



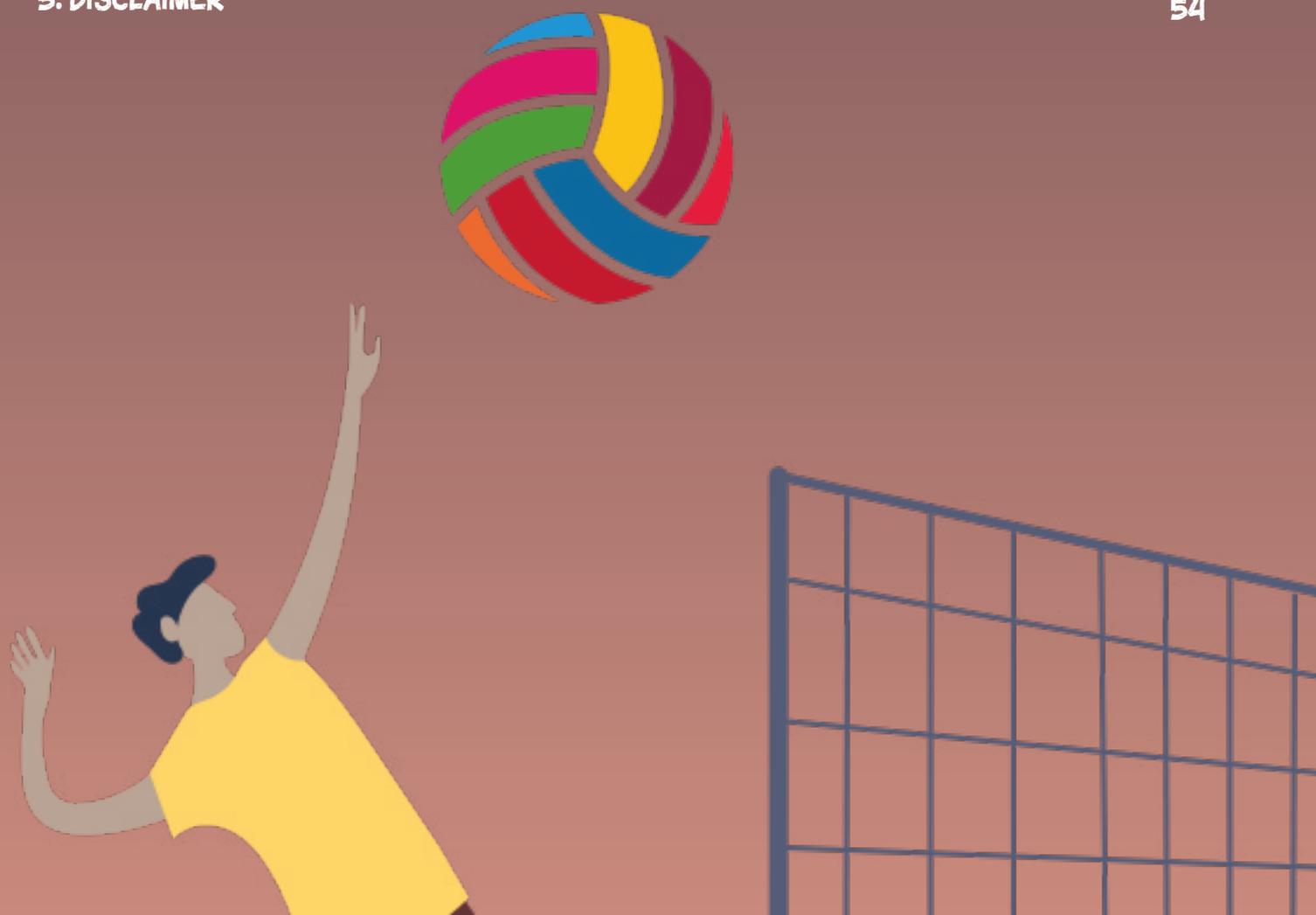
# SCORE ALL 17 MANUAL

**SPORT FOR  
SUSTAINABLE DEVELOPMENT**



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# 1. INTRODUCTION

We, the **Sport for Sustainable Development** project partners have taken action to show how sport can contribute to all 17 Sustainable Development Goals and how young sports people can make a change for a better and more sustainable future. Our transcontinental youth initiative aims to promote social responsibility and intends to raise awareness on the link between sports and sustainable development by offering interrelated learning mobility opportunities for youth sports leaders, sports professionals and young people in general. At the Sport for Sustainable Development Training Course, participants will be empowered to bring out the potential of the youngsters they work with and learn how to use sport as a tool for non-formal education and as a multiplier for positive change in their local, national and international environments. The Sport for Sustainable Development Youth Exchange will gather youngsters in order to discuss the key challenges that the world is facing and how sport can contribute to the solutions.

The project builds on long-term, transcontinental cooperation allowing involved organizations to exchange experiences and methodologies in the fields of sport-based non-formal education and youth-led sustainable development, thus also strengthening their capacities for increased levels of action. The diversity of our international team allows us to approach the topic in a cross-sectoral way, reflecting the opinion and inputs of youth, sport organizations, research and higher-educational institutions. The initiative is co-financed by the Erasmus+ Youth program of the European Union.



## PROJECT PARTNERS:

- ENGSO Youth (project leader, Europe-wide youth NGO)
- Educational Foundation of Kokushikan (Japan)
- University of Physical Education (Hungary)
- Senegalese Olympic and Sports Committee (Senegal)
- Sport and Citizenship (France)



The project's official website: [www.sport4sd.com](http://www.sport4sd.com)



# 1.1. BACKGROUND: THE UN SUSTAINABLE DEVELOPMENT GOALS

Adopted by all United Nations Member States in 2015, the 17 Sustainable Development Goals (SDGs), also known as the Global Goals, came into force on the 1st of January 2016. These new global objectives, building on the achievements of the Millennium Development Goals (MDGs), “are the blueprint to achieve a better and more sustainable future for all”. The 17 SDGs represent an urgent call for action by all countries - developed and developing - in a global partnership. They recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests<sup>1</sup>.

Classified into 17 categories, the objective of the United Nations and its members is to develop actions to enhance the major issues that our world is facing by 2030. This ambitious agenda 2030 for Sustainable Development includes 169 targets that are included in these 17 goals.



The 2030 Agenda for Sustainable Development emphasises that the SDGs are intended to be integrated, indivisible and balanced between the three dimensions of sustainable development: economic social and environmental<sup>2</sup>.

<sup>1</sup> <https://sustainabledevelopment.un.org/?menu=1300>  
<sup>2</sup> <https://sustainabledevelopment.un.org/post2015/transformingourworld>

The Goals and targets will stimulate action in fifteen years (2016-2030) in areas of critical importance for humanity and the planet:

## 1. PEOPLE

The SDGs aim to end poverty and hunger, in all their forms and dimensions, and to ensure that all human beings can fulfil their potential in dignity and equality and in a healthy environment.

## 2. PLANET

The SDGs aim to protect the planet from degradation, including through sustainable consumption and production, sustainably managing its natural resources and taking urgent action on climate change, so that it can support the needs of the present and future generations.

## 3. PROSPERITY

The SDGs aim to ensure that all human beings can enjoy prosperous and fulfilling lives and that economic, social and technological progress occurs in harmony with nature.

## 4. PEACE

The SDGs aim to foster peaceful, just and inclusive societies which are free from fear and violence. There can be no sustainable development without peace and no peace without sustainable development.

## 5. PARTNERSHIP

SDGs aim to mobilize the means required to implement this Agenda through a revitalised Global Partnership for Sustainable Development, based on a spirit of strengthened global solidarity, focussed in particular on the needs of the poorest and most vulnerable and with the participation of all countries, all stakeholders and all people. The interlinkages and integrated nature of the Sustainable Development Goals are of crucial importance in ensuring that the purpose of the new Agenda is realised. If we realize our ambitions across the full extent of the Agenda, the lives of all will be profoundly improved and our world will be transformed for the better.

Today, the annual High-level Political Forum on Sustainable Development serves as the central UN platform for the follow-up and review of the SDGs<sup>3</sup>. Besides the High-level Political Forum the Division for Sustainable Development Goals (DSDG) in the United Nations Department of Economic and Social Affairs (UNDESA) provides substantive support and capacity-building for the SDGs and their related thematic issues, the Global Sustainable Development Report (GSDR), partnerships and Small Island Developing States. DSDG plays a key role in the evaluation of UN system wide implementation of the 2030 Agenda and on advocacy and outreach activities relating to the SDGs<sup>4</sup>.



Video: [https://www.youtube.com/watch?time\\_continue=2&v=0XTBYMfZyrM&feature=emb\\_logo](https://www.youtube.com/watch?time_continue=2&v=0XTBYMfZyrM&feature=emb_logo)

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<sup>3</sup> <https://sustainabledevelopment.un.org/?menu=1300>

<sup>4</sup> <https://sustainabledevelopment.un.org>

## 1.2. SPORT AS AN ENABLER OF SUSTAINABLE DEVELOPMENT

Sport has long been seen by the UN as an important contributor to the realization of development and peace goals, in the way it promotes tolerance and respect; the contribution it makes to empowering women, young people and communities; and to health, education and social inclusion objectives<sup>5</sup>. Since 1993, prior to every Olympics, the Olympic Truce has been reaffirmed by the United Nations General Assembly through a symbolic Resolution entitled Building a Peaceful and Better World Through Sport and the Olympic Ideal. More recently, the Olympic Truce has been extended to include the Paralympic Games as well. The truce begins seven days before the start of each Olympic/Paralympic Games and continues until seven days after the closing ceremony, reminding the world that sport offers an opportunity to bridge even the most bitter political divides.

Over the past few years the United Nations General Assembly has adopted a series of resolutions on Sport for Development and Peace. In 2003, the United Nations General Assembly adopted a resolution in favour of the use of sport as a tool for development and peace building. In 2015, it reaffirmed the 1978 UNESCO International Charter for Physical Education and Sport<sup>6</sup>. Between 2008 and 2017, the UN went a step further by establishing the UN Office for Sport and Development and Peace<sup>7</sup>. The office was closed in May 2017, however the Commonwealth Secretariat, the IOC and other international organisations took the lead to promote the SDP movement globally.



The United Nations' 2030 Agenda for Sustainable Development **acknowledges sport as an important enabler of sustainable development**, recognizing the growing contribution of sport to the realization of development and peace in its promotion of tolerance and respect and the contributions that it makes to the Sustainable Development Goals<sup>8</sup>. This was particularly emphasized in the Political Declaration contained in resolution 70/1 entitled "Transforming our world: the 2030 Agenda for Sustainable Development"<sup>9</sup>:

5 <https://news.un.org/en/story/2018/12/1027531>

6 [http://portal.unesco.org/en/ev.php-URL\\_ID=13150&URL\\_DO=DO\\_TOPIC&URL\\_SECTION=201.html](http://portal.unesco.org/en/ev.php-URL_ID=13150&URL_DO=DO_TOPIC&URL_SECTION=201.html)

7 <https://theconversation.com/how-sport-for-development-and-peace-can-transform-the-lives-of-youth-126151>

8 <https://www.sdgfund.org/un-presents-new-toolkit-action-how-sports-can-contribute-achieve-sdgs>

9 [https://www.un.org/ga/search/view\\_doc.asp?symbol=A/RES/70/1&Lang=E](https://www.un.org/ga/search/view_doc.asp?symbol=A/RES/70/1&Lang=E)

Sport is also an important enabler of sustainable development. We recognize the growing contribution of sport to the realization of development and peace in its promotion of tolerance and respect and the contributions it makes to the empowerment of women and of young people, individuals and communities as well as to health, education and social inclusion objectives (2030 Agenda for Sustainable Development A/RES/70/1, paragraph 37).

The United Nations General Assembly at its 73rd session adopted the resolution “Sport as an enabler of sustainable development” on 3 December 2018. The resolution, introduced by Monaco, reaffirms that sport is an important enabler of sustainable development, and recognizes the growing contribution of sport to the realization of development and peace in its promotion of tolerance and respect<sup>10</sup>.

Followed by these high-level political declarations, the global Sport for Development and Peace (SDP) movement is becoming more recognised by governments and international institutions. Due to the following factors, sport-based development programs and interventions can easily contribute to the socio-economic development of young people and disadvantaged social groups:

**1. COST EFFECTIVENESS:** In general, sport practice does not cost a huge amount of money, it is simple. Many sports do not require specific facilities and expensive equipment, therefore they are cheap and open to a large public.

**2. FLEXIBILITY:** Sport can be adapted and linked with the profile, the age and the abilities of the participants as well as the aim of the activity.

**3. POPULARITY:** Sport is highly appreciated by many people all over the world, even if they take part directly or just follow sport events as spectators.

**4. EDUCATIONAL POTENTIAL:** Sport is a good platform to socialize, develop social and transversal skills, to learn valuable principles and to gain self-confidence among others.

The **Kazan Action Plan**<sup>11</sup> provides a further approach towards prioritising the SDGs. This was ratified by global governments at UNESCO’s Sixth International Conference of Ministers and Senior Officials Responsible for Physical Education and Sport (MINEPS VI) in Kazan, Russia, in July 2017. The Action Plan highlights ten goals and 36 targets as areas where sport can make the biggest contribution. These goals and targets are presented within the context of three policy areas: developing a comprehensive vision of inclusive access for all, maximising the contributions of sport to sustainable development and peace, and protecting the integrity of sport<sup>12</sup>.



<sup>10</sup> <https://en.unesco.org/news/united-nations-general-assembly-acknowledges-important-role-kazan-action-plan-advancing-sport>  
<sup>11</sup> <https://en.unesco.org/mineps6/kazan-action-plan>  
<sup>12</sup> <https://www.sportanddev.org/en/learn-more/sport-and-sustainable-development-goals/what-sports-role-addressing-sustainable>

While sport can be an important tool for addressing the SDGs, it also has some **limitations**. It may not be possible – or even appropriate – to use it in all circumstances. Sport should be positioned, instead, as a highly effective tool in a broader toolkit of development practices, and should be applied in a holistic and integrated manner with other interventions and programs to achieve optimal results.

It is important to note that not all sport programs are suitable for all development and peace purposes. Commercial sport programs, while potentially positive economic generators, are not necessarily conducive to social development because their primary objective is usually commercial gain. Other high-performance sport programs are equally unsuited for broad-based use as a development tool, due to restrictions in who is allowed to participate (e.g. only elite athletes). This does not mean, however, that professional and high-performance sport events, federations, clubs, teams and athletes cannot play an active role in Sport for Development and Peace<sup>13</sup>.

Society's ills can be found in sport environments, as in all other social domains. As a result, sport brings with it particular risks. These risks can have a negative impact on development and peace aims and must be guarded against if the full positive power of sport is to be realized. Examples include the unfair exploitation of talent from developing countries for commercial gain, aggression and violent rivalry among opposing teams and their supporters, and an emphasis on winning at any cost that encourages unethical and unhealthy behaviours (like aggression, doping and other forms of cheating)<sup>14</sup>.

The limitations have been categorised into four groups by sportanddev.org. This is useful for clarity, but it is worth pointing out that they often overlap. A wheelchair user with a low income, for example, may be unable to afford the fees for joining a sports club (a resource limitation), and live in a community with an absence of accessible public transport (access), a prevalence of discrimination (social and cultural) and a lack of supportive legislation (policy)<sup>15</sup>.

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<sup>13</sup> <https://www.sportsthinktank.com/uploads/sport-for-international-devt.pdf>

<sup>14</sup> <https://www.sportsthinktank.com/uploads/sport-for-international-devt.pdf>

<sup>15</sup> <https://www.sportanddev.org/en/learn-more/sport-and-sustainable-development-goals/limitations-sport-addressing-sustainable>



## 2. CONTRIBUTION OF SPORT TO EACH SDG AND EXAMPLES



# 1 NO POVERTY



## GOAL 1: NO POVERTY

### GLOBAL INTRODUCTION OF THE GOAL WITH SOME STATISTICS

On an international scale, the number of people living in extreme poverty declined from 36% in 1990 to 10% in 2015 (UN, 2020). But the pace of change is decelerating due to different reasons including the recent COVID-19 crisis putting at risk populations and endangering the efforts made in the fight against poverty. The economic fallout of the pandemic could increase the existing global poverty as much as half a billion people in the world which represents 8 percent of the world population. (UNU World Institute for Development Economics Research, 2020). This expansion would be the first that poverty has increased globally since 1990. 10% of the world population lives in extreme poverty. This situation is characterised by the lack of solutions for individuals including the access basic needs such as health, education, and access to water and sanitation. On top of that, poor communities are often suffering from deprivation exacerbated by violent conflicts and disasters. The majority of individuals living on less than \$1.90 a day reside in sub-Saharan Africa. On a global level, the poverty rate in rural areas is 17.2% (UN SDGs report, 2019) representing more than three times the number of individuals living in poverty in urban areas.

It is important to mention that having a job does not necessarily help people to escape the poverty trap. Decent living of employed workers and their families is not always ensured as 8% of individuals having jobs live in extreme poverty. Vulnerable individuals such as children are at risk of poverty. One out of five children live in extreme poverty. In order to reduce children's poverty, social protection and services needs to be provided and ensured. Often deprived from such services, individuals are excluded from society schemes and cannot always access basic services. Some countries lacking resources to implement sustainable policies do not provide their citizens with appropriate opportunities and therefore put individuals at risk due to their poor living conditions.

**MORE THAN 10% OF THE POPULATION IS LIVING WITH LESS THAN 1.90\$ PER DAY.**

Much related to the other Sustainable Development Goals, poverty is affected by a wide range of factors impacting individuals on the opportunities offered to them to escape poverty.

### HOW CAN SPORT BE USEFUL TO REACH THE GOAL?

Sport could be a strong vehicle for individuals to help them escape the poverty trap. Often confronted with the lack of adequate opportunities, individuals suffering from poverty do not always have the opportunity to practice sport. The barriers to participate in sport practice are very high in some regions of the world depriving individuals from participation. These barriers can be the inadequate access to public facilities, the impossibility

to practice sport due to conflicts, the lack of equipment, or the costs incurred by the sport practice. Nevertheless, participation in sport, physical education and physical activity could represent an opportunity for these individuals to develop their skills, competence, and social networks. Supporting and reinforcing the competencies and values of players through teamwork, cooperation, fair-play, and goal-setting, sports can help individuals to develop transversal skills which they can utilize on the labour market and/or education.

Additionally, sport can also play a role in leveraging the voices of the most deprived in order to defend their rights, advocate for better living conditions or access social security. The efforts made in sport are self-spoken for participants to defend their cause ranging from women's rights to participation in the labour market. Decision making platforms are not usually accessible for individuals living in deep poverty, but sport gives them a unique chance to raise their voice and speak out on a similar level like more privileged members of the society.

Last but not least, sport can also be a very efficient driver to alleviate poverty by raising funds and gathering major stakeholders acting for a better world. Sport initiatives can raise and generate funds for poverty programs ensuring the empowerment of deprived individuals. Mega sport events could be drivers for private organisations to raise money for charities as well as field projects supporting the local population. Consequently, sport offers stakeholders and deprived individuals an opportunity to alleviate poverty in different contexts. Several sport-based initiatives around the world have proven to be efficient and help to address the SDG 1.

## EXAMPLES



### **Magic Bus - India**

Magic Bus equips children and young people in the age group of 12 to 18, with the skills and knowledge they need, to grow up and move out of poverty. This takes them from a childhood full of challenges to a life with meaningful livelihoods. <https://www.magicbus.org/>



### **Love Fútbol - Latin America**

Love Fútbol is a global non-profit that engages and mobilizes communities to create, reclaim and redefine their own football pitches as sustainable platforms for social change. <https://www.lovefutbol.org/>



### **Tiempo De Juego - Colombia**

Tiempo De Juego uses play as a tool for community transformation, to promote the capacities of children and young people, inspiring them to be agents of change. The organization helps to promote abilities in children and adolescents, inspiring them to achieve their dreams. <https://tiempodejuego.org/>



### **Waves for Change - South Africa**

Waves for Change recognise that surfing is a great way to engage young people, who soon started sharing their stories and challenges. Using surf as a tool for youth to express themselves, the organization targets youth located in South Africa. <https://www.waves-for-change.org/>

# 2 ZERO HUNGER



## GOAL 2: ZERO HUNGER

### GLOBAL INTRODUCTION OF THE GOAL WITH SOME STATISTICS

The SDGs aim to end all forms of hunger and malnutrition by 2030 and goal 2 is specific to this objective. According to the Food and Agricultural Organization (FAO) of the United Nations, the number of people who suffer from hunger, as measured by the prevalence of undernourishment (PoU) began to slowly increase in 2015. In 2018, **more than 820 million people in the world were hungry with 110 million people who were living in acute food insecurity**. In 2019, the State of Food Security and Nutrition in the World showed that continuing poor economic performance in many countries after the 2008–2009 global economic downturn, were among the key factors undermining efforts to end hunger and malnutrition (FAO, IFAD, UNICEF, WFP and WHO, 2019). The report presented evidence that most countries (65 out of 77) that experienced a rise in undernourishment between 2011 and 2017 simultaneously suffered an economic slowdown or downturn.

Presently, it is still not entirely clear how the unprecedented COVID-19 pandemic is and will continue to affect the prevalence of undernourishment. According to the 2020 April WFP reports<sup>16</sup>:

*“The COVID-19 pandemic may affect an additional 130 million people with acute hunger, thus suggesting that up to 265 million people in low and middle-income countries — a quarter of a billion people — may be under severe threat by the end of 2020, unless swift action is taken. Lives and livelihoods are at risk due to escalating socio-economic impact, especially in Africa and the Middle East”.*

The World Food Programme (WFP) has set up an online platform to monitor hunger around the world, [HungerMap LIVE](#) and to provide real time data on locations where food insecurity is a challenge to the local populations. According to the Global Network against Food Crises, in the 55 countries/territories analyzed in 2019, there are **17 million acutely malnourished children** who have limited access to sufficient dietary energy, nutritionally diverse diets, clean drinking water, sanitation and health care. All of the malnutrition conditions (wasting, stunting and overweight) negatively impact childrens’ short and long- term development and well-being. According to WHO, in 2018, 49 million children under 5 were affected by wasting and another 40 million were overweight. Stunting, a condition which is a result of poor nutrition in-utero and early childhood, affected an estimated **149 million children under 5 globally in 2018**.

### HOW CAN SPORT BE USEFUL TO REACH THE GOAL?

When considering sport as a physical activity, cautions must be taken when working towards addressing goal 2 as it is clear that when an individual is malnourished, sport wouldn’t be recommendable. In relation to the condition of obesity, particularly in youth, sport and physical activities are recommended in order to lead to healthier bodies and physical abilities. There are examples in the USA, where sports based programs are designed to encourage youth to be physically active as well as more aware and knowledgeable about healthy lifestyle choices.

<sup>16</sup> [https://docs.wfp.org/api/documents/cc9c32f64353429fb2f6b2b0d36a00ef/download/?\\_ga=2.120512971.236619829.1588949912-1370643992.1588949912](https://docs.wfp.org/api/documents/cc9c32f64353429fb2f6b2b0d36a00ef/download/?_ga=2.120512971.236619829.1588949912-1370643992.1588949912)

A large part of adopting healthy lifestyles concerns the types and quantities of food and beverages which are consumed and the sport based programs provide the youth and their families with this type of vital information and often access to more nutritious foods.

When used as a tool for mobilization of resources and funds, sport-based initiatives and campaigns can support vulnerable communities who don't have access to adequate and nutritious foods. In this way, the sport aspect is not the main activity but rather has the function to bring attention or resources to an issue.

**Sport institutions and stakeholders, such as teams and leagues** can work towards addressing food waste by setting up better systems and working towards environmental sustainability by sourcing food from sustainable and responsible local producers. Sports teams can make responsible societal decisions around their food consumption and sourcing which can ultimately influence their fans, other clubs and sponsors to follow suit. For example, there are football clubs which have moved towards offering vegetarian and vegan foods in their stadiums during football matches in line with their overall sustainability strategies.

**Individual athletes** can also use their platforms to create more awareness about nutritious food choices, healthy behaviors around food and physical activity and support organizations and initiatives working to address global hunger and malnutrition.

## EXAMPLES



**Food security and agriculture projects of the Jack Brewer Foundation:**

<https://www.thejackbrewerfoundation.org/about/>

**Using sport to end hunger and achieve food security:**

[https://read.un-ilibrary.org/united-nations/using-sport-to-end-hunger-and-achieve-food-security\\_f171d8d1-en#page1](https://read.un-ilibrary.org/united-nations/using-sport-to-end-hunger-and-achieve-food-security_f171d8d1-en#page1)



**Food for the Hungry - Sports Partnerships:**

<https://www.fh.org/sports/>

# 3 GOOD HEALTH AND WELL-BEING



## GOAL 3: GOOD HEALTH AND WELL-BEING

### GLOBAL INTRODUCTION OF THE GOAL WITH SOME STATISTICS

The genesis of this goal comes from the great human and financial efforts that are expended around the world in order to cure diseases that turn out to be easily avoided and prevented. The objective is to reduce these diseases by establishing a prevention culture focused on the following axes: Promote healthy lifestyles, preventive measures and modern, efficient healthcare for everyone. This goal is concerned with all age categories starting by childhood deaths that have been reduced to half in the past 15 years giving hope that establishing a pertinent action plan will permit to reach the SDG3 targets<sup>17</sup>. Before the global COVID-19 pandemic, major progress was made in improving the health of millions of people. Significant strides were made in increasing life expectancy and reducing some of the common killers associated with child and maternal mortality<sup>18</sup>.



Source: [https://www.who.int/health-topics/sustainable-development-goals#tab=tab\\_1](https://www.who.int/health-topics/sustainable-development-goals#tab=tab_1)

<sup>17</sup> <https://www.globalgoals.org/3-good-health-and-well-being>

<sup>18</sup> <https://www.un.org/sustainabledevelopment/health/>

Despite these achievements, today at least 400 million people have no basic healthcare, and 40 percent lack social protection. More than 1.6 billion people live in fragile settings where protracted crises, combined with weak national capacity to deliver basic health services, present a significant challenge to global health. More than one of every three women have experienced either physical or sexual violence at some point in their life resulting in both short- and long-term consequences for their physical, mental, and sexual and reproductive health. Every 2 seconds someone aged 30 to 70 years dies prematurely from noncommunicable diseases - cardiovascular disease, chronic respiratory disease, diabetes or cancer<sup>19</sup>. By focusing on providing more efficient funding of health systems, improved sanitation and hygiene, and increased access to physicians, significant progress can be made in helping to save the lives of millions<sup>20</sup>.

## HOW CAN SPORT BE USEFUL TO REACH THE GOAL?

“Prevention is better than cure” is a famous saying associated with health and wellbeing, relatedly, sport and physical activity are found to be one of the best prevention tools for health issues. Regular physical activity of moderate intensity – such as walking, cycling, or doing sports – has significant benefits for health. Not only does it have a direct impact on physical fitness, but it also instils healthy lifestyle choices among children and young people, helping them remain active and combat non-communicable diseases. At all ages, the benefits of being physically active outweigh potential harm, for example through accidents. Some physical activity is better than doing none. By becoming more active throughout the day in relatively simple ways, people can quite easily achieve the recommended activity levels<sup>21</sup>.

Indeed, the main positive impacts of sport on reducing risk of illness is related to cardiovascular diseases (1st deadliest disease in the world), diabetes (6th deadliest disease in the world), and obesity (2.8 million deaths/year). Furthermore, it has been proven that individuals can maintain long term good health conditions up to their 9th decade through adopting healthy diets, regular and adequate physical activity.

In 2004, the World Health Organization (WHO) endorsed the “Global Strategy on Diet, Physical Activity and Health”<sup>22</sup> which goal and objective is to prevent non-communicable diseases that occur due to lack of healthy diets and physical activity. Among the strategy, the World Health Organization recommends:

- The development and implementation of national guidelines for health-enhancing physical activity;
- The integration of physical activity within other related policy sectors, in order to secure that policies and action plans are coherent and complementary;
- The use of mass media to raise awareness of the benefits of being physically active;
- The surveillance and monitoring of actions to promote physical activity.



**Video:** <https://www.youtube.com/watch?v=RAfoWVy6XhM>

Correspondingly, France’s National Institute of Health and Medical Research (INSERM) carried out a research<sup>23</sup> in order to analyze the impact of physical activity and its place in the care and recovery protocol in the context of chronic diseases; it reported that physical activity should finally be considered as an independent whole therapy in the treatment of chronic diseases.

Sport has positive impacts not only on physical health but also on mental health and wellbeing. Evidence suggests that regular **physical activity improves mental health, overall well-being** and can reduce the risk of depression, anxiety, cognitive decline and delay the onset of dementia. Being physically active presents an accessible, cost effective and impactful preventive approach to strengthen and improve the mental health of young people. Organised sport and physical activity in groups have the potential to provide a space for young people to socially connect with others and experience positive emotions and a sense of belonging. It can also provide an environment where young people can escape from aspects of their life they find difficult, and feel comfortable to reflect on their difficulties. Participation in sport activities can enhance mental health and well-being of young people with fewer opportunities backgrounds, especially when coaches are well-prepared to provide them appropriate mentorship and support.

<sup>19</sup><https://www.undp.org/content/undp/en/home/sustainable-development-goals/goal-3-good-health-and-well-being.html>

<sup>20</sup><https://www.un.org/sustainabledevelopment/health/>

<sup>21</sup><https://www.who.int/news-room/fact-sheets/detail/physical-activity>

<sup>22</sup>[https://www.who.int/dietphysicalactivity/strategy/eb11344/strategy\\_english\\_web.pdf](https://www.who.int/dietphysicalactivity/strategy/eb11344/strategy_english_web.pdf)

<sup>23</sup> <https://presse.inserm.fr/en/francais-activite-physique-prevention-et-traitement-des-maladies-chroniques-une-expertise-collective-de-linserm/33622/>

To learn more about the benefits of physical activity for mental health read the position paper of ENGSO Youth [here](#).

## EXAMPLES

The World Health Organization (WHO) launched campaigns on social media platforms in order to encourage people to maintain a minimum regular physical activity and notably during Covid-19 pandemic lockdown.



**Move for Health Day by the World Health Organization (WHO):** <https://www.who.int/media-centre/news/releases/2003/pr15/en/>

 Video: <https://www.youtube.com/watch?v=IEI2PuvSnQ0>

**Global Action Plan on Health and Physical Activity 2018-2030 by the World Health Organization (WHO):** <https://www.who.int/news-room/initiatives/gappa>

 Video: <https://www.youtube.com/watch?v=uZX14W4rVCU>

### European Week of Sport (EWoS)

The European Week of Sport aims to promote sport and physical activity across Europe. The Week is for everyone, regardless of age, background or fitness level. With a focus on grassroots initiatives, it will inspire Europeans to #BeActive on a regular basis and create opportunities in peoples' everyday lives to exercise more. Website: [https://ec.europa.eu/sport/week\\_en](https://ec.europa.eu/sport/week_en)



 Video: <https://www.youtube.com/watch?v=07-wisK5mgI&list=PLJmEREKFYU8XIURXe-su2BsgpVY6j6xUvc>

 Video: [https://www.youtube.com/watch?v=vD3Q9NJANbk&list=PLfzCRxhJO75Cy19Xd7t-SEn\\_wyDkLmEScy](https://www.youtube.com/watch?v=vD3Q9NJANbk&list=PLfzCRxhJO75Cy19Xd7t-SEn_wyDkLmEScy)

# 4 QUALITY EDUCATION



## GOAL 4: QUALITY EDUCATION

### GLOBAL INTRODUCTION OF THE GOAL WITH SOME STATISTICS

The right to education and equal rights of women and girls in the field of education form the basis of this goal. According to the United Nations Development program data, since 2000, there has been enormous progress in achieving the target of universal primary education. The total enrolment rate in developing regions reached 91% in 2015, and the worldwide number of children out of school has dropped by almost half. There has also been a dramatic increase in literacy rates, and many more girls are in school than ever before.

Progress has also been tough in some developing regions due to high levels of poverty, armed conflicts and other emergencies. In Western Asia and North Africa, ongoing armed conflict has seen an increase in the number of children out of school. This is a worrying trend. While Sub-Saharan Africa made the greatest progress in primary school enrolment among all developing regions – from 52 percent in 1990, up to 78 percent in 2012 – large disparities still remain. Children from the poorest households are up to four times more likely to be out of school than those of the richest households. Disparities between rural and urban areas also remain high.

Achieving inclusive and quality education for all reaffirms the belief that education is one of the most powerful and proven vehicles for sustainable development. This goal ensures that all girls and boys complete free primary and secondary schooling by 2030. It also aims to provide equal access to affordable vocational training, to eliminate gender and wealth disparities, and achieve universal access to a quality higher education.

### HOW CAN SPORT BE USEFUL TO REACH THE GOAL?

Inclusive sport activities have long been used to foster education and have therefore been identified as a tool to advance those rights.

Sport can encourage inclusion and the equal participation of women and girls, people with disabilities, and other vulnerable or underrepresented groups and individuals. Stakeholders in sport and education can cooperate to promote tolerance, diversity and non-discrimination in school programmes. Joint programmes with schools offer additional and alternative physical education and physical activities to support the full learning process and deliver holistic education.

Sport can improve learning outcomes by fostering academic performance and achievement, leadership abilities, and concentration and focus capabilities. Sport-based programmes offer education opportunities and transversal life skills to be used beyond school including the workplace. Sport, physical education, physical activity and play can motivate children and youth to attend school and engage with formal and informal education. Sport programmes for girls, including in refugee camps, can be used as an incentive to stay in school. Moreover, the popularity of sport can raise awareness about sustainability through designing sustainable educational curricula and greening schools and universities:

[http://thecommonwealth.org/sites/default/files/inline/CW\\_SDP\\_2030%2BAgenda.pdf](http://thecommonwealth.org/sites/default/files/inline/CW_SDP_2030%2BAgenda.pdf)

Expanding beyond that, also quality physical education can be linked with the 4th goal:  
<http://unesdoc.unesco.org/images/0023/002311/231101E.pdf>

## European Physical Education Association (EUPEA) Declaration of Madrid.

Starting with depending on well qualified educators and responsible authorities, the focus of the quality physical education should be on respecting human rights and the principles of inclusive education. That leads to criteria that has to be created:

1. Promoting values associated with participation in Physical Education: respect, fair play, tolerance (also common with olympic values)
2. Creating a skill set that will ultimately develop and implement policies and strategies with wellbeing at the core

Among the results of this program would be a strength based approach to human capacity development through sports and the goal 4 of the SDGs.

## EXAMPLES



### PLAY International

PLAY International supports this idea and shows through everyday actions that innovation through sports favours social cohesion and can resolve many educational and health-related problems. Playdagogy is an innovative active educational methodology that allows children to play and learn at the same time. The Playlab is bringing people together to collaborate around social innovation through sport.

Website: <https://www.play-international.org/en>



### Moving the Goalposts (Kenya)

Moving the Goalposts (MTG) is a sport for development organization that harnesses the power of sport to overcome social obstacles girls and young women face in coastal Kenya.

Website: <https://mtgk.org>

<https://www.youtube.com/watch?v=RUTK-dsOVeg>

<https://www.sportanddev.org/en/article/news/power-sports-promoting-quality-education>



### TOPs - Creation of Modern Educational Technology in Physical Education (Azerbaijan)

TOPs is a joint project of British Council, Ministry of Education and Sport for Development Public Union in Azerbaijan. The aim of the project is to equip physical education teachers with new skills on modern educational technologies in physical education and to create an advantageous environment for the development of learners' physical skills by creating opportunities for the protection of their physical and psychological health conditions at secondary schools. <https://www.britishcouncil.az/en/programmes/education-society/TOPs>

# 5 GENDER EQUALITY



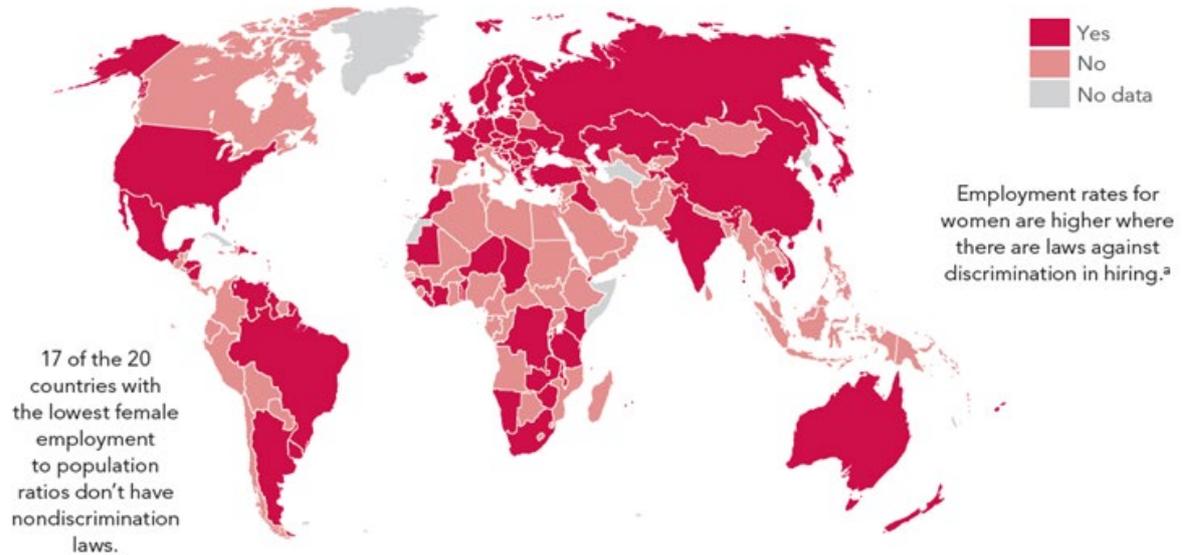
## GOAL 5: GENDER EQUALITY

### GLOBAL INTRODUCTION OF THE GOAL WITH SOME STATISTICS

Gender equality is a human right. Women are entitled to live with dignity and with freedom from want and from fear. Gender equality is also a precondition for advancing development and reducing poverty: Empowered women contribute to the health and productivity of whole families and communities, and they improve prospects for the next generation.

**Laws are a first step in helping women and girls achieve gender equality. About half of all countries have laws against gender-based discrimination in hiring.**

Does the law mandate nondiscrimination based on gender in hiring? 2017



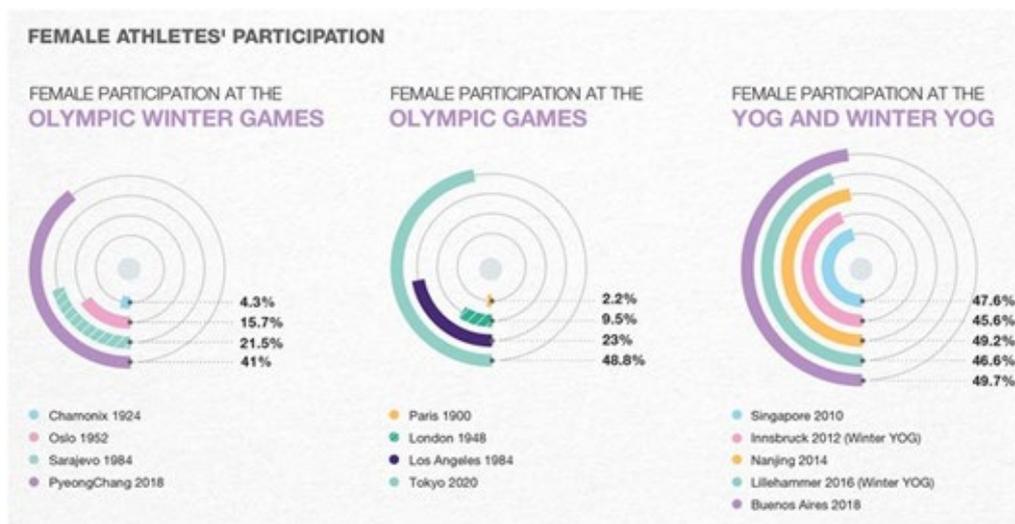
a. World Bank Women, Business and the Law 2016

Source: World Bank Women, Business and the Law 2018. World Development Indicators (SG.LAW.NODC.HR; SLEMP.TOTL.SP.FE.ZS).

Source: World Bank Women, Business and the Law 2018

### FEMALE PARTICIPATION AT THE OLYMPICS

The number of women athletes at the Olympic Games is approaching 50 per cent. Since 2012, women have participated in every Olympic sport at the Games. All new sports to be included in the Games must contain women's events. The IOC has increased the number of women's events on the Olympic programme, in collaboration with the IFs and the organising committees.



IOC

Source: International Olympic Committee

## FEMALE REPRESENTATION IN SPORTS LEADERSHIP

Female under-representation in sports organisations is not only a European concern but also a global one. A 2015 study<sup>24</sup> looking into gender diversity on sports boards globally came to similar conclusions. The author (Johanna Adrianse) analysed data from the Sydney Scoreboard<sup>25</sup> – a global index for women in sports leadership – reviewing sports organisations from 45 national sports federations (NSFs). The average result for women in sports leadership (19.7%) clearly indicates their under-representation. Only in four countries, the Cook Islands, Norway, Fiji, and Sweden, is women's representation above 30%. The results reflecting the other two key indicators, women as board chairs (10.8%) and as chief executives (16.3%), show that it is even more challenging for women to obtain influential leadership positions. A comparison between continents shows that no region has achieved a critical mass of 30% on any of the three indicators.

In 2018, four of the International Federations (summer, winter and recognised) had a female President, and 18 have female Secretary Generals. In 2015, twenty-three of the International Federations had more than 20 per cent women on their Executive Board. Thirteen did not have any women on their Executive Boards.

In 2018, 13 women occupied the role of NOC President, while 33 were Secretary General. In 2015, twenty-seven NOCs (of 135 who participated in the IOC survey) had 30% or more women on their Executive Board. Sixty-two NOCs had less than 20% women on their Executive Boards and 10 NOCs still had no women on their Executive Boards.

## HOW CAN SPORT BE USEFUL TO REACH THE GOAL?

The **provision of designated spaces for women's and girls' sport activities** can have practical benefits but also a symbolic character, especially if these areas are public. In general, access to community areas is primarily granted to men and boys. Should women and girls frequent these community spaces, they are usually allowed to do so under specific conditions (e.g. while being accompanied by a male family member). Experience shows that by women and girls claiming public space, the community may become slowly accustomed to seeing women and girls sharing public space with men and boys.

Besides infrastructure, **sports programmes for women and girls** have shown to require organisational structure as well. Well-planned and implemented programs that support women and girls to take active leading positions, aim to achieve equity (also in financial terms), participation in decision-making and strategic planning (e.g. in form of board membership) are likely to be successful in producing lasting change in the self-perception and self-confidence of female participants in such programs.

<sup>24</sup> [https://www.researchgate.net/publication/273286425\\_Gender\\_Diversity\\_in\\_the\\_Governance\\_of\\_Sport\\_Associations\\_The\\_Sydney\\_Scoreboard\\_Global\\_Index\\_of\\_Participation](https://www.researchgate.net/publication/273286425_Gender_Diversity_in_the_Governance_of_Sport_Associations_The_Sydney_Scoreboard_Global_Index_of_Participation)

<sup>25</sup> <http://sydneyscoreboard.com>

In 2018, 13 women occupied the role of NOC President, while 33 were Secretary General. In 2015, twenty-seven NOCs (of 135 who participated in the IOC survey) had 30% or more women on their Executive Board. Sixty-two NOCs had less than 20% women on their Executive Boards and 10 NOCs still had no women on their Executive Boards.

Sports programs in developing countries are usually run by sport coaches who work on a voluntary basis. **Sports projects have shown to require specialised and trained staff in order to reach the desired outcomes.** Research shows that added incentives must be provided (such as: remuneration, transferable skills, equipment, further education, media exposure, travel opportunities or other resources) to get adequately skilled people who can support girls' and women's participation in sports and to make the program sustainable.

Sports programmes that have proven most effective thus far in promoting gender equity are those that are **well-integrated into the community and context** in which the program takes place. Experience has shown that programs implemented with resistance from the community are less likely to continue activities once the programme comes to an end. The programs that have used available knowledge and resources from the community tend to be more effective in maintaining longer-term impact of the initiative.

## EXAMPLES



### Youth initiatives: Girls Rugby (USA)

Girls Rugby provides access for girls to learn vital skills and core values such as leadership, empowerment, achievement, respect and sportsmanship all while enjoying the experience of playing all-girls, non-contact rugby. Girls Rugby embodies the philosophy of developing young girls through sport and understands the positive benefits that participation in team sports has on their lives. Girls Rugby was initiated by Erin Kennedy, IOC Young Leader. <https://www.girlsrugbyinc.com>



### Empowering young women through Football3 in Colombia

Through organisation Fundacion Colombianitos, Mercedes Vasquez Micolta started using Football3 Toolkit to promote education and gender equality in conflict areas of Colombia: <https://www.streetfootballworld.org/football3/>

## OTHER EXAMPLES:

### She's Game:



[https://www.youtube.com/watch?v=3TIWHGKA6DM&feature=emb\\_logo](https://www.youtube.com/watch?v=3TIWHGKA6DM&feature=emb_logo)

### Women in sports the fight for equality:



[https://www.youtube.com/watch?time\\_continue=108&v=eBekEn9WSmY&feature=emb\\_logo](https://www.youtube.com/watch?time_continue=108&v=eBekEn9WSmY&feature=emb_logo)

### IOC Gender Equality Review Project:



<https://vimeo.com/255507047>

### 1st woman to run a marathon:



<https://www.youtube.com/watch?v=fOGXvBAmTsY>

### Billie Jean tennis player:

<https://www.theguardian.com/sport/2013/jun/23/billie-jean-king-equality-message>

# 6 CLEAN WATER AND SANITATION



## GOAL 6: CLEAN WATER AND SANITATION

### GLOBAL INTRODUCTION OF THE GOAL WITH SOME STATISTICS

The objective SDG 6 is to guarantee the availability and sustainable use of water and sanitation for all.

The planet Earth is also named the Water Planet, however, of the 70% of the water that is available for human consumption: only 2.5% of this is freshwater of which only 1.2% is easily accessible on the surface. In addition to quenching thirst, water is also vital for other aspects of our lives. About 1.2 billion people worldwide have difficult access to drinking water and about 1.6 billion do not have enough infrastructures for basic water sanitation.

In the world, the main sources of water pollution come from cities and agricultural and industrial activities. In developing countries, 80% of sewage is discharged, without treatment, directly into rivers and lakes, which further reduces the availability of water resources. Contaminated water can transmit diseases such as diarrhea, cholera, dysentery, fever, typhoid and polio. It is estimated that drinking contaminated water causes deaths from diarrhea in 485,000 people a year.

If nothing is done about water, experts predict that there will be conflicts between countries, nations and peoples over the water dispute, in the not too distant future.

### HOW CAN SPORT BE USEFUL TO REACH THE GOAL?

As change-maker, sport has played an important role in the fight for water cleaning and treatment, not only because of the urgency but also because of the awareness that this theme has today. A strong incentive for implementing measures is the hosting of major sport events, such as the Olympic Games or World Championships (e.g. football or athletics).

The two most recent editions of the Summer Olympics (Rio 2016 and Tokyo 2020) implemented (and currently implement) water protection programs. Those programs aim to leave an effective and lasting legacy on both cities and to future generations.

In Brazil, a holistic program (Sanitation Pact) was implemented with the objective of cleaning and treating the waters of the Rio de Janeiro region, in particular Guanabara Bay, a venue for the Olympic Games. This was not entirely possible, but the program continued to be implemented until 2017. Through this program, filters were applied in the bay to remove waste, water treatment stations were installed, their surroundings were reforested, and solid waste was removed from their waters.

 **Video:** <https://www.youtube.com/watch?v=keDhORnfA4Q>

In Tokyo, for the next Olympic Games, a sustainability concept called “Be better, together - For the planet and the people”, the city will make effective use of water resources to reduce spending and promote its reuse. Many of the venues (such as the ones for Hockey or Fencing) are built with regrowable raw materials or recycled materials that will retain rainwater and treat it, so that it can be used inside. These techniques of construction and use of materials allow savings of up to 3/5 of water in these infrastructures, setting an excellent example of how sport can lead the promotion of aquatic sustainability.

## OTHER SPORT RELATED EXAMPLES

In India, where cricket is the most important sport, some measures were taken, as the stadium's waste was not separated, and it would be drawn into the landfills and consequently in the ocean. A green protocol was adopted to prevent this waste would pollute land and oceans: for that reason several bins were placed in the stadiums, some for wet waste, others for dry waste and volunteers were recruited to make sure rubbish would end up in the right place. Then, the wet waste was sent to biogas or composting plants and the dry waste to recycling factories. With this initiative, tons of plastic were not thrown into the ocean, polluting it putting in danger various ecosystems<sup>26</sup>.

At sailing events, such as world championships or the famous Volvo Ocean Race, several initiatives have been implemented to raise awareness about the preservation of the oceans and their pollution. Some initiatives are: the total ban on the use of plastic bottles or straws; use of recycled water bottles; filtering sea water for the use by sailors and crew; training and education sessions for the teams about marine life and ocean conservation and the use of a yacht to analyze and expose the presence of microplastics in competition waters<sup>27</sup>.



The famous sports brand Adidas joined the environmental organization Parley in order to transform marine pollution into sportswear and shoes. In 2019 it produced 11 million pairs of shoes under this program, which has already saved and reduced 2800 tons of plastic from reaching the ocean. All the plastic is collected from beaches and coastal areas that have considerable waste, then plastic is transformed in Adidas factories into shoes and other uniforms that are as comfortable as all the others. In fact, this sport company already produces 40% of its products with recycled polyester, which comes from plastic in these marine

areas. With this partnership, Adidas is setting an important example for the fight for cleaning and conservation of the oceans<sup>28,29</sup>.



Video: [https://www.youtube.com/watch?time\\_continue=4&v=iisMyJdkygg](https://www.youtube.com/watch?time_continue=4&v=iisMyJdkygg)

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<sup>26</sup> <https://www.unenvironment.org/news-and-stories/story/10-ways-world-sport-tackling-plastic-pollution>

<sup>27</sup> <https://www.sailing.org/news/87542.php#.XrRo8xNKjX9>

<sup>28</sup> <https://www.businessinsider.com/adidas-parley-ultra-boost-womens-review>

<sup>29</sup> <https://www.youtube.com/watch?v=pJBRqespiOA>

# 7 AFFORDABLE AND CLEAN ENERGY



## GOAL 7: AFFORDABLE AND CLEAN ENERGY

### GLOBAL INTRODUCTION OF THE GOAL WITH SOME STATISTICS

The objective SDG 7 is to guarantee access to affordable, reliable, sustainable and modern energy for all. Fossil fuels and greenhouse gas emissions represent a drastic problem, which leads not only to the environmental catastrophes, but it has a negative impact on the health of the population, too. Despite the fact that renewable energy is becoming more accessible, still one in ten people in the world lack access to electricity and 3 billion people still cook using solid fuels (such as wood, crop wastes, charcoal, coal and dung) and kerosene in open fires and inefficient stoves<sup>30</sup>. In order to achieve the objective 7 of the UN SDG, the most important activity is to invest in clean/renewable energy sources and to adopt cost-effective standards in order to reduce electricity consumption. Furthermore, it is very important to strengthen international cooperation between researchers and businesses to develop technology favouring renewable energy and to promote investment ambitions in the renewable energy sector.

### HOW CAN SPORT BE USEFUL TO REACH THE GOAL?

The achievement of SDG 7 in the sports sector can be supported by both decision-makers of the sports sector and developers of sports infrastructure. LEED certification (Leadership in Energy and Environmental Design) is indispensable for designing modern stadiums or other sport facilities. Due to advancements in wind/solar-based energy production, these renewable technologies are widely affordable and accessible to the sports sector as well. Based on Carbon Trust research, lighting can account for up to 20% of total energy costs in the sports sector<sup>31</sup>, which represents an ultimate opportunity to cut unnecessary energy consumption. Facility managers shall cooperate with energy experts to find key opportunities for energy-saving.

High-level athletes also have the potential to contribute to energy saving. For instance, during sport events they can support energy-friendly initiatives and promote eco-friendly methods of transportation. Organizers of sports events can support less energy intensive modes of transportation of spectators by supporting them with cheaper tickets on sport events in the case, if they use their bicycles or they can agree with the local public transport manager to provide free public transport tickets for the spectators. Moreover, sport event organizers can promote initiatives concerning renewable energy and sports organizations can raise awareness of energy efficiency by implementing energy-saving initiatives.

### EXAMPLES

Good example can be the **Emirates Stadium in London**, where a battery storage system has been installed at the stadium that can store enough energy to run the facility for an entire football game. Read more at: <https://www.power-technology.com/news/arsenals-battery-system-emirates/>



Mercedes-Benz stadium in the US



Video: [https://www.youtube.com/watch?time\\_continue=56&v=L-DYFYUwujw](https://www.youtube.com/watch?time_continue=56&v=L-DYFYUwujw)

<sup>30</sup> <https://www.who.int/news-room/fact-sheets/detail/household-air-pollution-and-health>

<sup>31</sup> <https://www.centricbusinessolutions.com/blogpost/reducing-energy-costs-sports-and-leisure-sector>

# 8 DECENT WORK AND ECONOMIC GROWTH



## GOAL 8: DECENT WORK AND ECONOMIC GROWTH

### GLOBAL INTRODUCTION OF THE GOAL WITH SOME STATISTICS

Worldwide, there are approximately 1.3 billion young people between the ages of 15 and 24. Around 497 million young people, or roughly 41 per cent of the global youth population, are in the labour force. Of these, 429 million are employed, while nearly 68 million are looking for, and are available for, work (these are defined as unemployed). Globally, one-fifth of young people currently have NEET status, which means they are neither gaining experience in the labour market, nor receiving an income from work, nor enhancing their education and skills<sup>32</sup>.

Nowadays, the sport industry is a sector with considerable potential for the global economy, providing employment opportunities for millions. The global sports sector has an estimated value of 700-800 billion USD, which is approximately 1.5 percent of global GDP<sup>33</sup>. Just for the EU as a whole, the contribution of sport-related employment to total employment is 2.12%. In absolute terms, this is equal to 4.46 million employees<sup>34</sup>.

Although sports are niche itself, it involves several sub-sectors, including but not limited to sporting events, sports infrastructure, training, media, goods manufacturing, sporting equipment production and sale. Other main actors of the global economy including education, transportation and tourism are also engaged with the sports industry. As more sub-sectors are created in the sports industry, the number of employees in the field of sport are increasing relatedly.

Sporting events, whether at grassroots, national or international levels, can make a strong contribution to economic growth and employment. In recent years, the potential of the workforce in mega-sporting events have attracted considerable attention. As of July 2019, approximately 1.9 million people nationwide in Japan could find new employment opportunities thanks to the Tokyo Olympics and Paralympics<sup>35</sup>. The large-scale infrastructures (including stadiums, hotels and transport infrastructures) of mega sport events create job opportunities in the industry. Sport events can cause an efficient impact in sport tourism on a long term basis. Sports tourism is the fastest-growing area in the overall tourism industry and an effective tool to deal with unemployment and increase economic growth and social welfare of the communities, especially underdeveloped nations.

The sporting and athletic goods manufacturing market is a large part of the economy and expected to reach a value of nearly \$155.59 billion by 2022<sup>36</sup>. Companies in the industry range from small, specialized companies to diversified corporations which include large-scale sporting and specific products. The size of this industry provides a wide range of job opportunities including but not limited to manufacturing, transportation and market employment. However, sufficient work conditions provided by the sector is still a question.

### HOW CAN SPORT BE USEFUL TO REACH THE GOAL?

Sport has significant importance to full and productive and decent work for all. The popularity of sport can be used as a platform to bring people together and contribute to the development of their skills such as self-confidence, self-leadership, communication, teamwork, problem-solving and establishing relationships, promoting volunteering, facilitating work experiences<sup>37</sup>.

<sup>32</sup> [https://www.ilo.org/global/publications/books/WCMS\\_737648/lang--en/index.htm](https://www.ilo.org/global/publications/books/WCMS_737648/lang--en/index.htm)

<sup>33</sup> [https://growthlab.cid.harvard.edu/files/growthlab/files/cidwp\\_321\\_assessing\\_sports\\_economy.pdf](https://growthlab.cid.harvard.edu/files/growthlab/files/cidwp_321_assessing_sports_economy.pdf)

<sup>34</sup> <https://ec.europa.eu/assets/eac/sport/library/studies/study-contribution-sports-economic-growth-final-rpt.pdf>

<sup>35</sup> <https://www.statista.com/statistics/1097015/japan-estimated-number-of-new-employments-tokyo-2020-olympics-and-paralympics/>

<sup>36</sup> <https://www.thebusinessresearchcompany.com/report/sporting-and-athletic-goods-manufacturing-global-market-report>

<sup>37</sup> <https://thecommonwealth.org/sites/default/files/inline/EnhancingtheContributionofSporttotheSustainableDevelopmentGoals.pdf>

Such programs also use sport to attract young people to programmes in which much of the developmental work is undertaken via a range of non-sporting activities and the employability focus is emphasised in all activities<sup>38</sup>. Youth unemployment and underemployment are some of the major issues in developing regions, where particular problems with the quality, stability and regularity of work are observed.

Particularly in developing countries, sport can contribute to improving local businesses and industries. Regional and national sports events have the potential of gathering people from the local and surrounding areas and create a new environment for the movement of local businesses. For instance, a number of local sports such as kayak, marathon etc. can create small industries at the local level such as sports goods manufacturing or tourist attraction. Local communities should be provided sources to build their own skills and supported to use their own capacities to demonstrate their abilities in the region and/or internationally. In addition to that, The investment of professional athletes' into local businesses and real estate has become an important value in some developing countries.

Moreover, there are many good practices to improve soft skills of disadvantaged individuals through sport based programs that may help them gain and retain suitable employment. The importance of understanding and classification of these practices would contribute to the future initiatives and raising awareness of institutions to use sports as a tool for employment. ENGSO youth has a project named "SK4YS" to raise awareness on soft skills and competencies gained through sport practice and to build capacity of these organisations to implement sport based employment programmes<sup>39</sup>.

The global distribution of these programs will contribute to career development and help to tackle the unemployment of young people in different regions. Sport-based initiatives should be designed and implemented with regards to specific community needs. Sport also is a great tool to support underprivileged youth to improve their employability in developing countries. Developing a strong culture of volunteering in sports can also bring many benefits and volunteering in sport can provide accessible ways into paid employment.

While creating employment opportunities through sports, we also need to create a strong foundation of human rights. For instance, sporting events not only create opportunities for the workforce but also should take responsibility to promote human rights and decent work for all workers. On the other hand, millions in the Global South are engaged in the production of sporting goods and the major problem is that young people (mostly young women) work in factories located in the Global South. The sporting goods industry reveals the topic of child labour which has always been a matter of concern for related institutions. Intervention may be required in cases where self-regulation enacted through private sector manufacturing supply chains proves ineffective. In such circumstances, organizational links between stakeholders across sport and other industries provide efficient regulations to protect child rights. For instance, there was an effective movement focused on joint efforts for the prevention and elimination of child labour in the football manufacturing industry in Pakistan<sup>40</sup>. ILO's successful global awareness-raising campaign on child labour "Red Card to Child Labour" is also very successful to raise awareness about child labour all over the world<sup>41</sup>.

## EXAMPLES



### Sport 4 Life UK

Sport 4 Life UK is a youth charity that exists to support socially excluded and disadvantaged young people across Birmingham. Sport 4 Life's vision is to level the playing field for young people who face an *uphill struggle from the very start of their lives, and to create an environment for them to succeed. They deliver sports-themed personal development programmes to help young people to improve their employability and key life skills.*

Website: <https://sport4life.org.uk/>

 Video: <https://www.youtube.com/watch?v=LBOsiEENOKM> Video: <https://www.youtube.com/watch?v=LBOsiEENOKM>

38 <https://op.europa.eu/en/publication-detail/-/publication/e189cc96-b543-11e7-837e-01aa75ed71a1>

39 <https://www.youth-sport.net/sk4ys>

40 [https://www.ilo.org/global/about-the-ilo/newsroom/news/WCMS\\_071247/lang--en/index.htm](https://www.ilo.org/global/about-the-ilo/newsroom/news/WCMS_071247/lang--en/index.htm)

41 [https://www.ilo.org/global/about-the-ilo/artworks/take-action/WCMS\\_191210/lang--en/index.htm](https://www.ilo.org/global/about-the-ilo/artworks/take-action/WCMS_191210/lang--en/index.htm)



### **Sport for Kenyan Youth Employment (SKYE)**

To support the success of young men and women from Mathare, Kenya, this unique initiative combines soccer, Passport to Success life skills training, and hands-on experience with in-demand technical skills. The SKYE partnership brings together IYF, Barclays PLC, Mathare Youth. Website: <https://www.iyfnet.org/initiatives/sport-kenyan-youth-employment-skye>

 Video: <https://www.youtube.com/watch?v=P6PFnrLeAnU>



### **Sport dans la Ville (France)**

Sport dans la Ville relies on its sport programs to help young people charter a path to success. Based on this fieldwork, Sport dans la Ville created the Job dans la Ville program to lead youth through training and employment.

Website: <https://www.sportdanslaville.com/>



### **Oltalom Sport Association (Hungary)**

Operating in the spirit of fair play, tolerance and social inclusion, Oltalom Sport Association have been using sport as an innovative instrument of education for more than 10 years, providing the opportunity for hundreds of people yearly to make the most of themselves both mentally and physically in regular, free training.

Website: <http://utcaifoci.hu/en/>

# 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



## GOAL 9: INDUSTRY, INNOVATION AND INFRASTRUCTURE

### GLOBAL INTRODUCTION OF THE GOAL WITH SOME STATISTICS

Goal 9 simply put, is about “*build[ing] resilient infrastructure, promot[ing] inclusive and sustainable industrialization and foster innovation*”<sup>42</sup>. It stands for the sustainable implementation of infrastructures with the support of innovation. The aim is to ensure that access to mobility services, water and wastewater, internet and energy is sustainable. For sustainable implementation, the efficient use of resources and the expansion of environmentally friendly and clean technologies play a major role. For public planning, requirements such as health, noise protection, air pollution control, climate change and adaptation as well as the protection of natural resources must be considered. However, private companies should also make their contribution to achieving global sustainability goals through sustainable management, i.e. production that conserves resources and produces few pollutants. Environmentally efficient measures can contribute to a sustainable and beneficial improvement of the human living and working environment.

Therefore, certain targets were formulated, to be able to differentiate between steps to be taken to reach every facet of this goal. Regarding infrastructure a focus was put on inclusion in terms of regional and transborder infrastructure as well as supporting economic development. When it comes to industrialization, the goal laid out, is the promotion of further inclusion and sustainability, thus the raise in GDP combined with the creation of more employment places shall lead to success. In addition, small and medium sized enterprises in ‘developing’ countries shall receive easy access to financing options enabling them to compete on the world market. The environment factor is also considered to be important in that regard, hence “*increased resource-use efficiency*” and the emergence of clean technologies is emphasized. The worldwide capacity of research is to be enlarged in order to create innovative solutions for the industrial sector<sup>43</sup>.

### HOW CAN SPORT BE USEFUL TO REACH THE GOAL?

The UNOSDP (during its active times) had already taken action in terms of formulating the basic areas in which sport could contribute to reaching the goal. For example, they pointed out how the sport industry in every country is naturally part of the national industry and therefore should redound as well to sustainable economic growth and fair working conditions. Furthermore, **innovative sport programs can strengthen the employability** of all groups of people, but especially disadvantaged youth, and foster an inclusive society. Sport events in general should involve the local community in an innovative way on a long-term basis to ensure sustainability. With respect to the adoption of appropriate policies during these events, adequate jobs and capacity building could be enhanced leading to “*social [as well as] environmentally sustainable development.*” The aspect of guarding human rights specifically applies to the production of sport equipment, hence discrimination at the workplace and child labor should be prevented by all means.

Sports economic impact in the field of tourism should not be disregarded. Sport tourism, including tourism involving sport events, can create jobs and promote local culture and products, thus strengthening cultural awareness<sup>44</sup>.

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<sup>42</sup> [https://www.un.org/sport/sites/www.un.org.sport/files/ckfiles/files/Sport\\_for\\_SDGs\\_finalversion9.pdf](https://www.un.org/sport/sites/www.un.org.sport/files/ckfiles/files/Sport_for_SDGs_finalversion9.pdf)

<sup>43</sup> <https://sustainabledevelopment.un.org/SDG9>

<sup>44</sup> [https://www.un.org/sport/sites/www.un.org.sport/files/ckfiles/files/Sport\\_for\\_SDGs\\_finalversion9.pdf](https://www.un.org/sport/sites/www.un.org.sport/files/ckfiles/files/Sport_for_SDGs_finalversion9.pdf)

## EXAMPLES



### CHAMP project led by ENGSO

The ENGSO-led Erasmus+ funded CHAMP project aims to provide the sport movement innovative tools and education for modernisation, offering fresh insights of current trends and solutions for promotion of physical activity.

Information: <https://www.engso.eu/post/get-to-know-engso-s-new-erasmus-project-champ>



Another example is **a strategic alliance with a sports goods manufacturer that is financed through the develoPPP.de<sup>45</sup> program**. Its aim is to support disadvantaged children through sport-based education in selected primary schools in Brazil and South Africa. The new alliance also helps to promote exercise in general and thus prevent future costs in the healthcare system. More information (in german): [Deutsches Engagement - Sport als übergreifendes Thema für Entwicklung nutzen](#)

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<sup>45</sup> <https://www.developpp.de/en/>

# 10 REDUCED INEQUALITIES

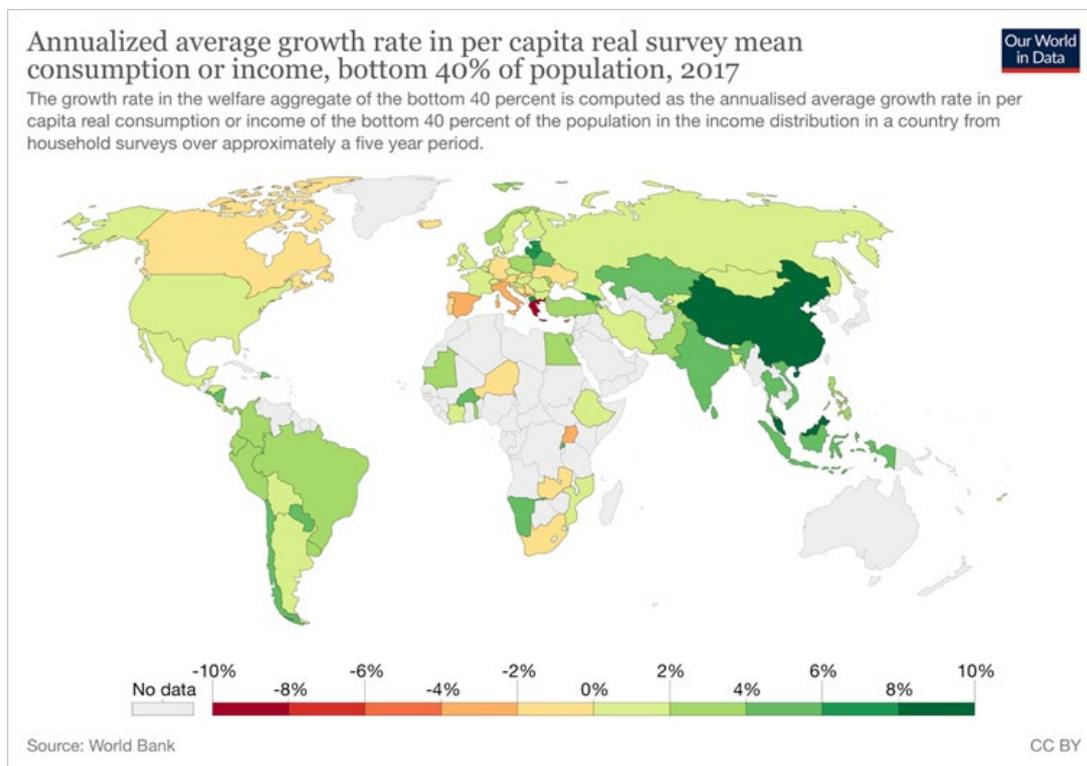


## GOAL 10: REDUCED INEQUALITY

### GLOBAL INTRODUCTION OF THE GOAL WITH SOME STATISTICS

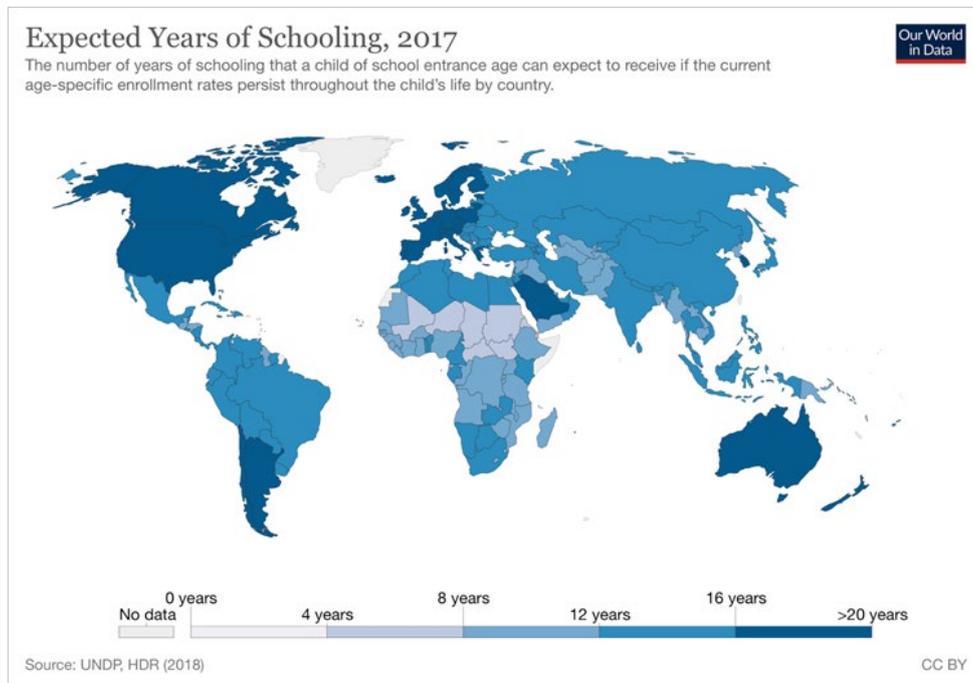
Inequality within and among nations continues to be a persistent cause for concern. Despite progress income inequality continues to rise in many parts of the world, but at different speeds, lowest in Europe and highest in the Middle East even as the bottom 40 percent of the population in many countries has experienced positive growth rates.

The richest 10 percent have up to 40% of global income whereas the poorest 10% earn only between 2% to 7%. If we take into account population growth inequality in developing countries, inequality has increased by 11%. Reducing inequalities and ensuring no one is left behind are integral to achieving the Sustainable Development Goals.



Source: Income growth inequalities map by World Bank 2017.

Inequality still persists and large disparities remain in access to health and education services and other assets. Map of the average total years of schooling for adult population.



Source: UNDP, HDR (2018)

Reducing inequalities is one of 17 Global Goals that make up the 2030 Agenda for Sustainable Development. It is key for ensuring no one is left behind is an integral part for achieving other Sustainable Development Goals.

Especially during recent months the situation has become more challenging for the poorest and most vulnerable communities as COVID-19 has deepened existing inequalities by hitting them hardest. Pandemic has significantly increased global unemployment and decreased workers' incomes. Refugees and migrants, as well as indigenous peoples, older persons, people with disabilities and children are particularly at risk of being left behind.

These widening disparities require sound policies to empower lower income earners, and promote economic inclusion of all regardless of sex, race or ethnicity that requires global solutions.

## HOW CAN SPORT BE USEFUL TO REACH THE GOAL?

The UN has defined 10 Targets and 11 Indicators for SDG 10. One of the SDG Indicators agreed at the 47th session of the UN Statistical Commission held in March 2016 is to empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status by 2030. Along with direct investments facilitating the mobility of people is also key to bridging the widening divide.

The right to equality and non-discrimination is a cornerstone of international law<sup>46</sup>. Sport, including sport events, can amplify the message of equality, address discriminatory practices, promote the value of diversity and become a platform for human rights based inclusiveness. Since the millennium, a significant number and range of policy and practice interventions have sought to enhance the contribution of sport to sustainable development<sup>47</sup>.

Sport has been always recognised as a contributor to the empowerment of individuals, such as women and young people, and participation in it offers opportunities for the empowerment of people with disabilities by showcasing ability instead of disability, through which raising awareness and promoting respect. Sport can therefore be effectively used for the inclusion of all irrespective of age, sex, race, ethnicity, origin, sexual orientation, gender identity, religion or economic or other status<sup>48</sup>.

Reducing inequalities goal can be achieved in and through sport by raising awareness towards existent inequali-

<sup>46</sup> <https://www.efdn.org/sport-addressing-sdg-goal-10/>

<sup>47</sup> [https://www.sportanddev.org/sites/default/files/downloads/enhancing\\_the\\_contribution\\_of\\_sport\\_to\\_the\\_sustainable\\_development\\_goals\\_.pdf](https://www.sportanddev.org/sites/default/files/downloads/enhancing_the_contribution_of_sport_to_the_sustainable_development_goals_.pdf)

<sup>48</sup> <https://www.efdn.org/sport-addressing-sdg-goal-10/>

ties and establishing sport-related policies and programmes aimed at reducing them<sup>49</sup>.

## EXAMPLES



### StreetGames (United Kingdom)

StreetGames harnesses the power of sport to create positive change in the lives of disadvantaged young people right across the UK. StreetGames flagship programme is that of 'Doorstep Sport' – a type of physical activity delivery that removes many of the barriers to entry, typically encountered by poor individuals.

Website: <https://www.streetgames.org>



### GAME

GAME was founded in 2002 with a mission to create lasting social change through youth-led street sports and culture. GAME establishes innovative facilities and educates youth-leaders as instructors and role models in street sports and civil society for bridging divides and overcome conflicts. The activities offered in Denmark, Lebanon, Somaliland, Jordan and Ghana are a fusion of urban sports, dance, and urban culture. Website: <http://gamedenmark.org/en/>



**Sport in All Levels, for Everyone project (Azerbaijan)** run by IOC Young Leader Sakina Valiyeva and supported by Panasonic company. Project was targeting SDG 10 and implemented at local public schools and orphanages:

 [https://www.youtube.com/watch?v=I\\_Wm8ffV-yY](https://www.youtube.com/watch?v=I_Wm8ffV-yY); <https://www.youtube.com/watch?v=TxuNIhiof9s>

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<sup>49</sup> [https://www.un.org/sport/sites/www.un.org.sport/files/ckfiles/files/Sport\\_for\\_SDGs\\_finalversion9.pdf](https://www.un.org/sport/sites/www.un.org.sport/files/ckfiles/files/Sport_for_SDGs_finalversion9.pdf)

# 11 SUSTAINABLE CITIES AND COMMUNITIES



## GOAL 11: SUSTAINABLE CITIES AND COMMUNITIES

### GLOBAL INTRODUCTION OF THE GOAL WITH SOME STATISTICS

In 2018, around 55.3% of the world population lived in urban areas<sup>50</sup>, a percentage which is expected to reach 60.4% by 2030. Rapid urbanization (and our inability to adequately deal with it) has born tremendous consequences such as increased air pollution<sup>51</sup>, inadequate basic services, increase in the number of people living in slums<sup>52</sup>, lower social integration, more pronounced inequalities, poor or limited access to adequate transport<sup>53</sup>, and inadequate access to public open spaces<sup>54</sup> which threatens the sustainability of urban settlements.

On a greater scale, lack of adequate urban planning deriving from cities' fast growth (faster than that of urban population<sup>55</sup>) and unplanned urban sprawl, contribute to decreasing cities' provision and distribution of public open space, as well as to reducing safety, and resilience to climate change and natural disasters. It is estimated that "for every 10% increase in sprawl, there is a 5.7% increase in per capita carbon dioxide emissions and a 9.6 per cent increase in per capita hazardous pollution"<sup>56</sup>.

Bearing such numbers in mind, SDG 11 deals with tackling these issues and fostering the measures that enable cities to still provide for the benefits which have and keep fuelling their development, while walking towards a more sustainable, human, and environmentally conscious future.

### HOW CAN SPORT BE USEFUL TO REACH THE GOAL?

While it is debatable how much of a direct contribution **sport** may give to basic services, housing, or infrastructure<sup>57</sup>, it is a **powerful and privileged platform for education, advocacy, and awareness raising**, considering its public reach and exposure<sup>58</sup>.

UN Habitat recommends that 15% of the total urban area to be used for public open space<sup>59</sup>. Sport officials can cooperate closely with local governments in devising solutions that better serve the community:

- Rethinking public open space planning and usage, to meet the population's need for leisure, sport, and recreation as well as striking a balance between different typologies of open space;
- Outlining key practices, initiative and infrastructures which more adequately contribute to active mobility and lifelong healthy lifestyles.

50 <https://data.worldbank.org/indicator/SP.URB.TOTL.IN.ZS?end=2018&start=2015>

51 In 2016, 9 in 10 urban residents were exposed air that failed to meet WHO air quality guidelines for particulate matter (<https://undocs.org/E/2019/68>)

52 3 in 10 urban residents lived in slums by 2014 (<https://sustainabledevelopment.un.org/sdg11>)

53 "In 2018, on average, 53% of urban residents... had access convenient access to public transport" (<https://undocs.org/E/2019/68>)

54 In 2018, 21% of urban population lived within 400m walking distance from their residence to a public open space (<https://undocs.org/E/2019/68>)

55 [https://www.un.org/ga/search/view\\_doc.asp?symbol=E/2017/66&Lang=E](https://www.un.org/ga/search/view_doc.asp?symbol=E/2017/66&Lang=E)

56 [https://www.un.org/ga/search/view\\_doc.asp?symbol=E/2017/66&Lang=E](https://www.un.org/ga/search/view_doc.asp?symbol=E/2017/66&Lang=E)

57 [https://thecommonwealth.org/sites/default/files/inline/CW\\_SDP\\_2030%2BAgenda.pdf](https://thecommonwealth.org/sites/default/files/inline/CW_SDP_2030%2BAgenda.pdf)

58 [https://www.un.org/sport/sites/www.un.org.sport/files/ckfiles/files/Sport\\_for\\_SDGs\\_finalversion9.pdf](https://www.un.org/sport/sites/www.un.org.sport/files/ckfiles/files/Sport_for_SDGs_finalversion9.pdf)

59 [https://unhabitat.org/sites/default/files/2020/03/cwpss\\_guidebook\\_20200116.pdf](https://unhabitat.org/sites/default/files/2020/03/cwpss_guidebook_20200116.pdf)

On a broader level, projects such as the Active Wellbeing Initiative<sup>60</sup> are also key in ensuring that local best practices are scaled and spread across different countries. Additionally, sport organizations are entrenched in the fabric of communities. They play a significant role in the development of important social interpersonal skills, in identity building and in social cohesion. If properly guided sport participation and engagement contribute to empowering individuals, reducing discrimination and inequalities, as well as juvenile delinquency.

## EXAMPLES



### Active Well-being Initiative

Founded in 2017, the Active Well-being initiative aims to promote physical activity, Sport for All, health, and well-being. AWI launched the Global Active City label, a recognition of a city having developed and implemented a Physical Activity and Sports for All management system, as well as following a comprehensive certification process. Among others, Buenos Aires (ARG), Lausanne (SUI) and Hamburg (GER) have achieved such certification. A Global Well-being City label, which recognizes broader areas of development such as mental well-being, culture and art is also being developed<sup>61</sup>: <http://activewellbeing.org/>



### PACTE - Promoting Active Cities Throughout Europe

PACTE is a project led by Sport and Citizenship<sup>62</sup> which addresses physical activity rates from a municipal perspective, towards creating Active Cities. Among others the project aims to develop an Europe-wide representative survey of municipalities' physical activity policies and practices and a matrix for change for Active Cities: <http://www.pacteproject.com/presentation/>



### Smart Cities and Sport

Established in 2014, Smart Cities & Sport is a network which congregates cities aiming to achieve their goals through sport. It provides a unique platform for the dissemination of practices, skills and knowledge not only among cities but also in connection with international sport federations: <https://www.smartcitiesandsport.org/>



### Open Streets Day by ISCA

Annual one-day event developed by the International Sports and Culture Association (ISCA), and inspired by the Latin American closed road Ciclovías concept<sup>63</sup>, that enables people to be physically active using the public streets in urban areas, otherwise reserved for vehicles. The 2019 inaugural edition consisted of 172 events, across 31 countries, and 105 cities<sup>64</sup>. <https://open-streets-day.nowwemove.com/>

<sup>60</sup> <http://activewellbeing.org/>

<sup>61</sup> <http://activewellbeing.org/global-well-being-city/>

<sup>62</sup> <https://www.sportetcitoyennete.com/>

<sup>63</sup> <https://www.uci.org/news/2019/streets-open-up-to-people-across-europe-on-22-september>

<sup>64</sup> <https://www.youtube.com/watch?v=7uEAHZyNj5o>

# 12 RESPONSIBLE CONSUMPTION AND PRODUCTION



## GOAL 12: RESPONSIBLE CONSUMPTION AND PRODUCTION

### GLOBAL INTRODUCTION OF THE GOAL WITH SOME STATISTICS

Sustainable consumption and production are about promoting resource and energy efficiency, sustainable infrastructure, and providing access to basic services, green and decent jobs and a better quality of life for all. Its implementation helps to achieve overall development plans, reduce future economic, environmental and social costs, strengthen economic competitiveness and reduce poverty.

In April 2020, Ursula von der Leyen, European Commission's President, talking about the EU action on the coronavirus crisis, had the possibility to affirm that in this situation *"Investing in large scale renovation, renewables, clean transport, sustainable food and nature restoration will be even more important than ever before"*<sup>65</sup>. So, as a global leader, Europe plays an important role in defining programs aimed at achieving the Sustainable Development Goals. According to a new Eurobarometer survey (Attitudes of European citizens towards the Environment<sup>66</sup>, published in March 2020), 94% of Europeans think that *"the most effective ways of tackling environmental problems are 'changing the way we consume' and 'changing the way we produce and trade'"*.

The responsibility is felt also at an international level: ILO Director-General Guy Ryder, referring to both the role of Youth and the SDG 12 as a transversal key of the Agenda, has highlighted that the access to productive and decent work is the best way young people can realize their aspirations, improve their living conditions and actively participate in society. Decent work for youth strengthens economies and creates a cadre of young consumers, savers and producers<sup>67</sup>.

### HOW CAN SPORT BE USEFUL TO REACH THE GOAL?

Sustainability and responsible consumption and production have become a major issue also for the international sports movement. In fact, despite sport being part of the problem of wasting (historically, sports facilities have been heavy producers of trash), **it can be also part of the solution.**

Developing and implementing measures to guarantee **sustainable practices** during the organization of sport events, or supporting the renovation of the school gym and sport club facilities is a win-win situation.

In this sense, we don't have to forget the power that sport has not only for the youngest generation but even for the community as a whole. This could mean not only a positive image for the organizers of sporting competitions (and for the sponsors) but even possible incentives by public authorities, who may be interested in hosting major sports events.

The Tokyo Organising Committee of the Olympic and Paralympic Games wants to be a pioneer in creating a 100% sustainable event: the 3Rs Concept **"Reduce, Reuse and Recycle"** will be the motto at the next event! In fact, during the Games, recyclable paper containers for meals will be provided to spectators to encourage their use. The major goal is aimed for a **„Zero wasting“** where resources are fully utilised.

<sup>65</sup> [https://ec.europa.eu/commission/presscorner/detail/en.%C2%A0/speech\\_20\\_675](https://ec.europa.eu/commission/presscorner/detail/en.%C2%A0/speech_20_675)

<sup>66</sup> <https://ec.europa.eu/commfrontoffice/publicopinion/index.cfm/survey/getSurveydetail/instruments/special/surveyky/2257>

<sup>67</sup> [http://www.ilo.org/global/about-the-ilo/how-the-ilo-works/ilo-director-general/statements-and-speeches/WCMS\\_509560/lang--en/index.htm](http://www.ilo.org/global/about-the-ilo/how-the-ilo-works/ilo-director-general/statements-and-speeches/WCMS_509560/lang--en/index.htm)

In any case, even without the huge financial assets available to the Tokyo Organising Committee and the IOC, and as the sustainability is a transversal priority of European funding, sports associations can take advantage of the funds made available by the Erasmus+ Sport Program to put into action collaborative partnerships in which advance the role sports as a promoter of a better sustainable society and economy.

## EXAMPLES



### **Sustainability Essentials: A series of practical guides for the Olympic Movement**

<https://stillmed.olympic.org/media/Document%20Library/OlympicOrg/IOC/What-We-Do/celebrate-olympic-games/Sustainability/Plastic-game-plan-for-sport-guide.pdf#ga=2.251810954.207136602.1588059335-54117928.1568887559>

### **Sports for Climate Action (IOC) manual**

[https://stillmed.olympic.org/media/Document%20Library/OlympicOrg/IOC/What-We-Do/celebrate-olympic-games/Sustainability/sustainability-essentials/SUSTAINABILITY-ESSENTIALS-IS-SUE-2.pdf#\\_ga=2.138608560.207136602.1588059335-54117928.1568887559](https://stillmed.olympic.org/media/Document%20Library/OlympicOrg/IOC/What-We-Do/celebrate-olympic-games/Sustainability/sustainability-essentials/SUSTAINABILITY-ESSENTIALS-IS-SUE-2.pdf#_ga=2.138608560.207136602.1588059335-54117928.1568887559)

### **Finnish events show the way for circular economy in sport**

<https://sustainabilityreport.com/2020/03/26/finnish-events-show-the-way-for-circular-economy-in-sport/>



### **FEI Sustainability Handbook for Event Organisers**

<https://inside.fei.org/fei/your-role/organisers/handbook>



### **GRN Sportswear**

 <https://www.youtube.com/watch?v=IBol2qD-EsE>

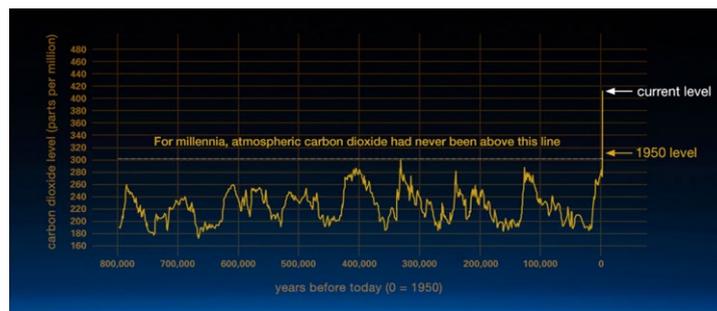
# 13 CLIMATE ACTION



## GOAL 13: CLIMATE ACTION

### GLOBAL INTRODUCTION OF THE GOAL WITH SOME STATISTICS

Nowadays Climate Change is a serious problem for our planet. The Earth's climate has been extremely changing in the last few decades. According to statistics in 2019, the average Earth's surface temperature was around 0.95 Celsius degrees warmer than average temperature in the 20th century<sup>68</sup>. Also atmospheric CO<sub>2</sub> has significantly increased in the last years. This global climate anomaly might be the cause of an increase in sea level, a decrease in arctic ice and the growing number of weather-related catastrophes.



Source: <https://climate.nasa.gov/evidence>

These changes in our climate are also impacting directly on sport: damage to playing surfaces due to extreme temperatures, extended periods of drought or flooding, damage to infrastructure due to violent storms, coastal erosion and sea level rise directly affecting sport properties in seaside areas, warmer winters and lack of natural snow threatening ski resorts at lower altitudes etc.

However sport could be also used as a tool to make a contribution to tackling climate change. The popularity and outreach of sport offer opportunities for awareness raising and information sharing, including sustainable development and nature-friendly lifestyles through the multiplier effect of sport being able to communicate, inform and inspire millions of people.

### HOW CAN SPORT BE USEFUL TO REACH THE GOAL?

First of all, the international sports organisations and sports governing bodies are taking steps to address this issue. For instance, FIFA have started working with **low-carbon development projects** around the world and in host countries. Football leagues, such as the MLS promote environmental sustainability practices at the league level while football associations take steps to offset carbon and address climate change. World Sailing have released a Sustainability Education Programme, developed with The Ocean Race, for sailing clubs and parents as part of its Agenda 2030 - sailing's commitment to global sustainability<sup>69</sup>.

<sup>68</sup> <https://www.statista.com/topics/1148/global-climate-change/>  
<sup>69</sup> <https://www.sailing.org/about/Sustainability.php#.Xq8kJMza03>

**The global sports sector and UN Climate Change launched the Sports for Climate Action Framework** at the COP24 Conference in Katowice with aims to provide sports organizations an opportunity to learn from each other, to disseminate good practices, to develop new tools, and to collaborate on areas of mutual interest, uniting behind a set of principles:

1. Undertake systematic efforts to promote greater environmental responsibility;
2. Reduce overall climate impact;
3. Educate for climate action;
4. Promote sustainable and responsible consumption;
5. Advocate for climate action through communication.



 Video: <https://youtu.be/ZNllqh5dfJo>

 Video: <https://youtu.be/xRUgV54aqe4Thisinitiative>

**Eco-tourism:** Sport can encourage sustainable tourism and lifestyles as well as sustainable tourism products and services for instance in host cities of sport events. Sport-related public campaigns can educate tourists on ways to **minimize their travel footprint and promote eco-mobility** for example when attending sport events. For instance, we can use an **eco-friendly booking site for accommodation**. Sites like [bookdifferent.com](http://bookdifferent.com) calculate your carbon footprint per night based on your selection and include eco-friendly ratings. Choose accommodation that injects money back into the local economy. Companies like [lokal](http://lokal.com) can take out some of the legwork by organizing trips and activities for you that take environmental and social impact into consideration.

Also sports products and equipment companies can make a significant contribution to sustainable development. For instance, Starboard initiated the **world's first plastic offset program** (POP). They assign a dollar value to each material based on its lifespan, recycled/bio content, and harm to the environment, then multiply this by how much is used to make our products. When you purchase a board, you are helping them pick up more trash through the Plastic Offset Program.

 Video: <https://youtu.be/7rI08gJrPqI>

The same company helps schools understand the problems of pollution by offering education on the matter. Starboard invested in a one-year curriculum program for schools around the world – focusing on environmental issues. By teaching children about sustainability they are shaping the future: [“Ambassadors for the Planet”](https://blue.star-board.com/projects/education-program/).

**Environmental education in sport** is also very important, for instance, holding environment-related competitions in sports, developing and implementing models for sport compatible with nature and the environment, anchoring environmental communication more firmly in the work of associations and clubs and in the dialogue with broad sections of the population: <https://thesportjournal.org/article/sports-and-the-environment-ways-towards-achieving-the-sustainable-development-of-sport/>

## EXAMPLES



**Football4Climate** is a multi-year programme from **Sport and Sustainability International** (Sand-SI) with and for the football industry to address its impact and leverages the cultural and market influence of football to drive climate awareness and to promote climate action amongst the wider football industry.

Website: [www.football4climate.org](http://www.football4climate.org)



**Sport4Climate** is an initiative that capitalizes on the fame of athletes and the popularity of the sports industry. The #Sport4Climate campaign, a global communication initiative that showcases how the sport is tackling one of Earth's most formidable foes. Website: <https://www.connect4climate.org/initiatives/sport4climate>



**GreenSportsBlog** is launched to cover the increasingly busy intersection of Green & Sports. From LEED certified venues to zero waste games to eco-athletes, GSB has Green-Sports covered. Website: <https://greensportsblog.com/about/>

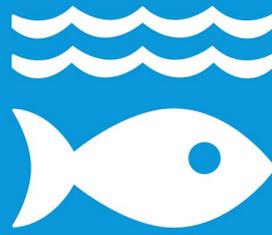


**Athletes for the Earth** is a campaign by Earth Day Network to profile Olympic and professional athletes as spokespeople for Earth Day and to increase environmental awareness and activism, with a focus on climate action. The initiative was launched with the following aims: harness voices of athletes to address climate change; illustrate the interaction of athletes with their environment; connect popular athletic activities with environmental stewardship; promote role models for young people; express athletes' unique dependence on healthy climate conditions that allow them to compete; and promote environmental stewardship through PSAs and public appearances. Website: <https://www.earthday.org/campaign/athletes-for-the-earth/>

**Kenyans on Ice:** Hockey star plays for #ClimateAction:

 [https://www.youtube.com/watch?time\\_continue=42&v=aalRw2NqG50&feature=emb\\_logo](https://www.youtube.com/watch?time_continue=42&v=aalRw2NqG50&feature=emb_logo)

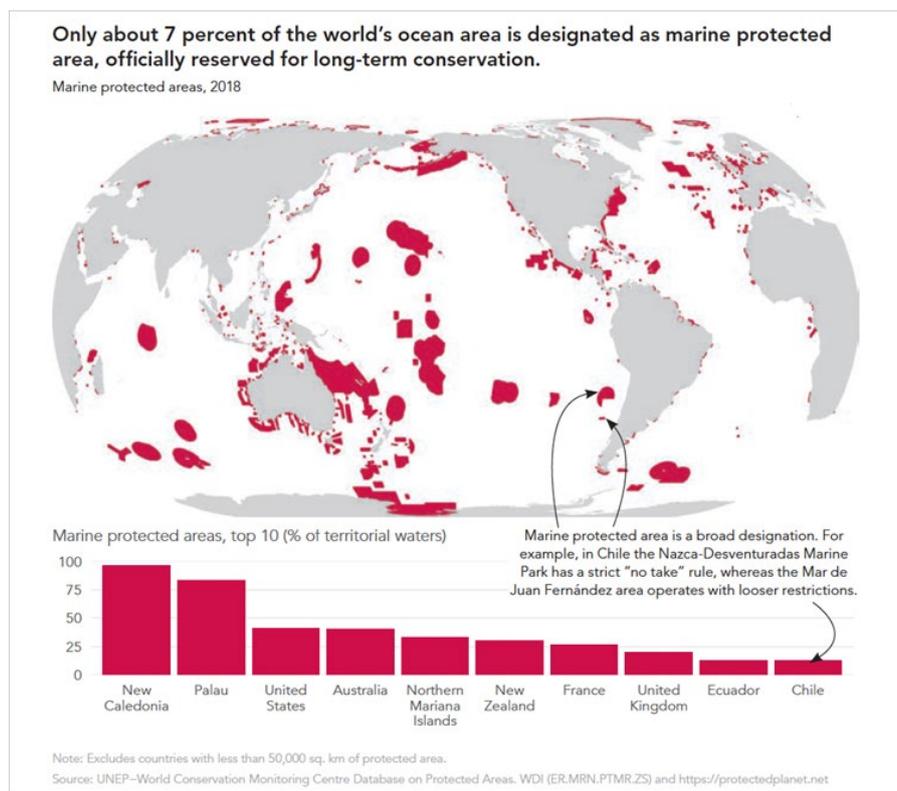
# 14 LIFE BELOW WATER



## GOAL 14: LIFE BELOW WATER

### GLOBAL INTRODUCTION OF THE GOAL WITH SOME STATISTICS

The world's oceans - their temperature, chemistry, currents and life - drive global systems that make the Earth habitable for humankind. Our rainwater, drinking water, weather, climate, coastlines, much of our food, and even the oxygen in the air we breathe, are all ultimately provided and regulated by the sea. Throughout history, oceans and seas have been vital conduits for trade and transportation. Careful management of this essential global resource is a key feature of a sustainable future.



Source: UNEP- World Conservation Monitoring Centre Database on Protected Areas

For open ocean and deep sea areas, sustainability can be achieved only through increased international cooperation to protect vulnerable habitats. Establishing comprehensive, effective and equitably managed systems of government-protected areas should be pursued to conserve biodiversity and ensure a sustainable future for the fishing industry. On a local level, we should make ocean-friendly choices when buying products or eating food derived from oceans and consume only what we need. Selecting certified products is a good place to start. Making small changes in our daily lives, like taking public transport and unplugging electronics saves energy. These actions reduce our carbon footprint, a factor that contributes to rising sea levels. We should eliminate plastic

usage as much as possible and organize beach clean-ups. Most importantly, we can spread the message about how important marine life is and why we need to protect it.

## HOW CAN SPORT BE USEFUL TO REACH THE GOAL?

Sport-based public awareness campaigns can promote awareness towards environmental protection and can stimulate enhanced community response for local environment preservation, such as the protection of sea-shores and marine life. Sport, including sport events and stakeholders involved, can transmit messages regarding the importance of protecting our oceans and seas, at the same time encouraging policy developments in this context.

## EXAMPLES

### Turning Waste Into Sneakers to Save our Oceans and Run for the Oceans

Adidas, believes that sport not only has the power to change lives, but also to change the world. This isn't some kind of motto of the sportswear brand. It's something tangible: something that you can actually wear. To raise awareness of the threats of marine plastic pollution, the company created a huge campaign for its Ultra BOOST running shoe. What makes these shoes so amazing and eco-friendly is the fact that they are made by Parley Ocean Plastic, a proprietary plastic retrieved from the coastal communities and beaches<sup>70</sup>.



Source: Adidas

In addition to this, the "Run for the Oceans" global campaign invited communities to join hands and run together to raise awareness on the threat of marine plastic<sup>71</sup>. From June 8th to June 16th 2019, Adidas contributed 1 \$ for every kilometer within the Run for the Oceans Challenge on Runtastic App. Website: <https://www.runtastic.com/rfto/ngeo>

 Video: [https://www.youtube.com/watch?v=PDTi91q8WIM&feature=emb\\_logo](https://www.youtube.com/watch?v=PDTi91q8WIM&feature=emb_logo)

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<sup>70</sup> <https://www.adidas.com/us/sustainability>

<sup>71</sup> <https://adidas.com/us/runfortheoceans>

# 15 LIFE ON LAND



## GOAL 15: LIFE ON LAND

### GLOBAL INTRODUCTION OF THE GOAL WITH SOME STATISTICS

SDG 15 has the principle of protecting, recovering and promoting the sustainable use of terrestrial ecosystems, managing forests in a sustainable way, combating desertification, stopping and reversing land degradation and stopping biodiversity loss<sup>72</sup>. Although it is smaller on the planet, the terrestrial environment is the one closest to us, encompassing the most varied environments, from vegetation cover to urban areas. Forests, for example, are an essential part of the terrestrial ecosystem and about 1.6 billion people depend on them for their livelihood, including 30 million indigenous people than live in the biggest forest in the world: Amazon<sup>73</sup>. They are also home to more than 80% of all terrestrial species of animals, plants and insects<sup>74</sup> Managing forests sustainably is also about preserving biodiversity.

### HOW CAN SPORT BE USEFUL TO REACH THE GOAL?

Sport can play a very important role in the preservation and conservation of our land. In this way, sporting events have led this example, with several initiatives being part of their legacy plans. Two of these examples are from the Olympic Games.

In 2016, in Rio de Janeiro, all athletes were invited to plant a seed to be part of the “Athletes’ Forest”, in one of the competition parks (Deodoro Park). This recently completed forest (December 2019) compensates for the destruction caused by other venues, but it also promotes the conservation of endangered species, such as “pau-Brasil”.

In Tokyo 2020 (hosted in 2021), activities to clean up forests and parks have been developed as a way of preparing for the event. The initiative of recycled medals and podiums built with consumer product packaging materials helps to boost a culture of preserving the environment, as well as cleaning the earth<sup>75</sup>.

### EXAMPLES



**Tokyo Olympic to become the first games to award medals made entirely from recycled materials:** [Japan taps into recycled phones for Olympic medals](#)



**Planting 14 thousand trees on the occasion of the Rio Olympics:** [Mutirão replanta quase 14 mil árvores da „Floresta dos Atletas“ no Rio](#)



**Global Goals Impact Games:** <http://ggimpactgames.com/inspiration/>

<sup>72</sup> <https://sustainabledevelopment.un.org/sdg15>

<sup>73</sup> [https://www.panda.org/knowledge\\_hub/where\\_we\\_work/amazon/about\\_the\\_amazon/](https://www.panda.org/knowledge_hub/where_we_work/amazon/about_the_amazon/)

<sup>74</sup> <https://www.worldwildlife.org/habitats/forest-habitat>

<sup>75</sup> <https://tokyo2020.org/en/news/key-sustainability-projects>

# 16 PEACE, JUSTICE AND STRONG INSTITUTIONS



## GOAL 16: PEACE AND JUSTICE STRONG INSTITUTIONS

### GLOBAL INTRODUCTION OF THE GOAL WITH SOME STATISTICS

According to the UN General Assembly, „Sustainable development cannot be realized without peace and security; and peace and security will be at risk without sustainable development”<sup>76</sup>. Transparent official procedures, democratic societies and the rule of law is able to eliminate armed violence and ensure the public welfare. In general, the main aim of SDG 16 is to promote just, peaceful and inclusive societies, strong institutions and reduce/eliminate the violence. At this moment statistics are saddening: by the end of 2017, 68.5 million people became victim of forcible displacements<sup>77</sup>. Criminal acts, such as corruption, bribery or tax evasion cost US\$1.26 trillion/year for countries<sup>78</sup>. Homicide of human rights defenders, various forms of violence against children and absence of equal access to justice is a constant problem.

### HOW CAN SPORT BE USEFUL TO REACH THE GOAL?

The United Nations have adopted the “Olympic Truce” resolution to build a peaceful world through sport<sup>79</sup>. In addition to the proclamation that Olympic Games can be considered as a “festival of peace”, generally, sport-based educational activities can be used to foster the reduction of violence, support reconciliation and rebuilding states which were „victims” of wars/conflicts and allow the development of good relationships between distinctive groups of people. This statement can be demonstrated not only with the Olympic Games, but also by the sport-based development interventions of international organizations like Peace and Sport, and other stakeholders of the Sport for Development and Peace (SDP) movement. The global NGO, Peace and Sport promotes peace and justice using the power of sport, physical education and physical activity and builds partnerships between international peace organizations, sports organizations and political actors in order to take advantage of sport’s power to foster peace and development mainly in states that are affected by conflict or extreme poverty. Moreover, the UN recognized the diplomatic and peace-building potential of the sports sector and 2015 the UN General Assembly signed a resolution that aims to promote sport as a peace-building tool<sup>80</sup>. The global Sport for Development and Peace Movement has seen a major development in the last decades, the number of SDP organizations has been multiplied since the beginning of the 90s.

Sport-based educational activities offer learning opportunities to get rid of stereotypes about and they can support the integration of divided cultures. If utilized wisely, sport has the potential and capacity to bring together people and promote peace and mutual understanding amongst them. The founder of the Olympic Movement, Pierre de Coubertin stated that he remained convinced that sport is one of the most forceful elements of peace and he was confident in its future action<sup>81</sup>. If utilized wisely, sports can mitigate sociocultural differences between people and nations and counter aggression. Within the frameworks of sports diplomacy, sport events can become platforms bringing together alienated states. A good example can be a joint North and South Korean delegation to the 2018 Winter Olympic Games or the Rugby World Cup in 1995, which ultimately aimed to fight

<sup>76</sup> <https://sustainabledevelopment.un.org/post2015/transformingourworld>

<sup>77</sup> <https://www.unhcr.org/news/stories/2018/6/5b222c494/forced-displacement-record-685-million.html>

<sup>78</sup> <https://www.transparency.org.uk/corruption/corruption-statistics/>

<sup>79</sup> <https://www.un.org/en/events/olympictruce/>

<sup>80</sup> <https://www.sportanddev.org/en/document/un-reports-un-resolutions/un-resolution-sport-development-and-peace-building-peaceful-and>

<sup>81</sup> <https://www.sportanddev.org/en/article/news/spirit-olympism-unites-us-all>

apartheid and unite the South African people<sup>8283</sup>. Moreover, due to their role model status elite athletes, could promote the importance of human rights protection for large publics.

## EXAMPLES



The World Taekwondo Federation established the **Taekwondo Humanitarian Foundation** in order to promote the taekwondo in refugee camps around the world.



### Peace and Sport (Monaco)

Peace and Sport is an international organization, which promotes peace and justice through doing sports. Moreover, the organization has a strong position in the sphere of sports diplomacy, since it develops partnerships between state actors, sports organizations and peace institutions. Website: <https://www.peace-sport.org/on-the-field/act-for-what-matters-2/>



### Football for Hope, Peace and Unity (Rwanda)

Former Rwanda footballer - Eric Murangwa, who survived the Rwandan genocide in 1994 thanks to the sportsman spirit, set up a Football for Hope, Peace and Unity and Dream Team Football Academy, which main aim is to develop champions not only in the football, but also champions in life. The team helps to foster peace and unity regardless of ethnicity or social status of people. Video: <https://www.youtube.com/watch?v=Cn5fAHxsY9s>



### Fight for Peace (Brazil)

Extreme poverty, social exclusion and school bullying is a big problem in Brazil. The Fight for Peace organisation was set up in order to use martial arts combined with education to develop young people affected by violence and crime. Video: <https://www.youtube.com/watch?v=v3q7wU-hp0Q>

### Stop War Start Tennis (Pakistan/India)

Tennis players Aisam-Ul-Haq Qureshi from Pakistan and Rohan Bopanna from India have understood that not inhabitants, but their countries are at war. They promote peace, fair play, tolerance toward disabled people and sports through the 'Stop War Start Tennis' initiative. Video: [https://www.youtube.com/watch?v=vrSm\\_w0joSI](https://www.youtube.com/watch?v=vrSm_w0joSI)

### Skateistan (Afghanistan, Cambodia, South Africa)

Skateistan is an international organization that uses sports (skateboarding) to empower children in Afghanistan, Cambodia and South Africa. They take into account gender equality and for this reason 50% of students are girls. The organization also develops partnerships with child protection agencies in order to connect youth with social services. Through their sporting programmes, Skateistan has an aim to give children the opportunity to become leaders for a better and peaceful world. In the year 2020 the project won the IOC Women and Sport Award. Website: <https://www.skateistan.org/>



### International Day of Sport for Development and Peace

In the year 2013, the UN General Assembly declared 6 April as the International Day of Sport for Development and Peace. The White Card digital campaign, created by Peace and Sport in 2015, has an aim to celebrate this day. Holding up a White Card symbolises fair play, inclusion, equity and peace. Website: <https://www.april6.org/en/white-card/the-origins-of-whitecard.html>



82 <https://www.nytimes.com/2018/02/09/world/asia/olympics-opening-ceremony-north-korea.html>

83 <https://www.youtube.com/watch?v=HrgvqgFIHsY>

# 17 PARTNERSHIPS FOR THE GOALS



## GOAL 17: PARTNERSHIPS TO ACHIEVE THE GOAL

### GLOBAL INTRODUCTION OF THE GOAL WITH SOME STATISTICS

SDG 17 calls for strengthening the means of implementation of the Agenda 2030. In particular, it is a call for investing in the global partnership to achieve sustainable development all over the world. It is absolutely essential for successful advancement of the entire SDG agenda and critical to put into practice so many goals and targets. In order to implement the 2030 agenda successfully, the importance of partnerships has to be recognized by individuals who want to achieve more effective and sustainable development<sup>84</sup>.

### HOW CAN SPORT BE USEFUL TO REACH THE GOAL?

As communication technologies are becoming more accessible, people in different countries are becoming more interconnected than ever. The unifying nature of sport has driven the sports movement to become one of ultimate global platforms to create an influential network promoting the Sustainable Development Goals.

Establishing new partnerships of interrelated stakeholders is essential for the achievement of sport for development goals. A successful sustainable development agenda requires partnerships between governments, the private sector, civil society and universities. Partnerships may also include different stakeholder groups such as sports federations and national Olympic and Paralympic committees, sports clubs, academies, donors and media. Quality frameworks have to involve all stakeholders into the processes. At this point, countries' leadership and effective policy-making would have a great impact to enhance the contribution of sport to sustainable development. The use of dynamic nature and strong effects of sport in partnership needs to be considered on a country-specific basis. Accordingly, it will be very crucial to understand the models of successful frameworks which are implemented by some governments and promote the transfer of knowledge on partnership building of sport to the SDGs.

In this context, Commonwealth Secretariat's works could be a very important example to create policy solutions that can be implemented by governments to enhance the contribution of sport to the Sustainable Development Goals. The Commonwealth works with United Nations' bodies, intergovernmental agencies and leading sporting organisations in order to develop international sport policy frameworks. These initiatives improve the Commonwealth's member countries ability to engage multi-sector partnerships on sport and sustainable development and increase their capacity to target future policies and programmes to maximise benefits of sports across communities. The sport-based approach of governments, non-governmental organisations and sports bodies within the Commonwealth contributes to education, employment, health, gender equity and safety of children and youth<sup>85</sup>.

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<sup>84</sup> <https://sustainabledevelopment.un.org/sdg1>

<sup>85</sup> <https://thecommonwealth.org/sites/default/files/inline/EnhancingtheContributionofSporttotheSustainableDevelopmentGoals.pdf>

## EXAMPLES

### Pacific Sport Partnership Program (Australia, Pacific Region)



Today, we could see strong governance frameworks at the regional levels that use sport, physical activity and play to attain the Sustainable Development Goals. The “Pacific Sport Partnership Program” is built on partnership between the Australian government and sporting organisations and federations and supports sixteen sports across nine countries that deliver activities to address primary risk factors associated with non-communicable diseases, particularly physical activity, and address inequalities experienced by women, girls and people with disabilities<sup>86</sup>. See more at: <https://www.dfat.gov.au/people-to-people/sport/sport-for-development/pacific/Pages/sport-for-development-pacific>

### Olympics Refugee Foundation



There are many successful examples of ways in which sport stakeholders can work together to achieve collective and specific goals. The leadership of the international organizations play a vital role in managing the actions and building effective partnerships. The Olympic Refugee Foundation has been created by the International Olympic Committee in cooperation with the United Nations, international organisations, non-governmental organisations and other foundations to support the protection, development and empowerment of children and youth in vulnerable situations through sport. This partnership has provided great opportunity to refugees’ and displaced individuals’ participation in sport within safe environments. See more at: <https://www.olympic.org/olympic-refuge-foundation>

### Green Sports Alliance



Sport can be a great tool to enhance the contribution to sustainable development in order to achieve specific goals and targets. The sport-based partnerships are effective to strengthen implementation of SDG goals. As an example of this, Green Sports Alliance leverages the cultural and market influence of sports to promote healthy and sustainable communities. In order to embrace renewable energy, healthy food, recycling, water efficiency, species preservation, safer chemicals and other environmentally preferable practices, the alliance convenes stakeholders (teams, leagues, conferences, venues, corporate partners, governmental agencies, athletes, and fans) from around the world. See more at: <https://greensportsalliance.org>

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<sup>86</sup> <https://www.dfat.gov.au/sites/default/files/sdg-voluntary-national-review.pdf>

# 3. YOUTH SPORT AND SUSTAINABLE DEVELOPMENT GOALS

Today, there are 1.8 billion people between the ages of 10-24 - they are the largest generation of youth in history. Close to 90 percent of them live in developing countries, where they make up a large proportion of the population. Their numbers are expected to grow - between 2015 and 2030 alone, about 1.9 billion young people are projected to turn 15 years old. Connected to each other like never before, young people want to contribute to the resilience of their communities, proposing innovative solutions, driving social progress and inspiring political change. Youth are also agents of change, mobilizing to advance the Sustainable Development Goals to improve the lives of people and the health of the planet<sup>87</sup>.



Source: <https://www.un.org/youthenvoy/2017/04/youth-sdgs-enables-youth-participation-sustainability-lat-in-america/>

With its global reach, universal appeal and the power to inspire and influence millions of people around the globe, sport is uniquely placed. The global sports movement can show an example by making more sustainable and “greening” its own practices and policies, while it is able to raise-awareness of the society on a more sustainable future within and beyond the sporting field. The United Nations and the 2030 Agenda acknowledges sport as an important enabler of sustainable development, recognizing the growing contribution of the sector to fostering health, well-being, education, tolerance, peace, solidarity and many more.

Importantly, sport is widely recognised as a tool to be used in formal and non-formal education where it can connect with an assortment of social and soft skills development of young people. While youth sport cannot provide all the answers, sport entities (such as sport clubs) dealing with youngsters can play an important role in addressing certain aspects of sustainable development. When considering youth sport as an enabler of sustainable development, it is important to realize its potential when used in combination with other tools to educate on different topics, such as advocating for climate action. The concepts of Sport Plus and Plus Sport programs can help us to understand how sport could be utilized as a medium of non-formal education or how it can attract youngsters to take part in education on sustainable development outside the sports field.

<sup>87</sup> <https://www.un.org/sustainabledevelopment/youth/>

## 3.1. YOUTH PARTICIPATION IN DECISION MAKING AND YOUTH ADVOCACY FOR SDGS

Provided with the necessary skills and opportunities needed to reach their potential, young people can be a driving force for supporting development and contributing to peace and security. Youth-led organizations shall be encouraged and empowered to participate in translating the 2030 Agenda into local, national and regional policy. They play a significant role in the implementation, monitoring and review of the Agenda as well as in holding governments accountable. With political commitment and adequate resources, young people have the potential to make the most effective transformation of the world into a better place for all.

According to ENGSO Youth's position paper on Youth Sport for Climate Action global sport policies related to sustainable development **shall be shaped with the active inclusion of young people whose future depends on today's global actions**. ENGSO Youth strongly believes that a global youth advisory group on sustainable development and climate action shall be created, while youth committees in national and international sporting organisations shall be set up in order to better channel the opinion and voice of young people at all levels. Youth advisory entities can also encourage young people to develop their own initiatives, form partnerships and seek knowledge transfer opportunities to improve sustainable practices within their organisations. Moreover, organisers of middle and large scale sport events shall provide adequate frameworks for **youth-led, peer-to-peer learning activities related to sustainable development and climate action**. Educational side-events, workshops and seminars realised before, during and after international or national sporting competitions can strengthen the commitment of young volunteers, spectators and athletes towards more sustainable and eco-friendly behaviour while they can be used also to raise awareness on the UN's Sustainable Development Goals.

### Roles for youth and the SDGs<sup>88</sup>

**1. CRITICAL THINKERS:** Part of being young involves making sense of personal experiences and asking questions about the world around you. Youth have the capacity to identify and challenge existing power structures and barriers to change, and to expose contradictions and biases.

**2. CHANGE MAKERS:** Young people also have the power to act and mobilise others. Youth activism is on the rise the world over, bolstered by broader connectivity and access to social media.

**3. INNOVATORS AND SOCIAL ENTREPRENEURS:** In addition to bringing fresh perspectives, young people often have direct knowledge of and insights into issues that are not accessible to adults. Youth social entrepreneurs are innovating solutions to local challenges which address key issues while providing employment and contributing to economic growth.

**4. COMMUNICATORS:** Outside the international development sector, few people are aware that world leaders have come to a historic, far-reaching agreement to improve the lives of people and the planet by 2030. Young people can be partners in communicating the development agenda to their peers and communities at the local level, as well as across countries and regions.

**5. LEADERS:** When young people are empowered with the knowledge of their rights and equipped with leadership skills, they can drive change in their communities and countries. Youth-led organisations and networks, in particular, should be supported and strengthened, because they contribute to the development of civic leadership skills among young people, especially marginalised youth.

<sup>88</sup> <https://www.un.org/sustainabledevelopment/youth/>

## 3.2. SUSTAINABLE DEVELOPMENT, THE OLYMPIC MOVEMENT AND YOUNG PEOPLE

The IOC World Conference on Sport and Environment in Doha in 2011 stressed the important role of youth in the promotion of environmentally sound development. The Doha Declaration<sup>28</sup> recommended that the IOC and NOCs “develop and support educational programmes for young people on the environment and sustainable development” and that NOCs “consider promoting and supporting initiatives that engage young people, particularly in under-privileged communities, in sustainable development activities”.

### IOC Young Leaders Programme (Young Change-Makers)

Previously known as the Young Change-Makers Programme, the IOC Young Leaders Programme was officially re-named during the 2019 IOC Youth Summit’s kick-off. The Young Leaders (Young Change Makers) take initiative in social entrepreneurship activities on themes such as Health & Active Living, Inclusion, Sustainability, and Peace & development, delivering their own projects which leverage the power of sport for a better world. Aged between 18-25 when nominated by their respective NOCs to attend the Youth Olympic Games (YOG), these young leaders include former athletes, students, young sports professionals, and National Olympic Committee staff. Young Leaders are invited to attend the International Olympic Committee’s Youth Summit during which their voice is heard and they get the opportunity to engage and discuss issues that impact them with the IOC President. Supported by IOC seed funding of CHF 5,000, they are successfully using sport to create a better world and have collectively established over 50 grassroots projects around the world impacting thousands in their communities since 2017.



Source: <https://www.olympic.org/news/ioc-to-host-global-gathering-of-inspiring-young-leaders-ahead-of-lausanne-2020>

## 3.3. YOUTH SPORT AND SUSTAINABLE DEVELOPMENT WORKING PRACTICES

### UNESCO Sport and the SDGs Youth Funshop

 Intro: <https://www.youtube.com/watch?v=8zb4F6geKkk>

UNESCO is the lead UN agency mandated to protect and promote sport, and is dedicated to advancing the contribution of sport to sustainable development and peace.

In November 2017, 22 Southeast Asian youth representing 10 countries were selected among hundreds of appli-

cants to attend the UNESCO Sport & the SDGs Youth Funshop in Manila, Philippines. The result was the creation of the Asia-Pacific Youth and Sport Task Force. The second Sport & the SDGs Youth Funshop was organized in Seoul, South Korea on 5-8 September.



Source: <https://bangkok.unesco.org/content/unesco-sport-and-sdgs-youth-funshop-seoul-republic-korea-5-8-september-2019>

The three-day event was specially designed to advance the capabilities of youth activists who are using sport as a tool for sustainable development and peace. Participants in the Funshop had the opportunity to become members of the UNESCO Youth and Sport Task Force, a vibrant network of young leaders established in November 2017 following the first Sport Funshop held in Manila, Philippines.

Sixty outstanding young leaders from various countries around Asia-Pacific joined the Korean youth to participate in intensive workshops, sport activities and networking events over three days in Seoul.

Aligned with UNESCO's Operational Strategy on Youth 2014-2021, the priorities and specific thematic topics of the Funshop were decided by the Task Force members, together with UNESCO.

More information about the Funshop:

- [http://www.unesco.or.id/publication/Funshop\\_Seoul2019\\_Brochure.pdf](http://www.unesco.or.id/publication/Funshop_Seoul2019_Brochure.pdf)
- <https://en.unesco.org/events/2019-unesco-sport-and-sdgs-funshop>
- <https://bangkok.unesco.org/content/unesco-sport-and-sdgs-youth-funshop-seoul-republic-korea-5-8-september-2019>

*What is the UNESCO Youth and Sport Task Force?*

The Youth and Sport Task Force represents creative, passionate and innovative young leaders across Asia and the Pacific who use sport as a tool for positive social change in their communities.

The youth are in control. They design their own programmes, determine their own priorities and collectively, decide on the strategic direction of the Task Force. UNESCO supports the Task Force by providing opportunities for the members to promote and enhance their work by connecting with each other and with regional and global opportunities for growth and capacity building.

All programmes represented by the Task Force are aligned with the United Nations Sustainable Development Goals.

Across Asia and the Pacific, hundreds are engaged through the different Task Force programmes, using a variety

of different techniques and targeting diverse SDGs. In September 2019, the Task Force grew to 60 youth members representing 28 Asia-Pacific countries. In 2020, the Task Force plans to become global.

Information on the Youth and Sport Task force: <https://www.youthandsport.org>

### SDGs Youth World Cup (2018)

 **Intro:** <https://www.youtube.com/watch?v=bqwNZAKpJf4>

According to SDG 17, states, multi-stakeholder partnerships are needed to mobilize and share knowledge, expertise, technology and financial resources. In line with this, the Principality of Monaco carried out a “SDGs Youth World Cup”. The project aimed at using the momentum of the 2018 FIFA World Cup in Russia to raise awareness about sports’ contribution to the SDGs as well as to highlight and spread values of sports among 80 school children from New York City’s five boroughs. A soccer tournament was held with 8 mixed teams of ten players, on 23rd June 2018.



This project was developed to serve as an example and reference for future initiatives to build bridges between entities of different status and from various fields. The broad range of partners guaranteed that the outcome was fully in line with the SDGs approach. Furthermore, being able to capitalize on the expertise and comparative strength of each partner reinforced the scope and the quality of the project’s deliverables.

*Source:* <https://www.sdgfund.org/un-presents-new-toolkit-action-how-sports-can-contribute-achieve-sdgs>The overall project was articulated around 3 phases:

**The first phase** provided an opportunity to meet the participating children ahead of the Tournament to present the SDGs and have an exchange on the potential of sport in their implementation. To support this endeavor, comic books on the SDGs developed by UNICEF were printed and distributed.

**The second phase** was the Tournament itself, which gathered 80 boys and girls and was a great opportunity to demonstrate how sport can be used for fun but also as a vehicle for exchange, oneness, unity and teamwork. Each of the 8 school teams represented one of the partnering Member States, wearing their official jersey, to truly feel they were taking part in one of the most renowned events worldwide.

**The third phase** was designed to review, assess and share best practices. The lessons learned and the development of this toolkit aim at facilitating similar partnerships that can be replicated in any city of the world.

This project has been developed by the Permanent Mission of the Principality of Monaco to the United Nations, in partnership with the Permanent Missions of Belgium, France, Germany, Morocco, Peru, the Republic of Korea, the Russian Federation, and Senegal to the United Nations, and with the support of SDG-Fund, UNICEF, UN Women, NYC Department of Youth and Community Development, NYC Mayor’s Office for International Affairs, and New York City FC.

More information on the Youth World Cup:

- <https://mission-un-ny.gouv.mc/News/SDGs-Youth-World-Cup-2018>
- <https://www.hellomonaco.com/news/latest-news/un-monaco-organises-sdgs-youth-world-cup-2018/>
- <https://www.sdgfund.org/un-presents-new-toolkit-action-how-sports-can-contribute-achieve-sdgs>

## Global Goals World Cup

 Intro: [https://www.youtube.com/watch?v=k9\\_CS3jilNzg](https://www.youtube.com/watch?v=k9_CS3jilNzg)

Global Goals World Cup is an international soccer initiative created by Danish Sports organization Eir- Soccer in collaboration with Save the Children, The UN Development Program and other partners. “GGWCup is an alternative 5v5 global football tournament for women with alternative ideas to help people and the planet to flourish.” It is the mission of Global Goals World Cup to combine soccer with sustainable development advocacy in an exciting football tournament. Building a global community for amateur women who wish to play ball and change the world.



Source: <https://www.fairtrade.net/news/kick-off-for-fairness-indian-girls-team-wins-global-goals-world-cup-award>

“From 2004 until 2015 we were hosting all-women football tournaments with the core purpose of pushing the agenda of gender equality. We have played at Roskilde Music Festival and in front of the Danish Parliament to celebrate the 100 year anniversary of women’s right to vote. Since 2010 we have been organizing weekly football training in Red Cross refugees camps in Denmark. The league ‘Asylum United’ is run day-to-day by female players and coaches. In 2008 we launched the first football scientifically adjusted to fit female players – of course suitable for any player. The Eir Ball designs have developed throughout time, and all the balls support women playing football, some in refugee camps, some in Afghanistan some in Denmark. In 2015 we teamed up with UNDP and created the first SDG Ball.”

More information: <https://ggwcup.com>

## The Commonwealth Youth Sport for Development and Peace (CYSDP)

 Intro: <https://www.facebook.com/cysdp>

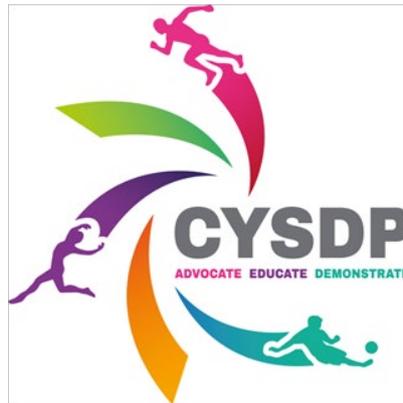
The Commonwealth Youth Sport for Development and Peace Working Group is a small group of young practitioners in the field of Sport for Development and Peace (SDP). It was established in 2013 with the support of

the Youth Division of the Commonwealth Secretariat. The CYSDP has developed into a leading voice for SDP in the Commonwealth. The group has received the endorsement of Commonwealth sport ministers and has a permanent seat on the Commonwealth Advisory Body on Sport (CABOS), an expert sport policy advisory body appointed by the Commonwealth Secretary-General.

The CYSDP has three main strategic themes, which are to 'Advocate, Educate and Demonstrate' to their peers the benefits of using sport as a tool for development.

As part of their mandate, Working Group members attend sport and non-sport related forums around the world to represent and express the youth and sport stance on development issues. They also contribute to the existing body of knowledge in the SDP sector through research and writing projects, and various Commonwealth activities.

More information: <http://www.yourcommonwealth.org/cysdp/>



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## 5. DISCLAIMER

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