

## **UNWTO and Didier Drogba Partner to Build Opportunity for African Youth**

**Abidjan, Côte d'Ivoire, 27 September 2021** – *UNWTO and the Didier Drogba Foundation have teamed up to highlight the potential of African youth and ensure that both tourism and sport deliver on their potential to provide opportunities for all.*

Against the backdrop of World Tourism Day 2021 – held under the theme of “Tourism for Inclusive Development” – the United Nations specialized agency signed a Memorandum of Understanding with the former Chelsea and Côte d'Ivoire footballer.

The agreement recognizes that both sport and tourism can play a key role in advancing many of the Sustainable Development Goals (SDGs), including through promoting cooperation and understanding, as well as through creating frameworks for inclusive economic growth. It also recognizes the shared goals and values of both UNWTO and the Foundation.

UNWTO Secretary-General Zurab Pololikashvili said: “Didier Drogba is one of the most celebrated and decorated athletes of this century, and the work of the Didier Drogba Foundation is true to the goals of UNWTO – to provide opportunity to the women and youth of Africa and build a better future for the continent.”

Didier Drogba was appointed a UNWTO Ambassador for Responsible Tourism in October 2019. In this role, he provides a bridge between tourism and sport – both sectors with the power to bring people together and promote cultural exchange and mutual understanding.