the national top resources to achieve development and peace. Sport, recreation, physical education and the use of leisure time through social inclusion have been prioritized by the government and it has been established in the government agenda to guarantee them as a fundamental right. The government considers they represent a significant advancement for common welfare, especially to vulnerable communities.

By November 3rd of 2011, the Colombian President Juan Manuel Santos started an administrative and political transition within the National Sport Organization in Colombia that changed its status from a national

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institute (Colombian institute of sport, COLDEPORTES) to becoming an administrative department (Administrative Department of Sport, Recreation, Physical Activity and use of Leisure Time, COLDEPORTES).

From that day on, a structure and specific functions were created aiming to have a governing body that could strengthen the public policy of sport, with coexistence and peace as cross-cutting priorities. The department plans, runs and coordinates the Colombian National System of Sport (CNSS- here on), Formative Sport and Community Sport.

The CNSS (Coldeportes, 2009) suggests under 35 items what they consider and integral outreach of sport in Colombia, among them are:

- Plan and push for competitive and high performance sport in coordination with sport federations and other competent authorities, safeguarding the Olympic movement principles.
- Promote and spread knowledge and education of sport and Recreation.
- Incentivize and strengthen scientific research, communication and application of sciences applied to sports, to enhance their techniques and modernize sports.

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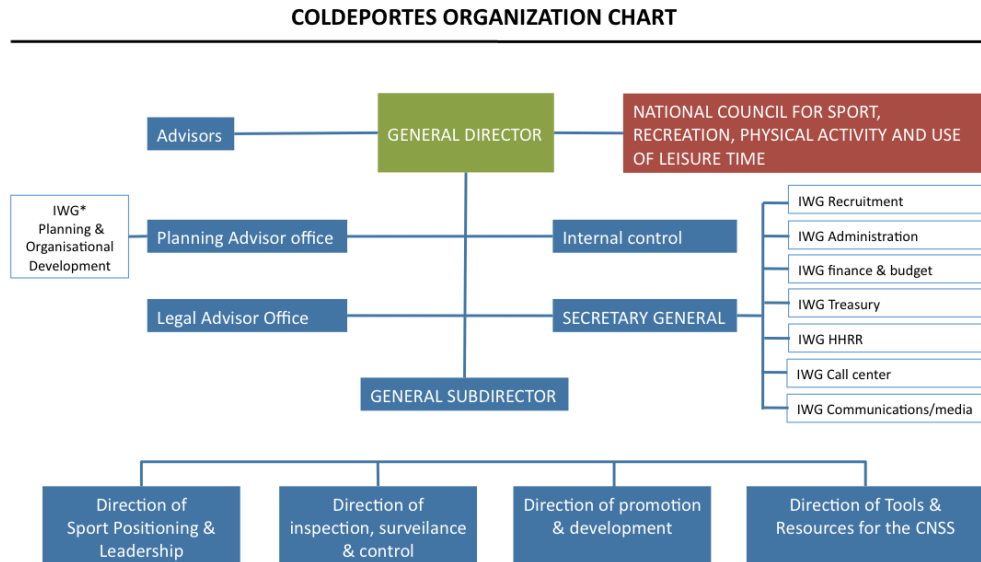
- Stimulate a peaceful sport practice extent to all action or demonstration that could harm the results of the competition.
- Foster the creation of spaces that promote physical activity, recreation and sport.
- Plan and coordinate the construction of sport facilities.

In addition, the CNSS encompasses every activity and function related to incentivize sport in Colombia, bringing sport to every corner of the country through its different **expressions** and stimulating education through families, schools and off school hours (COLDEPORTES, 2013).

The CNSS also promotes especial policies and programs for people with disabilities, as well as indigenous minorities and vulnerable communities.

The following organization chart defines the overall structure of the governing body of sport in Colombia, COLDEPORTES:

Organization Chart



*Internal Work Group
SOURCE: COLDEPORTES

(COLDEPORTES, Resolution 1558 of 2016-Decree 4183 of 2011)

Direction of Sport Positioning and Leadership:

IWG Conventional Performance Sport, IWG Sport Sciences Center- CCD,
IWG Sport Programs and Projects, IWG Psychosocial Development

Direction of Inspection, Surveillance & Control:

IWG Professional Sport, IWG Amateur Sport, IWG Administrative Updates

Direction of Promotions & Development:

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IWG Recreation, IWG Schools Sports, IWG Physical Activity

Community Social Sport:

IWG Information Technologies, IWG Anti-doping control laboratory, IWG Infrastructure/facilities, IWG High performance center – CAR, IWG Information and Sport Studies

Economic, Educational and Cultural Development Plan

Within the National Plan of Sport, there can be found some articles that reassure sport as fundamental topic in education and as a basic element for a person's integral development. According to that document, the promotion, development and practice of sport is part of the public education service and constitutes a public social expenditure, if under the following principles (National Law of Sport, COLDEPORTES, 2016):

Universality: Every inhabitant of the national territory has the right to access sport, Recreation and use of leisure time; *Community Participation:* Communities have the right to participate in agreement, control and surveillance processes related to national management of sport, Recreation and use of Leisure time; *Citizen engagement:* It is a citizen duty to seek for a sport practice, in an individual manner, with their family or community; *Functional integration:* Public and private organizations devoted to promote and develop the sport practice must unite harmoniously to accomplish goals,

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by integrating functions, actions and resources under the terms established by the law; *Democratization*: The State will guarantee the participation of its inhabitants in order to organize the sport practice, without any racial, belief, status or sexual discrimination; *Sport Ethics*: The practice of sport will preserve healthy competition, honor and respect for the rules and regulations. Sport organizations and participants must accept the disciplinary regimens.

Despite what mentioned above, one of the most visible problems related to education and sport is the lack of programs that promote the sport practice in schools. Although there have been successful strategies to increase participation numbers within schools, there is a strong gap of quality education among physical education teachers, that affects their abilities to address the needs of young population and update their resources to current worldwide practices of sport.

A study from COLDEPORTES and the Sergio Arboleda University (Coldeportes, 2014), reveals that many of the educational programs related to sport are not well organized and lack of relevance, this situation is worsen by the fact that there is a perception of State abandonment in the regions and incapability to provide qualified teachers in the field of sport according to the school curriculums.

Recreation, Use of Leisure Time and non-formal (off-school hours) education

The Colombian National Sport Plan (CNSP-here on), refers to the use of leisure time and non-formal education as an opportunity to reach student population where families join schools to provide alternative spaces where children and youngsters can access sport. Claimed in the 6th article from the CNSP, it is mandatory to every public and private institution having a social character, to sponsor, promote, execute, lead and control recreational activities. They will elaborate development programs accordingly to the CNSP. The State has the greatest responsibility with recreation under the sport governing body COLDEPORTES.

In addition, articles 7, 8 and 9 refer to sport promotion assumed by department and municipal organizations that must coordinate their activities with either public or private offices that are running sport programs. There must exist interagency work and financial collaboration. On the other hand, the Colombian Ministry of Education and COLDEPORTES along with territorial government agencies must promote the development of non-formal education of children and youth. They will do so, through:

1. Promote education and leadership training among youngsters that encourage associations between children and youngsters that serve their communities through the healthy use of their leisure time;
2. Communities

will have appropriate pedagogical facilities to develop non-formal education (off-school hours) different to households or schools, such as “youth houses”, “cultural centers”, “social promotion centers” as well as sport facilities; 3. Public institutions will execute non-formal education programs, directly or through private nonprofit organizations. (COLDEPORTES, 2009 -2019)

2.2 Institutional Environment

Decision Making Process for Sport Policy

Colombian National Plan of Sport

The plan was created to establish a road map for sport that provides a Constitutional and Law obligation. It also offers an opportunity for participation and evaluation of the public policies related to the sector and provides a wider point of view for the upcoming 10 years.

As decentralized departments form the government, COLDEPORTES has convened a great national consultation in which the plan would be developed. The department has gathered, analyzed and interpreted the different expressions, expertise and experiences, from each stakeholder of the CNSS. The reason to bring together every stakeholder relied on the fact that the new public policy should be coherent with the current needs of the country, understanding the importance of sport as a tool that contributes to human development, coexistence and peace, equity,

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welfare and social development for every Colombian citizen (COLDEPORTES, 2016).

A first draft of the initiative started in the national level, then it was shared with each municipality, then each district with their educative sport organizations, then the contents were approved, reviewed and articulated with local institutions, professional unions or community policies. The National Sport policy has been privileged and strengthened, allowing their specific formulation within each territory and local organizations, enabling a stronger public agenda for sport in Colombia.

Internal and External Stakeholders and Work Responsibility

There have been some historical moments of sport development in the country at an institutional and organizational level. In 1936 the National Olympic Committee was founded which had a specific view of competitive sport following the words of the Olympic Charter of 1894. Later, in 1968 the Colombian president Carlos Lleras Restrepo created a governmental entity to regulate sport in Colombia under the United Nations establishments (UNESCO, 1978), it can be said that it was institutionalized as a ruling institution for the sport sector, then known as the Colombian Institute of Youth and Sport. As exposed, the first institutions created in Colombia to

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cover the needs and demands of sport were conceived under the international features.

Coldeportes, is the result of a process of evolution that has created relevant sport presence at international level. After the presidential edict of 1976 the Colombian Institute of Youth and Sport was affiliated to the Ministry of Education, it is important to point that the first steps of development in sport were correlated with Physical Education in schools, in that sense the Colombian government conceived sport as an instrument for education.

Later, with the justification of efficiency and rationalization on the public administrative formalities, and understanding sport as a tool in the construction of a national identity and cultural values, the Colombian Institute of Sport – Coldeportes - made an adscription at the Colombian ministry of Culture through the national decree numbered 1746 of 2003. Finally, in 2011 COLDEPORTES was recognized as an administrative department in charge of Sport, Recreation, Physical Activity and the Use of Leisure time.

The Colombian National Olympic Committee (NPOC – here on, coordinates, from the associated sport point of view, the public and social functions in every single sport, and in both the national and the international level under the international norms regulating each sport. As a regulating body of

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coordination in associated sport, one of the main objectives of the NOC is the formulation, integration, coordination and evaluation of politics, plans programs and projects related to: Competitive Sport; High Performance Sport; The creation of human resources for the sport sector.

The Colombian Paralympic Committee (NPOC – here on), represents the organizing entity of associated sport for people with physical, mental or sensory disabilities. It was constituted as a private institution that covers public and social interests. The NPOC oversees the organization at the national and international level of associated sport for people with physical, mental or sensory disabilities always under the regulations of the International Paralympic System. The main objectives of the NPOC is the formulation of plans and politics, as well as programs of: Recreational and Therapeutic Sport; Competitive Sport; High Performance Sport; Recreation and free time of people with disabilities; The assessment of governmental institutions for the adoption of norms and politics as well as regulations for the development of sport activities for persons with disabilities.

III. Sport Cooperation with global development partners

3.1 Support of International organizations to Colombia

The Presidential agency for International Cooperation in Colombia, APC Colombia, has established a Strategic Framework for International Cooperation in Colombia (SFICC –here on) 2015-2018 that aims to increase the benefit of an International Cooperation Road Map (ICRM- here on) for the Colombian society and the international community, accordingly to the Colombian government priorities, all by 2018. (Ministry of International Affairs in Colombia, 2014)

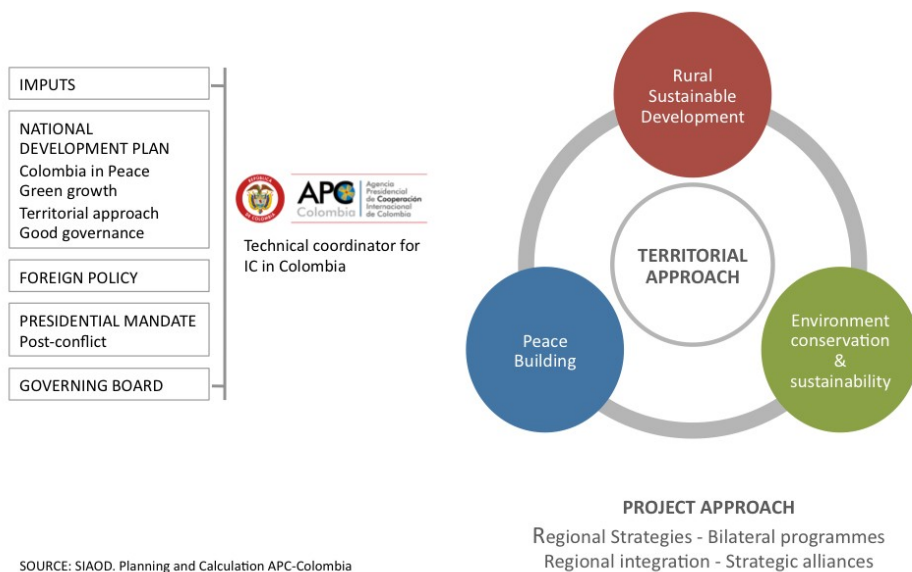
Said by APC Colombia, the SFICC aims to contribute to enhance international cooperation by serving 10,00 victims of violence, enhancing the capacity of 15,000 rural families to generate income, support forest conservation of 100% protected areas, and to allow Colombia to share its knowledge with other 40 partner nations. The ICRM 2015-2018 reflects the missional objectives and support from the international cooperation in Colombia, along 3 priority areas: “Peace Building, “Rural Sustainable Development”, “Environment Conservation & Sustainability”. The means to

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perform in such areas are: Regional Strategies, Strategic alliances, dialog and concerted actions and bilateral cooperation.

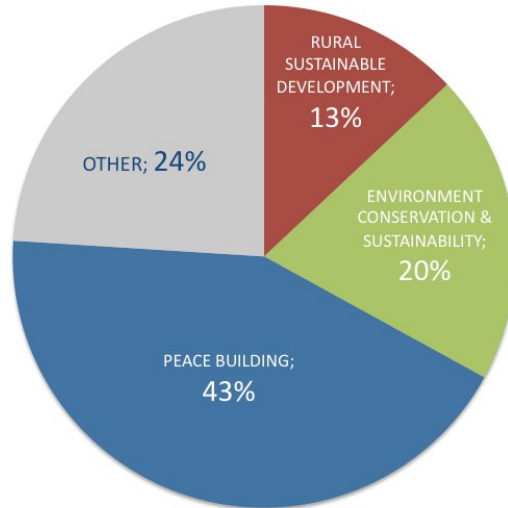
The following figure shows how the International Cooperation Roadmap for Colombia works within the current government and context in the country:

INTERNATIONAL COOPERATION ROADMAP - COLOMBIA



Although the 3 priority areas are key points to the country's current phase of post-conflict, funding to develop each of the areas rely on the type of the agreement made with other countries. The following figure shares the % of annual investment in each area as to 2015:

INTERNATIONAL COOPERATION COLOMBIA 2015

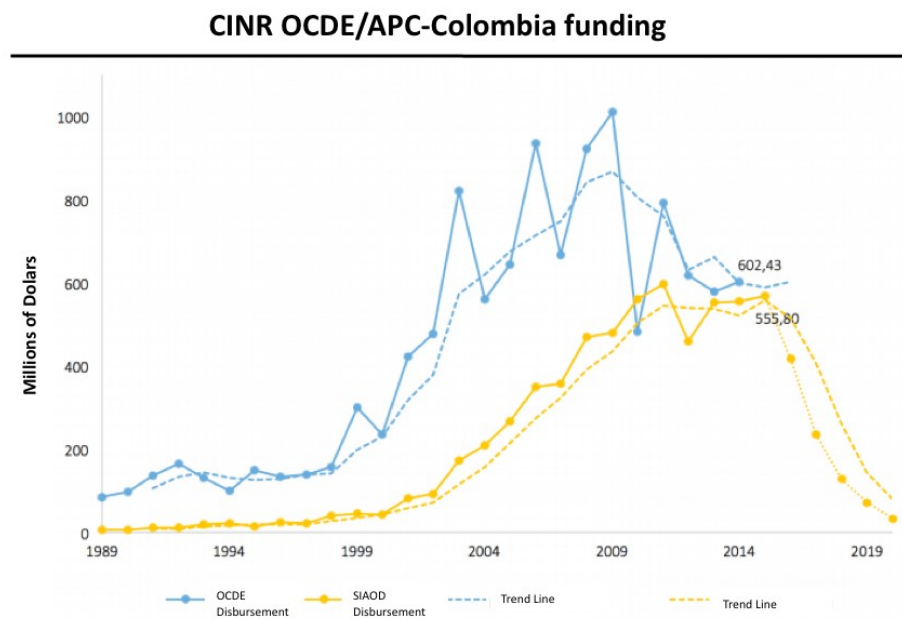


SOURCE: SIAOD. Planning and Calculation APC-Colombia

According to the APC annual report, USD \$566.79 millions were received by the country in 2015, the above figure shows the proportion of the funding for each area. 76% of the funding was aligned with the ICRM, as for the other 24% had to do with other areas that benefitted the sport sector through strategies developed by the Ministry of International Affairs in Colombia. The United Nations Educational, Scientific and Cultural Organization (UNESCO) approved 3 collaboration agreements for the sport recreation and physical activity benefit in Colombia, through the Peace Building Priority area of International Cooperation in Colombia. (APC, 2015 page 13)

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The following figure shows the disbursements between 1989 and 2014 from Non-refundable International Cooperation (CINR – here on) that were reported to the Organization for International Cooperation (OCDE – here on for its initials in Spanish) (APC, 2015 page 10).



SOURCE: SIAOD, Query Wizard for International Development Statistics. Planning and Calculation APC-Colombia

* CINR: Non Refundable International Cooperation (Initials in Spanish)
**OCDE: Organisation for Economic Cooperation and Development (Initials in Spanish)
*** SIAOD: Oficial National Development System (Initials in Spanish)

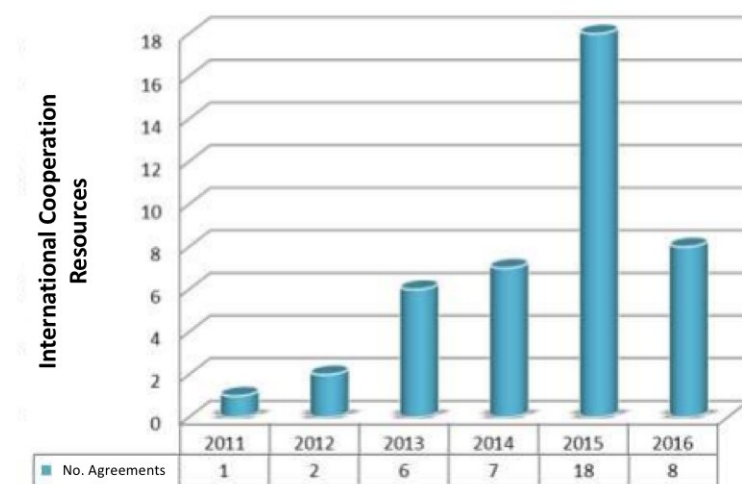
As seen in the figure, above there has been an increase in the International Cooperation funding received by Colombia, also stated by the public sport sector. The International Relations Office of Coldeportes has

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currently 38 tools of international cooperation, plus the bilateral relations to strengthen sport development from 2013 until 2016.

In this sense, the projection of the International relations Office is to renovate, maintain and develop new tools of international cooperation in the search for reciprocal benefits for the involved countries. All this, not only to foster the Colombian sport model but to enrich our vision with the different exchange experiences and the growth of experts that are promoted through these initiatives.

**Historic of International Cooperation
Resources for Sport 2012-2016**



SOURCE: COLDEPORTES, 2016

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According to a report presented by the International Relations Office of Coldeportes in 2016, the support of the Ministry of Foreign Affairs of Colombia was crucial to facilitate the official guideline for a governmental policy. Thanks to that, the Colombian sport established important relations to promote agreements of understanding, foster sport diplomacy and create new sport exchanges.

Agreements of understanding in sport with other countries

The United Nations Educational, Scientific and Cultural Organization (UNESCO) approved 3 collaboration agreements for the sport recreation and physical activity benefit in Colombia.

COLDEPORTES presented, through the International relations office, three projects denominated: “What are you playing?”, which was an anti- doping program; “Development of Community capacities trough sport leaders”, which was a project of a national entity called International Peace Group; “Reconstruction of social networks through sport as a pedagogical tool”, in charge of the organization Aso Mujer y Deporte (Association of Women and Sport).

Those projects where based under the umbrella of the promotion of Sport as an element of social change, considering physical activity as a tool in both cases: competitive and recreational sport. The starting point of the creation and development of these programs is the possible integrations that

sport can generate, involving all kinds of human differences (age, social and economic differences for instance). The main principle is that through these omissions of differences we can generate respect, tolerance and many other social values. All the above mentioned under the construction of peace interaction process, which is why the approval of those projects from UNESCO, is considered a major support for the Colombian Sport Policy as well as a fundamental element for other public policies in Colombia. On the other hand, the Ministry of International Affairs in Colombia has done cultural exchanges through Sport to support children in vulnerable communities, as follows:

Sport Diplomacy

This sport and cultural initiative started within the Ministry of International Affairs in Colombia, and started after the national government accepted the Resolution No. 1612 of 2005 in which the United Nations Security Council demands stronger efforts to prevent forced recruitment of children under age and their use in illegal armed groups.

Through sport and cultural exchange, social inclusion for children is promoted, and peaceful coexistence values strengthened. There is also an opened door for intercultural dialogue among every municipality invited to participate. Children meet high ranged athletes from other countries, they get

to go around the host cities and learn more about the host country's national sports, among other activities. In 2016, 238 children and youngsters from 25 municipalities and 14 Departments of Colombia participated in 19 exchanges with 16 different countries. (Ministry of Foreign Affairs, 2016)

Sport Exchanges

In 2016, 14 sport exchanges took place in which 178 children and youngsters participated, as well as 30 coaches that went to 15 different countries, where they attended sport mega-events and shared experiences and their expertise with their pairs.

The triumph of youth Rugby Sevens "Santa Teresa" must be mentioned as the Colombian team was part of the social project "More children playing Rugby" from one city in the west (Cúcuta) and the Rugby League from another city up in the north (Riohacha). The multicultural team represented Colombia and took over 40 other contestant countries, to win the championship. Sport exchanges programs in Colombia are social driven overall.

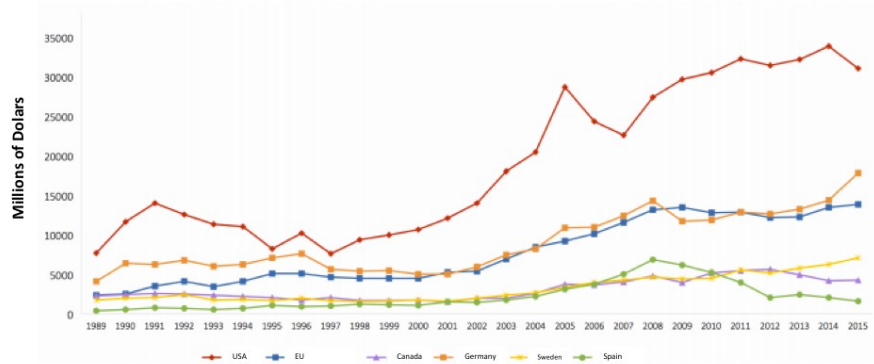
Cultural, Educative and Sport Cooperation

Bilateral cooperation in Colombia is ruled by various umbrella agreement with other countries. Nowadays there are 46 agreements that are executed through Joint Committees that take place every 2-3 years through 4 year

programs. Joint Committees proceed under negotiation through, technical, scientific, cultural, educative and Sport cooperation among others.

3.2 Support of Major Donors in Colombia

WORLD CINR* FLOW OF MAJOR COOPERATORS OF COLOMBIA



SOURCE: SIAOD, Query Wizard for International Development Statistics. Planning and Calculation APC-Colombia

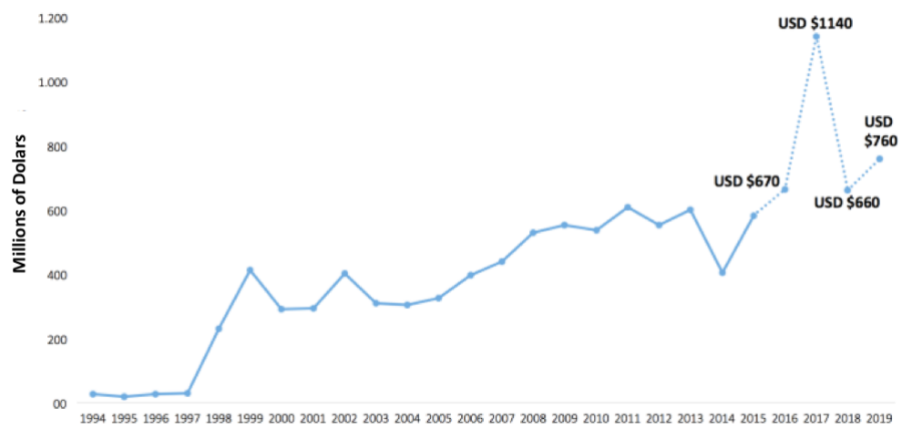
* CINR: Non-Refundable International Cooperation (Initials in Spanish)

The figure above presented the behavior of major CINR (non-refundable International Cooperation, for its name in Spanish) overall cooperators for Colombia. From 2000, under the UN Millennium Goals, resources from Colombian CINR cooperators global wide, have augmented significantly. This has proven a higher commitment with development from those countries setting a good scenario for Colombia among International Cooperation. (APC, 2016 Page 12)

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Under Colombia's current environment of executing the Peace Process with the guerrillas, there is an increasing commitment with peace building (and all the tools to achieve it, in which sport is set under a National Public Policy). Shown in the following figure, the history of the proportion of the world's resources for international cooperation that are donated to Colombia, the country has received an average of 0.5% of the world's cooperation. (APC, 2016 Page 13)

ESTIMATE OF CINR FOR COLOMBIA UNDER A POST-CONFLICT STAGE



SOURCE: Planning and Calculation APC-Colombia

And under the same scenario, it is expected that in 2017 which will be the year following the signature of the peace agreement, the CINR will reach up to USD \$1.140 millions. (APC, 2016 Page 17)

IV. Sport Cooperation with the Korean Government

4.1 Current Situation of the Support of Korean government to Colombia

Despite the internal conflict being held in Colombia during the 50s, the country accepted the UN call for the international community to help in the Korean War. In 2011 the Strategic Association of International Cooperation between the Korean government and Colombia was established, not long before the 50th anniversary of the diplomatic relationship between the two countries. Their relationship of friendship has been strengthened after Colombia supported South Korea on its independence war. (Ministry of Foreign Affairs Republic of Korea, 2016)

The main trade relationships between Korea and Colombia have historically been related to vehicle industry, metals, agricultural industry, chemical products, oil derivatives, and coffee and its derivatives.

On the other hand, the areas of cooperation involve culture, education, security defense and rural development (Portafolio Business Magazine, 2016) although it is expected that in the near future the bilateral cooperation is widen to sport, environment and other aspects of industry. (Ministry of Foreign Affairs Republic of Korea, 2016).

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Some examples of the current cooperation between both countries are such; the Center of Inclusive Rehabilitation Colombia-Korea (CRI for its name in Spanish) launched in August 29th of 2016, by both governments. The center offers physical and psychological rehabilitation as well as social integration opportunities to member of the armed forces of Colombia that have been injured during the internal war by anti-personnel landmines or in combats (Portafolio Business Magazine, 2016). The Colombian government, through its Ministry of defense and the Korean government through KOICA (Korean International Cooperation Agency), have invested near COP \$34,000 Million in equal parts to make this center be part of the bilateral collaboration to achieve Peace in Colombia (Ministry of Foreign Affairs Republic of Korea, August 2016); The alliance between KOICA and the Ministry of Environment of Colombia, which aims to launch a monitoring system to trace air pollution in the 3 of the main industrial cities of the country - Bogotá, Barranquilla, Santa Marta - (South Korean Ministry of Foreign Affairs Republic of Korea, August 2016). In terms of collaboration with education matters, Delegations from the Korean government have shared their expertise and experiences about their education system with their Colombian pairs (Ministry of Foreign Affairs Republic of Korea, 2015) as well as scholarships from the Korean government to war veterans and their families (Ministry of Foreign Affairs Republic of Korea, 2015).

Both countries have been working to set the free trade agreement. In May 2015, the Korean-Colombian chamber of commerce was reunited with the support of the Korean Ambassador at the time in Colombia JANG Myung-Soo and the trade Minister of Colombia Felipe Sardi were opportunities from the free trade agreement were discussed and supported by both parties (Ministry of Foreign Affairs Republic of Korea, 2015).

4.2 Main field

Nowadays the cooperation opportunities between Colombia and Korea rely on areas related to education, commerce agricultural industry and technology. Especially when there is an emphasis in youth, gender and Information Technologies and communication with a special interest in public organizations (Ministry of Foreign Affairs, 2014)

According to official information from COLDEPORTES and the Ministry of International Affairs in Colombia, the bilateral cooperation related to sport between both countries, relies on the initiative to foster young talents through cultural and sportive exchanges and the Dream Together Master program as a support for future leader in sport management in the country. Some collaborations with the federations of archery and taekwondo have been made throughout the years.

4.3 Proposal for Future Sport Development between the Korea and your country

Considering the current sociopolitical context of Colombia and the Korean government's desire to support the consolidation of peace in the country, Colombia needs foreign investment for its young population, and as understood under the National Sport Plan and political constitution of Colombia, sport can serve as a tool to change behaviors and reinforce values that are needed to achieve coexistence and peace. Public-private cooperation among the Korean government and Colombian organizations and NGOs can merge into supporting ongoing projects related to sport peace and youth, but also enhancing training programs that not only address the sport practice but the use of sport as a tool to build healthier life projects and civil participation.

There is also a need to diversify sport in Colombia and improve the access to a wider variety of sport facilities and programs. As mentioned in the present document, the sport industry in Colombia and funding takes the biggest bite to Soccer, but as stated by the World Taekwondo Federation, *“the South American country (Colombia) has witnessed a significant growth of interest for the sport since Colombian national team member Oscar Munoz Oviedo won a gold medal at the 2010 Singapore Youth Olympic Games and then a bronze for Colombia at the London 2012 Summer*

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Olympics” (LIMB, 2013) which allows us to think the expertise of Korea can be of great help and be well received in Colombia by coaches, students and organizations.

In terms of the sport industry, Colombia has yet to improve the managing and diversification of its leagues and clubs’ management, there is a big gap between the broadcasting industry and global awareness of sport in Colombia and the world. There might be an open door to learn about how Korea runs their sport clubs as an important “... *stepping stone for reaching global awareness...*” (Nielsen Sports, January 2016) while looking after their clubs and leagues sponsorship management.

It the interest of the Colombian government through COLDEPORTES to achieve by 2019, international recognition for the impact of its public policies and programs on sport, recreation, physical education and physical activity, over the social and economic development of the country. Every support to each of those strategies will be reflected on public health, coexistence and elite training. (COLDEPORTES, 2009-2019)

Achievements in Colombia within the sport sector in 2016

Colombia is a country opened to active collaboration alongside with the international sport sector. Coldeportes director, Clara Luz Roldán explained that while in 2015 the sport sector received COP \$436.000 Millions, by 2016 it received close to 27,5% less than the year before (El

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Tiempo Magazine, 2016) Despite receiving the second shortest budget within the total national, sport opened new doors on International Cooperation through sport, it also made bilateral agreements to support, update and upgrade infrastructure and methodologies and exchange experiences of performance and training, the sport sector managed to be involved with the UNESCO strategy to support the post-conflict phase in Colombia. The country was part of international reunions related to leadership in sport, development public policies, recreation, education and sustainability within sport. 2016 was the year of educative encounters with sport federations, the NOC, broadcasting and press companies, through expert exchanges and training facilities alongside countries like: Spain, Russia, Germany, South Korea, Ecuador, Peru and the US. (Coldeportes, 2016)

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