

THE CONTRIBUTION OF SPORTS TO THE ACHIEVEMENT OF THE SUSTAINABLE DEVELOPMENT GOALS: A TOOLKIT FOR ACTION



1 NO POVERTY 	2 ZERO HUNGER 	3 GOOD HEALTH AND WELL-BEING 	4 QUALITY EDUCATION 	5 GENDER EQUALITY 	6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY 	8 DECENT WORK AND ECONOMIC GROWTH 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	10 REDUCED INEQUALITIES 	11 SUSTAINABLE CITIES AND COMMUNITIES 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION
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**SUSTAINABLE
DEVELOPMENT
GOALS**



SUSTAINABLE DEVELOPMENT GOALS FUND

Acknowledgements:

This publication was developed by the SDG Fund Secretariat through the support of the Principality of Monaco. We would like to thank our other partners, UNICEF, UN Women, the New York City Mayor's Office and New York City Football Club for the various roles they played in ensuring the success of the project. Lastly thank you to the Permanent Representative of the Principality of Monaco to the UN, Isabelle Pico for her support and advice.

The team, under the leadership of Paloma Duran, SDG Fund Director, that conceptualized the strategy and coordinated to produce this publication includes: Babatomiwa Adesida (main author), Raul de Mora (communications), Catherine Wong (programme), Teresa Burelli (private sector engagement) and Deborah Quintana (operations). Special thanks also go to Cedric Braquetti and Florian Botto of the Principality of Monaco Mission for all the hard work.

The analysis and recommendations of this report do not necessarily reflect the official views of the SDG Fund Secretariat, the United Nations or its Member States.

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Abbreviations

AIDS: Acquired Immunodeficiency Syndrome	NGO: Non-governmental Organization
BMZ: German Federal Ministry for Economic Cooperation and Development	PPP: Public Private Partnership
UEFA: Union of European Football Associations	SDGs: Sustainable Development Goals
FAO: Food and Agriculture Organization	SDG Fund: Sustainable Development Goals Fund
FIFA: Fédération Internationale de Football Association (International Federation of Association Football)	UN: United Nations
GIZ: Deutsche Gesellschaft für Internationale Zusammenarbeit	UNAIDS: The Joint United Nations Programme on HIV and AIDS
HIV: Human Immunodeficiency Virus	UNDAF: United Nations Development Assistance Framework
ILO: International Labour Organization	UNDP: United Nations Development Programme
IOC: International Olympic Committee	UNESCO: United Nations Education, Scientific and Cultural Organization
IYSPE: International Year of Sport and Physical Education	UNGA: United Nations General Assembly
MDGs: Millennium Development Goals	UNHCR: United Nations High Commissioner for Refugees
MDG Fund: Millennium Development Goals Achievement Fund	UNICEF: United Nations Children’s Emergency Fund
MINEPS: Conference of Ministers and Senior Officials Responsible for Physical Education and Sport	UNOSDP: United Nations Office on Sport for Development and Peace
	WHO: World Health Organization

PREFACE

Since the adoption of the first General Assembly resolution on sport, in 1993, and the Millennium Development Goals to the Sustainable Development Goals, the United Nations has been using sports as a tool for development and peace for decades. Through a significant record of General Assembly resolutions, Secretary-Generals' reports and High-level Political Documents, the United Nations has recognized the key contribution of sport to the realization of development and peace, particularly in its promotion of tolerance and respect, the empowerment of women and young people and other individuals and communities as well as its contribution to health, education, social inclusion and the reduction of inequalities.

It can create a compelling framework for partnerships, advocacy and public awareness raising.

For all these reasons, sport is an important enabler of sustainable development and we believe that its potential can be even further enhanced to promote effective partnerships for the implementation of the SDGs.

The Principality of Monaco and the SDG Fund recognize the key role that sports can play, hence the creation of this toolkit on mainstreaming SDGs in sports, with a special focus on pilot initiatives already implemented by major sports actors and on the “SDGs Youth World Cup”, developed and implemented with a wide range of co-sponsors and partners.

This toolkit reflects the experiences of various UN entities, development organizations and sports companies, which have used sport and recognized its value as a far-reaching tool for development and peace.

Overall, this toolkit aims at raising the visibility and understanding of the SDGs, showcasing and promoting the contribution of sports and best sports practices in relation to the SDGs by relevant stakeholders including United Nations entities, Member States, sports-related organizations, non-governmental organizations, sports associations, foundations, civil society, academia and the private sector.

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Young athletes participate at the launch of the 4th International Day of Sport for Development and Peace (6 April 2017) held in the UN headquarters. © UN Photo/Rick Bajornas

INTRODUCTION

The history of humanity is incomplete without tales about sports. The ideas and phenomena that make us human are entrenched in sports. From ancient Greece where sports was originally used for religious purposes to ancient China where it was used as a means of education (martial arts and warfare training) and self-defense and the maintenance of good health, to the Aboriginals in Canada who used it for spiritual training, to develop hunting skills and for entertainment, to Egypt (where modern day sporting rules and regulations originated) who used it for health and fitness purposes, we can find that sports have been an integral part of Human history that has shaped major aspects of the development of human beings.

In the year 2000, the Laureus World Sports Award was inaugurated and its first awardees inducted. At that event, the Nobel Peace Prize laureate Nelson Mandela said in a compelling speech: "Sport has the power to change the world. It has the power to inspire, it has the power to unite people in a way that little else does. It speaks to youth in a language they understand. Sport can create hope, where once there was only despair. It is more powerful than governments in breaking down racial barriers. It laughs in the face of all types of discrimination." No truer statement has been made about the power of sports in bringing about unity, hope and development.¹

Today, far more than in 2000 when that speech was made, sports has become a critical tool for driving sustainable

development. As the United Nations (UN), Governments, civil society and all stakeholders collaboratively work towards achieving the 2030 Agenda, sports is a tool that amalgamates the 2030 Agenda's developmental outcomes with ease. From the local to the global level, examples of the impact of sports on unifying people and birthing development where most other strategies have failed, abound.

This toolkit aims to identify and showcase the crucial role sports plays in mobilizing support and creating public awareness of the SDGs. By highlighting successful case studies from the private sector, UN entities, Member States and non-governmental organizations (NGOs), this toolkit is expected to serve as a guide on how to create sustainable partnerships around sport.

The SDG Fund owes a debt of gratitude to its partners that were involved in the production of this report. First, the SDG Fund thanks the Principality of Monaco whose perspectives provided the basis of this toolkit and whose funding arrangements have made the overall project a reality. Special thanks also go to the participating UN agencies such as UNICEF and UN Women, whose skills and expertise have played critical roles in the success of this project. The SDG Fund would also like to thank NYC Football Club, the Office of the Mayor of New York City, and all the Member States participating in the programme.



1

A framework for peace and development through sports

Promoting social values through sports

Sports has for decades been a tool of integration and social cohesion both at the national and international level. However, in a globalized world, it has become more than a tool for just entertainment or social cohesion. Sports fosters important human values, and the propagation and adoption of these values is more important now than ever before in a world that seems to be becoming more polarized. Values like respect for rules and for others, teamwork, diversity, hospitality and empathy are inherently transmitted and learned through sports. Whether actively (as players) or passively (as fans or spectators), key values and life skills are imbibed, some of which are discussed below.

Work ethics: Athletes, especially young people, understand early that trophies are won by practice, discipline and hard work. Players who work hard and train regularly are bound to get better at their chosen sport, and the results show in competitive games. A baseball player who takes batting practice every day will demonstrate an improved swing and more productivity at the plate, unlike a player who does not practice regularly. The value of sustained effort can be extrapolated from the world of sports to every other facet of work, career or life in general. The student in school or the budding career professional learns this from watching his or her favourite sports icon train hard. They realize that they must do the same to become academic champions or to provide similar inputs in their career, in order to deliver similar outcomes.

Teamwork: In a culture where combined efforts are needed to make progress but which is often characterized

by individualism, the value of teamwork cannot be taken lightly. Sports fosters this team spirit; there are very few sports that are individual in nature. As such, every player knows the importance of collaborating with other team members. One also learns that sometimes one does not get direct credit for one's effort, but the larger goal is the success of the team. The success of the team is also the success of the individual players of the team. In basketball, a player who passes the ball to a teammate who scores gets an 'assist' on the play. This applies to most sports.

Dignity in labour: Athletes know that to become valuable players and increase their earning power, they need to work hard and stand out among other players of the same sport. Therefore, they understand the dignity inherent in labour. They work hard and inevitably see the results in public recognition and increased pay based on their improved performance. They know that training time is sacred if they must stay fit, relevant and improve their skills. Dedicated training reflects in playing outcomes. The longer time spent training the more the mastery of the game. Thus, the correlation between training and efficiency is easy to see and the inputs are more easily appreciated.

Sense of belonging and community: It is not uncommon to hear players refer to their team as their family because sport creates a strong bond among players who are training and playing together, thus getting a sense of belonging and a collective identity. Players also feel a sense of togetherness or community within



a team. When they travel to games together and have one another's back both on and off the pitch, an invisible cord binds them together that they may not feel or find outside of their team. A number of NGOs around the world that use sports to curb youth restiveness do so with this understanding of the power of sports as a tool for social cohesion.

Tolerance: An athlete once said, "When I'm racing, it doesn't bother me whether they are black or white, Protestant or Catholic. It just bothers me whether they are faster than me or whether I can beat them." That is profound. Through international sporting competitions, both players and spectators are given an opportunity to meet and learn from people of other cultures, races, beliefs, religions and hugely differing ideologies.

Unity in diversity: Unity is arguably the greatest and most significant value of sports, both at the national or international level. Sport can also be used as a reconciliation avenue in post-conflict situation. People set aside racial, religious, tribal or ethnic differences for the love of the game (whichever game it is). Sports is like a universal language that everybody understands. According to a 2007 UN report on women gender equality and sports (in the Women2000 and Beyond series published by UN Women¹), the history of women's participation in sport is marked by division and discrimination but it is also filled with major accomplishments by female athletes



Street cricket brings fun and the chance for cross-cultural communication to Serbian, Albanian and Roma children in South Serbia's multi-ethnic town of Bujanovic. © SDG Fund/Serbia.

¹ Women, gender equality and sport. Read report: <http://www.un.org/womenwatch/daw/public/Women%20and%20Sport.pdf>

and important advances for gender equality and the empowerment of women and girls. In addition, women have been appointed to senior leadership positions in sport such as Presidents and Secretaries-General of National Olympic Committees. The UN report also highlights the health benefits of women's participation in sports and how this can prevent a wide range of noncommunicable diseases, diseases brought on by modern day lifestyles and eating habits.

The Olympic Games is a prime example of a sporting event that brings people together. Millions of sports fans watch their countries compete in various sports. However, it is not in the competition that the unifying power of the Olympic Games is seen but in the organization of the tournament. Before the competitive phases commence, in a tradition that dates back to ancient Greece, the Olympic torch (or Olympic flame) is lit in the host nation and travels round the world, carried and passed on from one to another by well-known personalities on every continent and in many countries until it arrives back at the host nation in time for the commencement of the games.

The torch, through this globetrotting, does not just signal the commencement of the Olympics but spreads the message of hope for humanity and oneness of the peoples of the world. The choice of people who serve as Olympic Torch Bearers is meant to drive home locally and globally the significance of the event. This activity which goes on for months literally shines the light on every country where the torch arrives, highlighting to the rest of the world what makes them unique and great. In 1996 for example, Muhammad Ali, Olympian boxing champion in Rome 1960 and a very powerful sports figure, was granted the honor of lighting the Olympic cauldron during the opening ceremony of the Olympic Games, creating one of the most emotional and touching moments in Olympic history.

At the Olympic Games itself, participating countries even use the event to throw light on key issues that the rest of the world might not have been aware of or might have ignored for a long time.

Sports teaches us that it isn't always about winning but mainly about participating. While not everyone can win medals, the social and health benefits of participating in sports cuts across every participant regardless of ethnicity, gender or age. Without a doubt, it is a viable tool for passing on core values including those related to development: Sports has been used as a tool to break negative social norms and traditional barriers to the progress of a people.

Today, possibly more than any other time in human history, sports is seen an avenue to sustainable incomes and livelihood and is undoubtedly the reason why most people venture into it. However, while players are striving to earn a living they are inevitably fostering values that bring societies and people together. Young people aspire to become these role models.

An example of the impact of sports on development at the local level is the work of CitySquash, a not-for-profit after-school enrichment programme based in the Bronx, in New York City. The organization helps motivated and talented young people from economically disadvantaged households fulfill their academic, athletic and personal potential. Through the game of squash, the beneficiaries, usually teenagers, stay in school, shun violence and develop life skills. The team members develop strong character, improve their academic performance, become competitive squash players, attend high-quality schools and graduate from college. Undoubtedly, though on a small and local scale, this intervention helps young disadvantaged people from the Bronx, the poorest borough in New York City, get out of poverty permanently.²

2 See <http://citysquash.org/about-us/mission/>.

Examples of relevant stakeholders promoting the values of sports

Sports clubs, athletes and sport idols are already playing an important role in promoting the value of sport for sustainable development.

Sport clubs

Increasingly, sports companies and clubs are identifying with and driving the SDGs. The table below highlights various sports clubs and how they use sports to address specific social issues:

Table 1: Sport clubs promoting SDGs

Sports club	Vision	Mission	Areas of focus/ commitment	Sample initiative
FC Barcelona Foundation	To be the world's preeminent sports foundation contributing to the social well-being of children and youth	To provide support to the most vulnerable children and youth through sports and value-based education, with the goal of contributing to a more egalitarian and inclusive society	<ol style="list-style-type: none"> 1. Improve critical aspects of the society affecting children and youth 2. Use the strength and popularity of sports to raise awareness about issues of equality and to prevent violent behaviour 3. To bring about change through unique solutions 	The foundation developed an initiative called Playing Together Festival aimed at raising awareness of the fight against bullying in schools
Real Madrid Foundation	To develop sustainable and impactful social and cultural awareness programmes in Spain and abroad	To promote the values inherent in sport, and sports' role as an educational tool capable of contributing to the comprehensive development of the personality of those who practice it. In addition, as a means of social integration for those who find themselves suffering from any form of marginalization, as well as to promote and disseminate all the cultural aspects linked to sport.	<ol style="list-style-type: none"> 1. Educational and cultural activities 2. Social welfare activities 3. International cooperation 4. Institutional activities 	The Real Madrid Foundation is a pioneer in the creation of a sports coaching model based on values such as leadership, self-control, team work effort, respect and personal growth

Manchester City	To bring positive change to communities in Manchester and beyond	To use football as a tool to promote health, confidence, safe spaces and pathways to training and jobs for young people in Manchester and around the world	<ol style="list-style-type: none"> 1. Education 2. Health 3. Inclusion 4. Mentoring of young people 	Young leader training for young people in a community in Viet Nam
Manchester United	To use football to engage and inspire young people to build a better life for themselves and unite the communities in which they live	Working with dedicated staff to promote gender equality, education and equal opportunities for the physically challenged	<ol style="list-style-type: none"> 1. Coaching 2. Education Programmes 3. Personal development training 4. Providing young people with opportunities to change their lives for the better 	The Street Reds initiative involves using the power of football to give young people between the ages of 8 and 18 an opportunity to pursue their interest in playing, leading and coaching football
Club Atletico Boca Juniors	To promote the capacity of sport to improve and enhance personal and social skills, gain self-confidence and discipline, tolerance and respect for diversity	To create specific programmes to serve as vehicles to achieve the desired goal	<ol style="list-style-type: none"> 1. Enhancement of personal and social skills 2. Promotion of self-confidence 3. Prevention of drug abuse 	Through the La Liga del Potrero initiative, the club promotes inclusion through competitions to empower young people in slums
Valencia CF Foundation	To use sports as a vehicle to promote social inclusion	To develop schemes and projects aimed at highlighting the value of people living with disabilities and help save lives	<ol style="list-style-type: none"> 1. Skill development training 2. Promoting education 	The 'Escoles Cor Blanquinegre' educational initiative aims at improving school performance of at-risk populations, which includes a reduction in school absenteeism rates and an improvement in behaviour and academic results

Chelsea Football Club	To use the power of sports to motivate, educate and inspire	To bring together football, education and community based activities to make a difference through specially designed projects	<ol style="list-style-type: none"> 1. Education 2. Environment 3. Social deprivation 4. Employment 5. Crime reduction 	Through their education project, the club has worked with young people in several schools across England to create awareness on equality and discrimination as well as values of friendship, respect and teamwork
Liverpool Football Club Foundation	To create life changing opportunities for children and young people	Improve the health and well-being of children through sports participation and physical activity and raise the aspirations and skills of young people for a better life, through learning and training programmes	<ol style="list-style-type: none"> 1. Health 2. Education 3. Employability 	Through their Respect for All initiative, the club engages people with complex and additional needs
Athletic Bilbao	To use football to improve the quality of life in the society through social-sporting and sociocultural activities	Design projects aimed at promoting social and cultural growth for people	<ol style="list-style-type: none"> 1. Social exclusion 2. Preservation of culture 	Their initiative seeks to build bridges between culture and football with the objective of nurturing both aspects
Celta Vigo Foundation	To bring the value of sport to the society	To use sports as an instrument to build and reinforce key values for the development of people	<ol style="list-style-type: none"> 1. Develop camps, schools and sports clinics for young people 2. Skill development 3. Education 	Their summer campus for children from 4 to 16 years teaches them key self-development attributes such as good behaviour, discipline, team spirit and trust

<p>Inter Milan Foundation Football Club (Inter Campus)</p>	<p>To promote sports as instrument of social and sanitary protection, bridge-building and education of children.</p>	<p>Partnering with local partners to use the game of football as an educational tool to restore the right to play to needy children aged 6 to 13.</p>	<ol style="list-style-type: none"> 1. Promotion of football and of the right to play 2. Training of local personnel 3. Supporting the local organizational partners' social aims 4. Paying attention to children's schooling and education 5. Involvement of families, as well as local and international institutions 6. Enhancement of poor areas 7. Respect for traditions, culture and local mentality 	<p>Through their "Right To Play" initiative the club contributes to the development of local communities, supporting educational, social and sanitary protection programs carried by local partners.</p>
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Sport Icons

The Union of European Football Associations (UEFA) and the UN have a solid partnership through which UEFA supports the efforts of the UN through sports fundraising events. In April 2018, the UEFA hosted a Match for Solidarity Game which featured legendary footballers Luis Figo and Ronaldinho in a fundraising charity game. Similarly, since 2003, UNDP has organized a friendly football match called The Match Against Poverty; to raise funds to support specific development projects with the help of UNDP Goodwill Ambassadors Zinedine Zidane and Ronaldo. Supported by FIFA and UEFA, the 12 matches played have raised nearly \$4 million to support UNDP's work.³

Examples of such gestures abound in the sporting arena with different sports addressing various development objectives.

Many sports figures have joined the UN as ambassadors to add their voice and support for various causes and initiatives of UN agencies. Due to their fame and influence, sports icons are instrumental drivers for the messages of the UN entities and the SDGs. The table below lists some UN agencies and the sports icons they have engaged as ambassadors.

³ UEFA.com, Legends ready for the Match for Solidarity, at <https://www.uefa.com/insideuefa/about-uefa/news/newsid=2552639.html>.

Table 2. UN agencies and their goodwill ambassadors

UN agency	Sports icon	Description
UNICEF	David Beckham	The British-born soccer star has been an ambassador since 2005.
UNICEF	Lionel Messi	The multiple award-winning football player has been an ambassador since 2010.
UNAIDS	Michael Ballack	Retired German top goal scorer has been an ambassador since 2006.
UNDP	Didier Drogba	The former captain and all-time top scorer of the Côte d'Ivoire national football team and former Chelsea Football Club player has been an ambassador since 2007.
UNDP	Iker Casillas	The World Cup-winning Spanish goalkeeper has been an ambassador since 2011.



A UN joint programme is empowering women in Palestine by supporting women's football. A week after these girls won their match, three women were elected onto the Palestinian Football Federation Council - a first!
© SDG Fund/occupied Palestinian territory.

Sports and the inclusion of persons with disabilities

The power of sports in social integration is also brought to play in its ability to create awareness about social inclusion for people living with disabilities. In addition to shining the light on people living with disabilities, sports enlighten people on how to be supportive of them, not by just whipping up sentiments or empathy but by creating a platform to promote the notion that people living with disabilities are not limited at all. Sports shows that they are capable of participating in societal development while also creating an avenue for them to show their ability to be an independent and productive force in society.

In recognition of this, the UN has adopted numerous resolutions, such as the Convention on the Rights of Persons with Disabilities “to take part on an equal basis with others in cultural life, recreation, leisure and sport, while stipulation that States parties shall take appropriate measures to this end” (Resolution adopted by the General Assembly on 31 October 2014, 69th Session of the UN General Assembly).

In line with this, many international sport events have been created for people with disabilities to project their abilities to the world. Some of them include the Deaflympics, Disabilities Commonwealth Games, the Paralympics and the Special Olympics.

The MDGs and the SDGs have paid special attention to disability. “By improving the inclusion and well-being of persons with disabilities, sport can also help to advance the Millennium Development Goals (MDGs). For example, sports-based opportunities can help achieve the goal of universal primary education (MDG 2) by reducing stigma preventing children with disabilities from

attending school; promote gender equality (MDG 3) by empowering women and girls with disabilities to acquire health information, skills, social networks, and leadership experience; and lead to increased employment and lower levels of poverty and hunger (MDG 1) by helping to reduce stigma and increase self-confidence.”

Almost every goal of the SDGs has an indicator for measurement that includes metrics for people with disabilities. If these targets/indicators are not met then the goals cannot be said to have been achieved.

For people living with disabilities, sports has the potential to achieve many things:

- Challenge societal perceptions and discrimination against people living with disabilities, including in many societies which bar them from accessing education, employment and health care other basic social amenities;
- Change the societal attitude towards people with disabilities by providing avenues for interaction;
- Provide opportunities for persons with disabilities to be empowered and realize their full potential by showing them that they can acquire important life skills needed to develop independence.

We cannot claim that we are moving towards a more inclusive society if people with disabilities are not a part of key decision-making.



Haitian athletes stretch and warm up for a match at the National Stadium in Port-au-Prince. © UN Photo/Logan Abassi

Encouraging sports inclusion with a child-centric approach

School-going children are curious and sociable when their environment is comfortable, secure and engaging. These qualities are vital in developing mutual understanding, appreciation and respect of fellow human beings from an early age. The games thus serve as an ideal platform for interaction. They are also designed to be played in a typical school setting such as a classroom, field or assembly hall which further encourages bonding and interaction for children with special needs in mainstream schools.

In Singapore, the 'Let's Play Together' guidebook is jointly developed by the Singapore Disability Sports Council and the National Council of Social Service. It provides suggestions on how popular local games such as soccer, badminton and basketball can be modified to suit the needs of persons with disabilities in a local context. The familiarity of these games makes them appealing to most children, while the low costs involved in their modification, such as the equipment used, ensures that they remain practical and applicable for use.

Source: <http://www.spd.org.sg/updates/detail/sports-inclusion-for-persons-with-disabilities-423.html>



Young children of the Kome School in Tokyo celebrate the first ever International Year for Disabled People proclaimed by the UN General Assembly with the main theme of "full participation and equality". © UN Photo/Jan Corash

2

Sports and the development goals

After the adoption of the Millennium Development Goals (MDGs), UN resolutions recognized sports as an important tool for achieving development objectives, in addition to building a peaceful and better world through sport and the Olympic ideal. Upon the transition to the SDGs, the role that sports can play in the realization of the global goals became increasingly recognized. Links can be established between each of the SDGs and sports. Among the most intricately connected are Goals 3 (Good Health and Wellbeing), 4 (Quality Education), 5 (Gender Equality), 8 (Decent Work and Economic Growth), 10 (Reduced Inequalities), 11 (Sustainable Cities and Communities), 16 (Peace, Justice and Strong Institutions) and 17 (Partnerships). An intentional integration of sports with these goals is not only important and recommended, it is catalytic to achieving the 2030 agenda in record time.

The role of sport was also recognized in the Declaration of the 2030 Agenda for Sustainable Development adopted by Heads of State and Government in 2015:

“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.”

(UN General Assembly 2015, para. 37, 10)

UN resolutions on sports and development

Paragraph 37 of the 2030 Agenda Declaration goes beyond key international declarations that previously recognized and advocated the utilization of sports as an impetus for human and social development.

The item on sport was first introduced to the UN General Assembly Agenda in 1993. Member States adopted two resolutions on sport during the 48th session of the General Assembly, entitled respectively “International Year of sport and the Olympic Ideal” and “Observance of the Olympic Truce”. The biennial resolution entitled “Building a peaceful and better world through sport and the Olympic ideal” is now adopted ahead of every Summer and Winter Olympic and Paralympic Games and is facilitated by the Host country.

In 2003, Member States adopted the first resolution entitled “Sports as a means to promote education, health, development and peace”. Nine subsequent resolutions were adopted until 2016. This resolution is now biennial and the next one will be facilitated and present during the 73rd session of the General Assembly.

Other resolutions or processes on Sports and Development go back to 1978. Since then, we have witnessed various updates and enhancements to reflect changing realities and to continue advancing policy developments.

The following figure is a chronology of some key breakthroughs in recent decades:



Young football players from El Sereif play a match held as part of the cultural and sports event organized by UNAMID in El Sereif, North Darfur, as part of its "We Need Peace Now" campaign. © UN Photo/Albert González Farran

Figure 1: The UN and sports. A timeline

Source: www.sportsanddev.org.

1978

UNESCO (United Nations Educational Scientific and Cultural Organization) General Conference adopts the International Charter of Physical Education and Sport.

1997

Heads of State and Government of the European Commission focus special attention on sport during the Amsterdam treaty negotiations, during which it was stated that “the Conference emphasized the social significance of sport, in particular its role in forging identity and bringing people together.”

2001

UN Secretary-General Kofi Annan appoints Adolf Ogi (former President of the Swiss Confederation) as the first Special Adviser on Sport for Development and Peace to enhance the network of relations between UN organizations and the sports sector.

2002

The UN Secretary-General convenes the UN Inter-Agency Task Force on Sport for Development and Peace to review activities that involve sport within the UN system.

2003

First International Conference on Sport & Development takes place in Magglingen (Switzerland). The conference was the first international, high-level event on Sport & Development, involving participants from sports federations, governments, UN agencies, the media, athletes, business and civil society. 2003 – First Next Step conference, ‘International Expert Meeting on Development in and through Sport’, Amsterdam (the Netherlands). Different from the Magglingen conference series, the Next Step conference was established to target practitioners, mostly at the grassroots level, to share experiences and best practices in Sport & Development.

A UN Inter-Agency Task Force published a report, 'Sport for Development and Peace: Towards Achieving the MDGs'. The report states that "the world of sport presents a natural partnership for the UN system" and that well-designed sport-based initiatives are practical and cost-effective tools to contribute to the achievement of the MDGs.

2004

A roundtable forum, Harnessing the Power of Sport for Development and Peace, was held in Athens (Greece) during the 2004 Olympic Games in Athens, and brought together political leaders and experts in development to discuss the potential of sport in achieving development goals. The forum laid the cornerstones for establishing the Sport for Development and Peace International Working Group, creating a new policy framework for the use of sports for development and peace.

2005

International Year of Sport and Physical Education (IYSPE) 2005 is proclaimed by the General Assembly of the UN.

The Sport for Development and Peace International Working Group is formed, with representatives from Ministers of Sport, Youth and Development from 15 countries, directors of UN agencies and NGOs in the field of Sport for Development and Peace.

2008

IOC and the UN agree on an expanded framework for action to use sports to achieve the goals of the UN.

UN Secretary-General Ban Ki-Moon appoints Wilfried Lemke as the new Special Adviser on Sport for Development and Peace, after Adolf Ogi steps down.

UN Secretary-General Ban Ki-Moon establishes a trust fund on Sport for Development and Peace.

2009

First UN-IOC Forum on Sport for Development and Peace held in Lausanne (Switzerland).

2011

Second UN-IOC Forum on Sport, Peace and Development held in Geneva (Switzerland).

Fourth Next Step conference held in Trinidad & Tobago.

2013

Third UN-IOC Forum on Sport for Peace and Development held in New York (USA). The forum closed with a call for a United Nations International Day of Sport and Physical Activity.

The 67th UN General Assembly proclaims that 6 April is to be observed as the International Day of Sport for Development and Peace.

2014

The fifth edition of the Next Step conference is held in New Delhi (India).

2015

Adoption of the revised International Charter of Physical Education, Physical Activity and Sport.

Approval of the resolution for observance of the Olympic Truce for the 2016 Olympic games in Rio de Janeiro (Brazil).

Adoption of the UN General Assembly Resolution 70/1, 'Transforming Our World: the 2030 Agenda for sustainable development'.



In addition to these initiatives, in 2003, the UN General Assembly adopted a resolution on sport as a means to promote education, health, development and peace. The Secretary-General reports each year to the General Assembly on the implementation of the resolution and on sports for development and peace activities at national, regional and international levels. General Assembly Resolution 58/5 proclaimed 2005 as the International Year of Sport and Physical Education (IYSPE 2005). A 'Group of Friends on Sport for Development and Peace' was created within the IYSPE framework. This group serves as an informal intergovernmental platform among Permanent representatives to the United Nations in New York and aims to promote dialogue as well as encourage UN Member states and the UN System to actively integrate sport into their policies and strategies.

Among the UN agencies, key bodies that address development through sports include the following:

- United Nations Department of Economic and Social Affairs (DESA);
- United Nations Educational, Scientific and Cultural Organization (UNESCO);
- World Health Organization (WHO);
- United Nations Children's Emergency Fund (UNICEF);
- United Nations Development Programme (UNDP).

These agencies work in partnership with other UN organs and agencies as well as private sector organizations and civil society to achieve sustainable development through sports.

There has been interest across the UN system in the value of sport as a tool that could be used innovatively and symbiotically with interventions in other sectors to address a range of development agendas. During the period preceding the 2030 Agenda for Sustainable Development, specific policy documents highlighted the potential contribution of sport across all eight of the MDGs (UNOSDP 2010). UNESCO member states adopted both the Declaration of Berlin in 2013 and a revised International Charter of Physical Education, Physical Activity and Sport in 2015 that further emphasized the importance of inclusive opportunities for all to participate in sport, and efforts to combat threats to the integrity of sports. Besides global commitments and evidence-based documentation, sharing of effective policies and practice for sport-based approaches has also been furthered by UN bodies and other multilateral institutions through global conferences and the dissemination of documented examples (Lindsey and Chapman, 2017).



The SDG Fund approach

Achieving the 2030 Agenda for Sustainable Development and its 17 SDGs depends on establishing successful and effective partnerships between the public and private sectors. This is precisely why the Sustainable Development Goals Fund (SDG Fund) was established: to bring together governments, civil society, businesses and UN agencies to achieve the SDGs.

The SDG Fund is the first UN development cooperation mechanism that implements the SDGs. It does so through partnerships with UN agencies and their public and private sector partners to address the challenges of poverty and sustainable development. As an inter-agency mechanism, the SDG Fund works across the UN system, currently with 14 agencies, implementing joint programmes around the globe. The SDG Fund was established in 2014 with an initial contribution of the Government of Spain, and more than 20 donors have since contributed to the SDG Fund's joint programmes.

Currently, the SDG Fund supports joint programmes in 22 countries with an approximately \$70 million budget. National and international partners, including the private sector, provide approximately 58 per cent of the resources through matching funds. Each joint programme contributes to the achievement of several SDGs. Working with the SDG Fund means working with the UN System as a whole. For each joint programme, the Resident Coordinator, in collaboration with the UN country team, determines which UN agencies should work together to address the challenge more efficiently. By putting together specialized UN agencies in collaboration with national counterparts, the SDG Fund's joint programmes bring integrated and holistic approaches to national and local development issues.

Joint programmes help tackle limitations of a single sector and avoid a silo approach to development.

Joint programmes are the SDG Fund's innovative modality for its work: Relevant UN agencies come together, under the leadership of the UN Resident Coordinator, based on their expertise and in-country presence. Together, the designated UN agencies partner with national and local government counterparts, civil society and the private sector to design and implement programmes. All joint programmes are aligned with national priorities as agreed in the UN Development Assistance Framework (UNDAF).

A key element of the SDG Fund is the matching funds system, which requires that every financial contribution made by the SDG Fund is matched at least one to one by the joint programme partners. These are national and subnational governments, UN agencies, the private sector and civil society. This ensures greater national ownership and improves sustainability, since many of these initiatives are scaled up or inform new national policies. Therefore, the SDG Fund is leveraging in-country resources, with 25 percent of the resources coming from non-DAC OECD countries. The SDG Fund partnerships are devised to work with all UN agencies. As a UN inter-agency fund, the SDG Fund channels its resources through the partner UN agencies.

The countries where the SDG Fund is working represent both low- and middle-income countries from four regions of the world. It is also working in Small Island Developing States (SIDS), supporting countries most affected by climate change. Joint programmes are selected through a rigorous evaluation process.



Athletes participate in the "Liberia Rising, Together" Marathon, in Monrovia, an inclusive race for all Liberians to celebrate a decade of peace in the West African Country. © UN Photo/Staton Winter



Principles of the SDG Fund activities

National ownership:
National counterparts provide an average of 25 percent of the resources.

UN coordination:
UN agencies implement the resources. On average, three UN agencies work together through the Resident Coordinator, following UNDAF.



Due diligence:
Private sector partners adhere to UN policies and are subject to an exhaustive due diligence process.

Catalyzing investments:
By mobilizing matching funds, every dollar invested in the SDG Fund has generated 2.36 dollars in programme budget.

3

The SDGs Youth World Cup



The SDGs Youth World Cup's trophy. © SDG Fund/David Ito.



As 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”.

This 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..

Description of the project

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 event 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.

Project partners and their roles:

The SDG Fund: The Fund helped to formulate and shape the overall project to better fit the global strategy for implementing the SDGs. In particular, the SDG Fund plays an important role in making the project sustainable, by developing a toolkit that will allow any kind of entities to duplicate and reproduce the activities implemented within the frame of the SDGs Youth World Cup.



UN agencies: The support of the UN and its agencies gives the overall project more credibility and continuity. The expertise and knowledge gathered around the globe by UN staff members is a unique source of experience and data. The support of the organization is also crucial in terms of image and visibility. It serves as a political guarantee to states and peoples and increases the audience. The UN agencies involved in this project are UNICEF and UN Women. UNICEF, through its experience in the field, helped to identify the local partner (NYC Mayor's Office), gave guidance on the overall implementation of the project (especially phase 1 & 2) and provided educational material to raise awareness of the SDGs among students. UN Women provided their expertise and guidance on gender equality and empowerment of girls during the development of the project.

Country partners: The sponsorship of nine countries from five continents gave political weight to the project. By giving their blessing to represent their countries during the tournament and by donating their national team jerseys through their Ambassadors, the countries have brought more meaning and a sense of belonging to the children. This will allow these children to get a feel of experiencing a true World Cup and thereby greatly enhance the impact of the message conveyed by the project.

Local partners: The Office of the Mayor of New York City is an essential partner. As a local actor, the Mayor's Office has a proximity to the people and knowledge of the context and the various needs. It also offered its support organizing the gathering with children and the tournament. The Mayor's Office identified and selected the children that benefit the project. It facilitated the contacts with the schools and



Schools from the five boroughs of New York greet each other before one of the matches of the SDGs Youth World Cup held in New York to celebrate SDGs and sports. © SDG Fund/David Ito.

helped in organizing the different events, particularly the security issues and use of public infrastructure.

Private sector: While planning the project, it appeared that partnering with a strong private entity in the field of soccer would make a big difference in both the visibility of the project and the experience it could offer to the children. New York City Football Club set up an internet tool to source funds through ticket sales that allowed 80 children and their parents to attend a game. To enhance the experience, the New York City Football Club arranged for autographed signatures with the New York City Football Club team players after one of their games. They also provided the children with an opportunity to go to Yankee Stadium. They provided communication support as well, and publicized the SDG message through their social media handles.

Key takeaways from the project

The children learnt about the SDGs while also having fun.

Through the soccer tournament, the children were able to clearly relate to SDG values, including tolerance, respect for one another and for rule of law, teamwork, discipline and self-esteem.

By emulating their role models in the sport, the children easily understood that hard work and consistency were essential in sport. They agreed that these attributes are also required to excel in their studies and in whatever goals they set for themselves.

Not only did the children learn about the SDGs through this soccer tournament, they were willing to educate their family members and friends about it.

They were thrilled with this amazing experience, where both boys and girls were involved, which was a concrete example of how to implement the SDGs, in particular for gender equality and healthy lifestyles.



4

Case studies:

Sports practices and policies in relation to the SDGs and their targets

The SDGs drive the UN's 2030 Sustainable Development Agenda, and are supported by governments, businesses and civil society, including the sport sector. The goals were adopted by the UN General Assembly in 2015 and sports is included in the final outcome document as an 'important enabler' of sustainable development.

The SDGs have become the guiding star for global development. All development plans and programmes are benchmarked against the goals in order to ascertain their relevance to achieving a world where poverty, well-being, quality education, gender equality, economic growth and sustainable communities will one day no longer be problems.

Sports, recognized as a crucial tool and driver towards such a world, must be integrated fully into local, national and global development programmes and policies as part of a more eclectic approach to achieving the desired development results by 2030. This section discusses how sports can be integrated into key SDG goals and their targets.

Goal 1 - End poverty in all its forms everywhere

Poverty is one of the biggest problems bedeviling development in most of the developing world. According to ourworldindata.org, nearly half of the world's population – more than 3 billion people – lives on less than \$2.50 a day. More than 1.3 billion people live in extreme poverty – less than \$1.25 a day. Critical to the attainment of the 2030 Agenda is the eradication of poverty. If the world's poor are not lifted out of their dire situation, it will be impossible to achieve the global goals.

Sports has long been used to provide people with knowledge and skills that have helped poor people get out of poverty permanently. Some targets under Goal 1, in particular, Targets 1a and 1b, can be reached through sports integration.



1.a Ensure significant mobilization of resources from a variety of sources, including through enhanced development cooperation, in order to provide adequate and predictable means for developing countries, in particular least developed countries, to implement programmes and policies to end poverty in all its dimensions

With more governments turning to cross-sector partnerships with the private sector and civil society, a number of sports projects aimed at reducing poverty have been developed. However, more of such collaborations need to be created especially in developing and least developed nations where literacy numbers are low but knowledge of sports is high.

Indicator 1.a.2 Proportion of total government spending on essential services (education, health and social protection)

Government spending on social amenities has been on the increase, in line with the goal to end poverty. The construction of local recreational centres that are free and accessible to the poor have provided an avenue for the development of sporting talent. The work of these centres complemented by new media tools (social media) can help spotlight local talent which can be then recruited by those who may otherwise not have seen them. The possibilities for getting people out of poverty

through this channel are boundless and as such must be explored. It has an important additional benefit of keeping the energies of people especially youth engaged that might otherwise have been expended in social vices, thus fostering more peaceful communities.

1.b Create sound policy frameworks at the national, regional and international levels, based on pro-poor and gender-sensitive development strategies, to support accelerated investment in poverty eradication actions

Creating infrastructure for women and people living with disabilities to participate in sports programmes, along with supportive policies and frameworks, would create an enabling environment for young girls and women in sports. And, as is the case with all policies once enforced, for-profit businesses will seek ways to align with these requirements. This means more opportunities will be created through cross-sector partnerships.

Since private interests will always find a means to monetize or make profit from whatever venture they get involved in, this will lead to growth in businesses and the need to hire people with an understanding of grassroots issues as well as those with knowledge and expertise on disabilities. This means jobs will be created for members of the beneficiary communities as well as people living with disabilities, leading to an increase in their income.

Box 1: Sports and poverty alleviation (SDG 1 case study)

Ball to All

Founded in Scottsdale, Arizona, in the United States, Ball to All is an organization that provides soccer balls for underprivileged children. Founder Ori Eisen created the charity in 2003 after providing a friend, Nikolas Mangu, with five soccer balls before he left for his home country of Kenya. When Nikolas delivered the balls to a local school, the children celebrated the simple gift.

Since the first delivery, Ball to All has delivered 9,426 balls to children of developing nations. Ball to All is one of the organizations ending poverty through sport by providing the basic tools for childhood development. Ball to All ambassadors believe that the organization provides children more than just a tool for play. They also believe that by taking part in sports, children are less likely to be negatively influenced by extremist groups, are made to feel important and are kept out of trouble.

Source: <https://borgenproject.org/organizations-ending-poverty-through-sport/>.

Goal 2 - End hunger, achieve food security and improved nutrition and promote sustainable agriculture

Hunger is a major global problem plaguing over 10 percent of the world's population. According to FAO estimates, about 815 million people suffer from chronic undernourishment (FAO 2016). Ninety-eight percent of those suffering from hunger live in developing countries (Mercy Corps). Approximately 9 million people die of hunger yearly including about 3.1 million children (World Food Statistics). There are shocking and humbling statistics about the ravaging and deadly effects of hunger across the developing world.

For those struggling to feed themselves, sports is clearly no priority. However, sports can be used as avenue to deliver millions from hunger permanently. And the global interest in sports can be used to build awareness about global hunger. Sport programmes associated with nutrition and agriculture can complement programmes that tackle hunger and support education. Certain projects have used professional athletes to bring awareness and recognition to the issues of hunger and food insecurity, among others. Beneficiaries have been educated and engaged in sustainable food production and balanced diets. The spirit of sport is linked to the nutrition and wellness of a community or individual; this connection between sport and health can be used to highlight inefficiencies in the global food supply chain.

Target 2.1 - By 2030, end hunger and ensure access by all people, in particular the poor and people in vulnerable situations, including infants, to safe, nutritious and sufficient food all year round:

Sports programmes and games are being used to raise funds for hunger interventions, an example being the relief organization, Gift of the Givers, a South-African NGO, that raised funds for hunger alleviation through proceeds from a marathon race. The proceeds from the race were used to feed over six thousand hungry people.⁴ The Jack Brewer Foundation (JBF Worldwide) provides relief to communities around the world suffering from extreme poverty and hunger, using sport as its catalyst. JBF Worldwide has raised funds to send meals to those in extreme famine areas—over 300,000 meals have been shipped to date—and assists in providing clean water, food, medical care and education to children around the world. Local partnerships have also enabled



JBF Worldwide to bring food and shelter to those closer to home. The Foundation's ongoing mission is to provide communities with the resources they need to maintain children's safety and ensure their healthy upbringing.

<https://unchronicle.un.org/article/using-sport-end-hunger-and-achieve-food-security>

2.3 By 2030, double the agricultural productivity and incomes of small-scale food producers, in particular women, indigenous peoples, family farmers, pastoralists and fishers, including through secure and equal access to land, other productive resources and inputs, knowledge, financial services, markets and opportunities for value addition and non-farm employment.

If sports personnel and nutritionists patronize and encourage other consumers to also patronize rural organic farmers, their livelihoods will be improved and they will be able to cultivate more and feed their families better. Educational campaigns, including through sports, about the need to eradicate food wastage would help channel excess food to the poor and needy through food banks and shelters.

⁴ For more information, see <http://www.giftofthegivers.org/about>.

Goal 3 - Ensure healthy lives and promote well-being for all, at all ages

Arguably the goal with the highest and most scientifically backed correlation to sports is Goal 3 of the SDGs. Critical to the 2030 Agenda is a call to world leaders, governments, civil society, private sector, institutions, philanthropists and individuals to ensure people are generally equipped to lead healthy lives no matter their age, gender, economic status, race, or disability.

Goal 3 is intricately interwoven with virtually all other goals.

Target 3.1 By 2030, reduce the global maternal mortality ratio to less than 70 per 100,000 live births.

Target 3.2 By 2030, end preventable deaths of newborns and children under 5 years of age, with all countries aiming to reduce neonatal mortality to at least as low as 12 per 1,000 live births and under-5 mortality to at least as low as 25 per 1,000 live births

By improving the individual fitness of mothers, sports can help diminish infant, child and maternal mortality and enhance post-natal recuperation. Pregnant women are encouraged to engage in simple exercises for easier childbirth and to continue after delivery for faster recovery and healing. There are some studies that have shown a correlation between exercising or participating regularly in physical activity during pregnancy and a healthy baby, which also increases the chances of the child making it past infancy.

Target 3.4 By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment, and promote mental health and well-being.

There is a great deal of scientific proof and medical research showing that regular physical activity, exercise and participation in sports significantly mitigate people's propensity to obesity, heart disease, stroke, diabetes and some forms of cancer. More and more, we are seeing communities organize themselves regularly to keep fit either through marathon races, speed walking, dance exercises, cardio exercises and other forms of communal activity.

Physical inactivity is the fourth leading causal factor for worldwide mortality according to the WHO, which offers worrisome data about the massive numbers of



people who do not participate in any form of physical activity regularly. Such people are the most at risk for health issues. There are myriad easily accessible and affordable ways to access regular sport or recreational activity, regardless of where one lives.

Both social science and medical science have also shown a correlation between physical activity and the release of hormones dopamine (for motivation) and endorphins (the “feel good hormone”). Common examples of the benefits of sports and physical activity reported by young people include less social anxiety and social isolation, improved self-awareness and improved self-esteem (Eime et al., 2013). Psychological results reported by adults include reduced stress and distress.

Governments should promote sports through policies and even incentives at the local and national level.

Target 3.3 By 2030, end the epidemics of AIDS, tuberculosis, malaria and neglected tropical diseases, and combat hepatitis, water-borne diseases and other communicable diseases.

Target 3.5 Strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol.

Target 3.7 By 2030, ensure universal access to sexual and reproductive healthcare services, including for family planning, information and education, and the integration of reproductive health into national strategies and programmes.

Most sport-based health interventions are attempts by organizers to educate and empower participants to help prevent health issues. There has been a worldwide embrace of the use of sports to address health issues and sensitive health subjects because of its flexible, engaging and educative nature. Many sports programmes are used to tackle different communicable diseases, sexual and reproductive health, and substance abuse.

Sports-based education programmes are a viable platform for health education, including for hard-to-reach groups, particularly to disseminate information on sexual and reproductive health, alcohol and substance abuse, as well as communicable diseases such as malaria and HIV/AIDS. It is, however, highly dependent on what sport is popular among a target population. Sports can be a way of attracting and engaging young people who may otherwise suffer from various forms of exclusion, and so may not be reached by traditional forms of health education. More generally, sports-based approaches may be particularly valuable in contexts where growing populations of young people are often at higher risk of communicable and sexually transmitted diseases (WHO 2014a).



Young women participate in a Youth entrepreneurship initiative of a SDG Fund's programme in Côte d'Ivoire © SDG Fund / Côte d'Ivoire



Empowering girls and bettering their health through sport

The EduSport Foundation (Education through Sport) is a community-based NGO established to integrate sport into the development process. EduSport programmes combine sports and life skills training especially for socio-economically underserved and at-risk young people. It is one of the biggest and most active local NGOs in Zambia.

The Go Sisters Project

The programme is a gender-focused programme whose aim is to facilitate the participation of girls and boys in underserved communities in a number of activities as equal partners. These activities include leadership development, access to livelihoods, and access to social services such as health, education and many spheres of need for young people. The programme also addresses other factors that impede the girl child from fully participating in social and economic activities including unequal access to and distribution of resources, their traditional roles in society and restrictive culture norms. The programme, therefore, aims to equip girls with tools that will enable them to realize their full potential and participate fully as partners in development at all levels of society. The girls should ultimately be able to engage, negotiate, lobby and advocate for their needs in their respective communities, with authorities and other stakeholders.

For over five years, the project has worked towards five outcomes:

- Equipping 2,100 female peer leaders (including 600 hard-to-reach girls) with practical experience in using leadership, entrepreneurial and life skills to enable them to make informed decisions, exercise their rights and make positive changes in their lives and communities;
- Creating a strong network and safe environment for girls, through training peer leaders and enabling sports activities, in order for girls to adopt role model positions, mobilize and lead others in sport, gender equality, healthy living, and HIV/AIDS awareness;
- Improving life opportunities for 250 peer leaders through basic literacy skills, completing secondary education, vocational training, or professional internships;
- Changing attitudes of teachers, parents and boys, to actively support and promote access to sport for girls and increase understanding of girls' rights and choices;
- Increasing EduSport's capacity to better respond to the needs of their target groups through improved data collection, analysis and evaluation, and by supporting the implementation of child and youth safeguarding mechanisms.

The project has been implemented in five provinces of Zambia: Lusaka, Western, Southern, Eastern and Copperbelt.

EduSport Foundation's work has resulted in the empowerment of communities through the use of sport and physical activities. They have supported community leaders with life and sport skills which has resulted in most young people advancing their skills as leaders, coaches, facilitators, entrepreneurs, organizers, managers as well as change agents in their respective communities.

Source: <https://www.sportanddev.org/en/job/edusport-foundation-recruiting-evaluation-consultant>.

Goal 4 - Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

The right to education and equal rights of women and girls in the field of education are at the crux of this goal. Inclusive sports 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 (UNOSDP).

High-quality physical education is critical to the developing 'physical literacy' in young people. According to International Physical Literacy Association, 'physical literacy' is the motivation, confidence, physical competence, knowledge and understanding to value and take responsibility for engagement in **physical** activities for life." It also enhances educational outcomes for young people when they relate with the targets of this SDG through sports.

Target 4.1 By 2030, ensure that all girls and boys complete free, equitable and quality primary and secondary education leading to relevant and effective learning outcomes.

The revised International Charter of Physical Education, Physical Activity and Sport adopted in 2015 by all UNESCO member states declares that:

“ Each education system must assign the requisite place and importance to physical education, physical activity and sport in order to establish a balance and strengthen links between physical activities and other components of education.”

(UNESCO 2015, 3)

Ensuring that education is free and fun for children through the inclusion of physical education is important for the attainment of the 2030 Agenda. Skilled teachers and non-teaching staff can deliver physical education and sports in both school and non-school settings.

Target 4.5 By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable, including persons with disabilities, indigenous peoples and children in vulnerable situations.

Education remains one of the most potent tools for shattering discrimination and inequality of any sort.



Addressing disparities of access to physical education and sports can make a lasting contribution to the development of more inclusive societies. Participation by young people who may otherwise face exclusion – for example, girls and people with disabilities – can raise awareness and address wider discriminatory misconceptions across communities and societies (UNICEF 2013).

Target 4.7 By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship, and appreciation of cultural diversity and of culture's contribution to sustainable development.

Target 4.4 By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship.

Countless opportunities exist for the use of sports as a channel for knowledge sharing and for the development of skills relevant to various aspects of sustainable

development. Sports can improve learning outcomes by fostering academic performance and achievement, leadership abilities, and concentration and focus capabilities. It can effectively and efficiently engage both young people and adults, in large numbers and across different population groups and age strata. Sports-based programmes offer educational opportunities and life skills to be used beyond school, to the workplace and adult life.

Sports, physical education, physical activity and play can motivate children and youth to attend school and be more involved with formal and informal education. Sports programmes for girls, including in refugee camps, can be used as an incentive to stay in school. Sports can also be used to raise awareness about sustainability by designing sustainable education curricula and introducing green practices and education in schools and universities.

Box 3: Connecting underserved children to vocations (SDG 4 case study)

Connecting underserved children to vocations

The Magic Bus programme in India engages children and youth from slums using the medium of sports to impart knowledge in health, education, gender and leadership. It supports participants after their completion of the programme until they are connected to livelihood and vocational opportunities.

It delivers a sports-based life skills programme for children in the age group of 8–18 years who come from deprived backgrounds. Magic Bus recruits local youth volunteers above 17 years of age and trains them in delivering the programme to the children. These youths conduct weekly sessions for a period of three years and strive to bring about behavioural changes. To garner the support of the community, meetings with parents are organized in addition to rallies, cleanliness drives and sporting events.

Magic Bus delivers the programme through a 120-hour curriculum with numerous games and activities to make it attractive for the children. The children are encouraged and supported in relating the games to their real-life situations and challenges. The engagement develops in the participants a sense of responsibility that carries over into adulthood and positively impacts their livelihoods and employability. Those who complete the programme can avail of a youth development platform called Connect that trains them in leadership and employability skills. They are also provided with support in developing decision-making skills.

District Programme Managers and Training & Monitoring Officers in each state oversee the programmes. While the District Programme Managers are in charge of day to day activities, Training & Monitoring Officers train the youth volunteers in the field. Each youth volunteer is in charge of a group of 25 children.

Magic Bus utilizes existing structures within communities such as NGOs, local schools, and panchayats. As a result of the programme, over 250,000 children and youth today have access to better education, improved health, and a better understanding of gender sensitive issues, and are working towards becoming well-employed adults.

<https://educationinnovations.org/program/magic-bus-sports-development-program>.



Goal 5 - Achieve gender equality and empower all women and girls

Gender issues are recognized throughout the 2030 Agenda for Sustainable Development as reflected in the targets and indicators of virtually every goal. Goal 5 has targets that sports integration directly speaks to.

Target 5.1 End all forms of discrimination against all women and girls everywhere.

It is not hard to see the relationship between discrimination against women and girls and its extrapolation into sports. However, even though this same expression of gender discrimination and disparity appears within the sporting community, sports presents a very strong avenue to combat the scourge.

Sports can be a powerful platform for advocacy and raising awareness, leading to the abolishment of all forms of discrimination against women and girls. The human rights-based rules of a sport can help to replace culturally discriminative norms that exclude women and girls from sport.

Target 5.5 Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision making in political, economic and public life.

Females have commonly and traditionally been significantly underrepresented in leadership and decision-making at all levels in sport and across local, regional, national and international sporting bodies (Women on Boards 2016). Addressing current gender inequalities across participation, performance and leadership in sports (including sports governing bodies) can make a valuable contribution to this Goal. Sport can be used to address constricting gender norms and to promote equal participation of girls and women in sport.

Target 5.2 Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation.

Target 5.3 Eliminate all harmful practices, such as child, early and forced marriage, and female genital mutilation.

While women and girls' rights to participate in sport as athletes or spectators are not respected in many



countries, sports can help to foster gender equality in countries and regions where women are discriminated against. Societal problems of violence and abuse have been and are reproduced in sport.

Sports can provide a safe and fair environment for women and girls. It can foster increased self-esteem and confidence in them and help them develop skills needed to become equal participants and leaders in their communities. Through sports-based programmes, women and girls can be equipped with knowledge and skills on health, on how to live a healthy and active lifestyle and on how to act if they experience violence, and provide them with skills needed for employability and leadership (UNOSDP).

Target 5.c Adopt and strengthen sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and girls at all levels

Sports and sports-based community programmes in particular can, if designed inclusively, cause positive shifts in gender norms and promote gender equality.



A UN joint programme supported women's football as part of an integrated approach to gender equality. © SDG Fund/occupied Palestinian territory.



Box 4: Beating gender stereotypes in Pakistan with football (SDG 4 case study)

Beating gender stereotypes in Pakistan with football

Hajra Khan made history when she became the first Pakistani female footballer to sign a contract to play abroad in the Maldives National Women's League in 2014. In a society where gender stereotypes and cultural barriers prevent girls from participating in football, this is no small win.

In addition to the lack of opportunities to hone their talent by playing internationally, and safe spaces to train regularly, female players grapple with daily sexism. "No matter how skilled or talented, every female [player] knows her appearance will be judged as she plays her sport. She may win, she may lose, but her looks will be assessed," Hajra Khan explains.

While there has been an increase in the participation of women in sport in the recent years, Hajra Khan stresses the need to transform social norms that define women as fragile, less capable and relegates them to the role of home-makers, and for increased investment to uplift the standard of the game. "In order for women to have true equality in sport, the media will need to begin to recognize women for their athletic ability and not their looks..."

When asked how football has shaped who she is today, she says, "It's helped me gain respect for my body and develop self-esteem, and to believe that I have everything I need within me to become the best possible version of myself."

Source: <http://www.unwomen.org/en/news/stories/2016/7/ beating-gender-stereotypes-in-pakistan-with-football>.

Box 5: Making equality the goal in Palestine (SDG 4 case study)

Making equality the goal in Palestine

Partners: Arab States, Gender Equality and Women's Empowerment, ILO, Occupied Palestinian Territory, UN Women, UNDP, UNESCO, UNFPA, UNRWA

Women in the Occupied Palestinian Territories suffer from high levels of poverty and unemployment. The MDG-F targeted Palestinian women's social, economic and political empowerment through a number of initiatives, like the initiative to support women's football. A week after the women's team won their match, three women were elected to the Palestinian Football Federation Council – a first.

Source: <http://changinglives.mdgfund.org/photograph/making-equality-the-goal-in-palestine/>

Goal 8 - Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

SDG 8 also accords significant importance to full and productive employment and decent work for all. Globally, the proportion of the working-age population that is employed has fallen, and the 204 million people who were unemployed in 2015 represented a significant increase both from 1991 and since the 2008 global economic crisis (United Nations 2015). The International Labour Organization (ILO) has identified that young people, and especially young women, across the globe have been significantly and particularly affected by a 'prolonged job crisis'. Globally, estimated figures for youth unemployment stood at 12.6 per cent in 2013, with as many as 73 million young people being without work (ILO 2013). Youth unemployment and underemployment are especially acute in developing regions, where particular problems with the quality, stability and regularity of work are recognized (ILO 2013).

Sports may not be the whole solution but it certainly presents opportunities for youth engagement in paying jobs through participation in various forms.

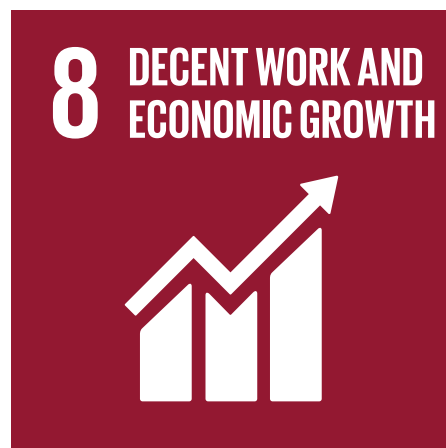
Target 8.1 Sustain per capita economic growth in accordance with national circumstances and, in particular, at least 7 per cent GDP growth per annum in the least developed countries.

Target 8.9 By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.

The growing scale of the sports industry, and its links with other sectors, offers opportunities for economic growth and decent employment. From sports merchandizing to sporting products development, sports advertising to sports branding, sports journalism to commentary, just to name a few, there exist boundless opportunities for young people to explore and make a living from the sporting industry.

Apart from the natural resources of a country or a city, sport events provide the next best opportunity to improve its international image and act as a stimulus to develop tourism infrastructure and revenue over time.

Target 8.5 By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value.



Target 8.3 Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services.

Target 8.6 By 2020, substantially reduce the proportion of youth not in employment, education or training.

Sport goods and equipment should be produced in line with labour standards, and in particular, be free from forced and child labour and discrimination in all forms (UNOSDP). Sports programmes can foster increased employability for women, people with disabilities and other vulnerable groups, thus contributing to inclusive economic growth (UNOSDP).

Sport-based approaches may have particular value as they can support the development of collective approaches and networking that can enable entrepreneurship and enterprise, especially in developing countries (Ratten 2014). Sports-based educational programmes provide skills for employability and opportunities for youth to enter the labour market. They can contribute to creating a higher standard for all jobs by complying with labour standards throughout their value chain and in line with businesses policies and practices.

Sports-based approaches can benefit from integration with relevant developments and policy in other sectors, not least to improve understanding about effective practices and contextual enablers for entrepreneurship and enterprise (ILO 2013).

Target 8.8 Protect labour rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment.

Target 8.7 Take immediate and effective measures to eradicate forced labour, end modern slavery and human trafficking, and secure the prohibition and elimination of the worst forms of child labour, including recruitment and use of child soldiers, and by 2025 end child labour in all its forms.

The widespread outsourcing of sport manufacturing by transnational companies and the construction of sport stadiums and infrastructure for the hosting of major events has created employment and economic development in low- and medium-income countries.

However, ongoing and multiple concerns have been raised about employment practices, pay and conditions for local and migrant workers in many countries in both of these sectors (Cottle and Rombaldi 2014).

Sports events and projects, given their huge popularity and support from both governments and the public, can have long-lasting positive effects on employment and overall social progress as long as they are consistent with human rights and labour standards, and sustainability goals, and the money spent is feasible. As more young people seek careers in professional sport their rights also need to be protected, especially given the increasing number of 'academies' in developing countries that may purport to offer local and global pathways into such employment (Akindes and Kirwan 2009).



Olympic-style torches are run in a relay race across the Gaza Strip as part of UNRWA's ceremony marking the start of its annual Summer Games for kids.
© UN Photo/Shareef Sarhan

Sector programme on sports for development

For many years now, German development cooperation actors have been using sport as an instrument for mobilization, awareness-raising and integration, to establish sport as a tool in the long-term structure of development cooperation. GIZ is implementing various such initiatives on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ).

Priority areas are substantive and strategic policy advisory services, long-term national and international positioning, research support, and monitoring and evaluation. Measures are being implemented in selected partner countries (currently Afghanistan, Brazil, Colombia, Namibia and the Palestinian Territories). In these countries, GIZ is working with sporting partners such as the German Olympic Sports Confederation (DOSB), the German Football Association and local partner organizations. Together, they are developing participatory methods and teaching and learning materials for using sport to aid the achievement of development goals. One such resource is the Kicking Youth Competencies manual on the use of sport to develop the skills of young people in the Palestinian Territories. Targeted training is being provided to multipliers and teaching staff, for example female sports teachers at girls' schools in Afghanistan.

Sport can be used as a means of acquiring new partners for German development cooperation. GIZ is working with governmental and non-governmental organizations, stakeholders from the worlds of sport, civil society, policy-making and business, and international organizations that are already using sport effectively to promote young people's development.

The approach:

Afghanistan and Namibia. Project work here focuses on efforts to empower girls and young women. Working with the Afghan Ministry of Education, it has trained almost 100 male and female sports teachers at girls' schools, developed a specialist school curriculum and constructed a girls' centre on the premises of the Namibia Football Association in Windhoek. The centre provides a safe space for engaging in sports activities and learning. Tourism training is delivered in cooperation with partners from the business sector. Sports are also being used for health education and HIV prevention, and life skills training.

Colombia and Brazil. Initiatives in Colombia focus on violence prevention, peaceful conflict resolution and the reintegration of internally displaced persons. A manual has been developed specially to support social reconciliation through sport. To date, 100 teachers and 160 coaches have been trained, and 15 women and men have passed their instructor training qualification. Some 15,000 children and young people have been reached through these efforts. Work is also underway in Brazil on violence prevention and youth promotion, especially in high-risk schools and disadvantaged neighbourhoods, benefiting around 30,000 children and young people.

Occupied Palestinian Territories. Sport is being employed as a means of promoting vocational education and training, and preparing people for the job market. The initiative is designed to increase the appeal of vocational education and training, thereby supporting other vocational training programmes and units of German development cooperation. Areas of training include personal and social skills (soft skills) such as teamwork, communication and decision-making, all of which are foundational for professional development. The programme has reached over 2,000 young people to date through different summer schools.

Britta Heidemann, a successful German fencer, is supporting the development priorities of BMZ and DOSB in her role as a Sport for Development ambassador.

Source: <https://www.giz.de/en/worldwide/42673.html>

Goal 11 - Make cities and human settlements inclusive, safe, resilient and sustainable

SDG 11 recognizes the need to adopt a systematic approach to infrastructure implications of changes in population size, in order to achieve the 2030 Agenda for Sustainable Development.

Target 11.7 By 2030, provide universal access to safe, inclusive and accessible, green and public spaces, in particular for women and children, older persons and persons with disabilities.

As discussed earlier, participation in sports offers opportunities for the empowerment of women, people with disabilities and older persons; it showcases ability, not disability, thus raising awareness and promoting respect (UNOSDP).

Sports can therefore be effectively used for the inclusion of all demographics irrespective of age, sex, race, ethnicity, origin, sexual orientation, gender identity, religion or economic or other status. Therefore, policies that ensure that physical environments are conducive to participation for all no matter their gender or ability must be formulated and enforced as these can have long-term impacts.

Target 11.3 By 2030, enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management in all countries.

The right to equality and non-discrimination is a cornerstone of international law. Sport can and has been seen to promote equality. It can further serve as a platform to promote the value of diversity.

Stakeholders in sports can amplify the message of equality and respect for diversity, promote mutual understanding and address discriminatory practices and various forms of discrimination. Sports stadia can become platforms for human rights-based inclusiveness and respect for diversity.

Enhancing urban environments and creating spaces and facilities that are appropriate for sports requires well-considered planning and management from the national to the community level. The importance of infrastructure for progress towards a variety of SDGs emphasizes that the contributions of stakeholders from various sectors need to be aligned and, in some cases, reconciled (Commonwealth 2016).



Kindergarten and first-grade children of the UN International School (UNIS) proudly display their medals at a special event to celebrate countdown to Olympic Games. © UN Photo/Rick Bajornas.



Using sports to build peace, understanding and learning for refugees

On average, displaced young people spend their entire childhood away from home. Thrust into a strange new world, life can be an uphill struggle. But sports can play an important healing role.

The UN Refugee Agency (UNHCR) has used sport to build peace and understanding in communities, as well as a vehicle for protection and learning programmes. One such programme is in Uganda, where they have partnered with the 'Young African Refugees for Integral Development' (YARID) to promote peaceful coexistence with host communities through soccer.

They are also working with partners such as the International Olympic Committee (IOC), Jesuit Worldwide Learning, the World Taekwondo Federation, and SCORT Foundation to develop sports programmes for displaced communities. These programmes build and enhance valuable protection, project management and community development skills, and can even help young people to become sports project facilitators and coaches. In addition, they can also act as a gateway to further learning and opportunities.

Sports also raises awareness of refugee issues. In 2016, UNHCR and the IOC partnered to bring the first ever Refugee Olympic Team to the Rio Olympic Games, dramatically increasing the worldwide visibility of refugee issues.

Source: <http://www.unhcr.org/en-us/sport-partnerships.html>.



Former UN Secretary-General meets with members of the Refugee Olympic Athletes team in the Olympic Village in Rio de Janeiro, Brazil. © UN Photo/Mark Garten



Local engagement of youth in the SDGs: New York City's Story

Young people are critical to the implementation and success of the SDGs. Local governments have an opportunity to engage them in the work of the United Nations and to use the SDGs as the window through which they can activate to address pressing world issues.

The City of New York is dedicated to ensuring that children thrive. The de Blasio administration has created policies and programming to promote their well-being; this includes a focus on access to school and after-school sports programs. The NYC Mayor's Office for International Affairs (IA) is the liaison between the City, the United Nations, and the diplomatic and consular community. IA launched NYC Junior Ambassadors in 2015 to connect young people to the work of the United Nations. Since its launch, more than 1,500 students and educators from more than 50 classrooms and after-school programs have participated in the NYC Junior Ambassadors program. Each class selected for the program incorporated the United Nations and its work on the SDGs to fight climate change, end poverty, and achieve equality into their curriculum. Participating educators teach a range of subjects from science, sport, to art, and received professional training and specialized materials throughout the program. Every class received a curated tour of the UN headquarters and a classroom visit from a senior diplomat.

In addition to NYC Junior Ambassadors, IA has worked to engage youth broadly with the SDGs and the UN through partnerships with numerous UN agencies and offices including UNICEF and the Office of the Secretary-General's Envoy on Youth. Through these engagements, hundreds of additional youth have been mobilized to take action on the SDGs.

IA also partnered with the Mission of Monaco and the United Nations to engage nearly 100 youth in sports and the SDGs through the SDGs Youth World Cup. IA worked with the NYC Department of Youth and Community Development to identify and divide these youth into soccer teams. DYCD provides a diverse array of after-school programs including sports and enrichment activities. The SDGs Youth World Cup resulted in the engagement of additional youth, parents, and coaches thereby fostering continued conversations around the importance of sports in the lives of youth. In this case, the sport also became a tool for convening and for providing New Yorkers an opportunity to take local action with global impact.

The City of New York's work as highlighted above showcases the opportunity for local governments to mobilize around the SDGs. Local governments, after all, are often tasked with the implementation of policies and programs that lead to the attainment of the SDGs. IA through its holistic strategy and strong partnerships continues to identify avenues for youth engagement and for supporting their activations around the SDGs.

"Our goal to leave no one behind begins with uplifting the leaders of tomorrow, and sport is an especially powerful and accessible way to engage young people around the SDGs," said NYC International Affairs Commissioner Penny Abeywardena. "Through the citywide reach of our NYC Junior Ambassadors program, the Mayor's Office for International Affairs is empowering hundreds of young New Yorkers each year to learn about global issues and to take action starting in their own local neighborhoods. We are proud to partner with the Mission of Monaco and the NYC Department of Youth & Community Development on the SDGs Youth World Cup to bring this special event to New York City."

Penny Abeywardena, New York City's Commissioner for International Affairs

Goal 16 - Promote peaceful and inclusive societies for sustainable development, provide access to justice for all, and build effective, accountable and inclusive institutions at all levels

One area where the power of sports is most visible and where it has the greatest potential to effect global change is in fostering peace. SDG 16 represents this goal. It is based on the recognition that:

“ Sustainable development cannot be realized without peace and security; and peace and security will be at risk without sustainable development.”

(UN General Assembly 2015, para. 7, 3)

Equally, sustainable development, peace and security are dependent on universal access to justice and the effective implementation of good governance principles by institutions that are transparent and accountable. The 2030 Agenda for Sustainable Development commits to uphold longstanding human rights principles that remain relevant and fundamental to emergent threats to peace and justice.

Target 16.1 Significantly reduce all forms of violence and related death rates everywhere.

Sports can help to rebuild post-conflict societies and uplift affected communities and individuals by fostering the respect, protection and implementation of human rights. Sports can amplify important human rights messages, such as the value of inclusion, respect or diversity and non-discrimination. Sport activities can help to address war-related trauma and promote healing by providing safe spaces for activities that enable victims of war to regain a sense of security and normalcy (UNOSDP)

The high profile of sports athletes, teams and events gives them significant symbolic status with respect to the promotion of peace, inclusion and social cohesion. National teams and athletes can serve to cultivate collective identities within countries that have suffered from societal divisions (Sen 2011). Internationally, the UN's adoption of the Olympic Truce every two years draws on the status of the Summer and Winter Games to promote the values of peace (Burlinson 2012).



More participatory sports-based approaches within localities and communities can also make use of the popularity of sport and the flexible methods of delivery. Sports has been used in a variety of ways towards different objectives associated with peace, violence reduction and inclusion. Community-based participation and volunteering in sports can engage otherwise marginalized groups and allow the development of shared identities and social ties (Sen 2011).

Sports provides a powerful communication platform for messages of solidarity and reconciliation. Sport events can provide opportunities for advocating and realizing peace, as the Olympic Truce has notably allowed since ancient times (UNOSDP).

Target 16.2 End abuse, exploitation, trafficking and all forms of violence against and torture of children.

The UN Convention on the Rights of the Child which requires states to undertake:

all appropriate legislative, administrative, social and educational measures to protect the child from all forms of physical or mental violence, injury or abuse, neglect or negligent treatment, maltreatment or exploitation.

(United Nations 1989)

Therefore, it is important that all sports activities and programmes, no matter the scale, take cognizance of the above declaration.

Sports can serve as a tool for supporting demobilization and disarmament efforts as well as supporting the reintegration of ex-combatants, particularly former child soldiers, into their communities.

Sport can support the rapprochement and integration of divided communities and cultures through friendly games. The universal popularity of sport offers an important means of engaging communities that are hard to reach and socially excluded groups, for example, via sport programmes for refugees or indigenous peoples.

Sport provides a useful vehicle to address important risk factors for crime and violence, especially amongst youth, for instance, educating them on sexual and gender-based violence, including in conflict situations. Ending abuse, violence and exploitation in sport can significantly contribute to achieving peaceful societies.

Target 16.5 Substantially reduce corruption and bribery in all their forms.

Target 16.6 Develop effective, accountable and transparent institutions at all levels.

Target 16.7 Ensure responsive, inclusive, participatory and representative decision making at all levels.

Respect, equality and fair play, some of the core values in sports, are also fundamental principles for peaceful and inclusive societies; thus sport programmes that emphasize these values can contribute to the realization of such societies.

Upholding sport ideals such as respect for the opponent and the rules of the game and maintaining dignity in victory as well as defeat, can foster democratic processes and institutions. Reforming sport institutions can help to ensure that they are effective, accountable and inclusive by basing their policies and actions on human rights including principles of justice and good governance, and promoting a culture of ethics, integrity, and lawfulness (UNOSDP).



A group of girls take part in the United Nations Sport for Peace programme in Côte d'Ivoire © UN Photo/Patricia Esteve



Safeguarding children in sports from violence

Sport can educate and empower children facing adversity, helping build essential life skills and better futures. By improving health, fitness and educational quality, it can lead to improved academic achievement, school readiness and attendance. But sports can only do this if it is delivered in a safe and supportive environment.

Sport, as with other social domains, can bring risks of violence and abuse. Some risks to children are unique to sport, such as forms of abuse endured by elite young athletes, such as training when injured and hazing. There is growing awareness among sport organizations, researchers and athlete advocates that violence and abuse in sport needs to be addressed in all countries, irrespective of size or location.¹ Safeguarding is an attempt to mitigate this issue by taking actions to ensure everyone connected to sport is safe.

SDG target 16.1, on reducing all forms of violence, and SDG target 16.2, on ending all forms of violence against children, places an additional responsibility on all actors to work towards the elimination of violence against children in all spheres, including sport.

The International Safeguarding Children in Sport Founders Group, working with more than 50 organizations from a diverse range of countries and contexts, has developed international safeguards for children in sport. These set out the actions that all organizations working in sport should have in place to ensure that children are safe from harm.

They have been informed by research with a diverse range of organizations and incorporate perspectives from different countries and stakeholder groups. The eight safeguards are:

- Developing Your Policy
- Procedures for Managing Safeguarding Concerns
- Advice and Support
- Minimizing Risks to Children
- Guidelines for Behaviour
- Recruiting, Training and Communicating
- Working with Partners
- Monitoring and Evaluating

Source: <http://www.brunel.ac.uk/environment/themes/welfare-health-wellbeing/research-projects/developing-the-international-safeguards-for-children-in-sport>.





RESERVE

OIT

OMS

UNESCO



LANDE

ONGA

TRINTE ET TOBAGO

TUNISIE

TURKMENSTAN

MYANMAR

D'YEMBA

5

Public private partnerships: The SDGs and sports

As nations worldwide and the UN collectively heralded the SDGs in 2015, they did so with the inclusion of a powerful global player that was critical to achieve the goals: the private sector. For the first time, private sector representatives sat in the deliberation room with global development actors and agencies at the Rio+ 20 Conference in 2012 to discuss contributions to the SDGs that were just being formulated at the time.

The adoption of the SDGs by all the Member States in the United Nations addressed the sustainability concern of the private sector by creating a platform for businesses to positively impact their communities and environment in an extremely sustainable manner. The starting point for the private sector was the fact that they were considered as actors and not donors in the new 2030 agenda. In addition, the goals presented clear opportunities for the companies that understand that sustainable change can be met through innovative products and services.

The appetite for multi-sector partnerships has been growing steadily. As the development community has turned to business for its expertise and resources, private companies are pursuing more responsible business strategies and collaborating with community groups, NGOs and UN agencies to implement them.⁵

As has been established in this toolkit, sports is a valuable tool for the achievement of development targets. Through sports, we can address multiple SDGs using one medium. This approach is what Elizabeth

Thompson, former assistant Secretary-General of the UN, and executive coordinator for Rio+20, referred to as the Nexus Approach. According to her, a nexus approach involves looking at the links between different goals, such as the connection between water, energy and food security, and promoting cross-sector and multi-stakeholder partnerships. As such, a nexus approach with respect to the SDGs seeks opportunities when working on one target to incorporate objectives from other goals.⁶ Sports embody the nexus approach because while sporting activities are typically aimed at one particular goal or outcome, by design and nature every sport addresses multiple developmental goals. Therefore, when more deliberately designed, it has the potential to address multiple development objectives in a sustainable manner.

5 See 'Meeting the SDGs: A global movement gains momentum,' a white paper from the Economist Intelligence Unit, the research for which was sponsored by the United Nations Foundation. Available at http://perspectives.eiu.com/sites/default/files/Meeting%20the%20SDGs_A%20global%20movement%20gains%20momentum.pdf.

6 Ibid.

The private sector as active partners in development

Hitherto, the private sector was seen only as a financial contributor to development. However, since the take-off of the SDGs, private sector companies have shifted roles from just passive contributors to active partners in development alongside UN agencies, civil society, governments and other development actors. In a sense, they are co-designers in a process where they were previously contributors. Besides financing, they are involved in implementation and the contribution of skills and expertise, and bring with them the resilience that businesses are known to exhibit that help them thrive in the most unlikely conditions for optimal operation.

Interestingly, there already exist a number of cross-sector partnerships between sports companies and development organizations from which key lessons can be drawn for adaption and replication around the world for SDG implementation. One such example is a partnership between UEFA, FedEx and Red Deporte y Cooperación, in Spain. Through this collaboration, children and young people in Madrid's Cañada Real district, one of the most economically deprived areas in Spain, now have a safe environment to play sport. The UEFA Foundation for Children and FedEx, the main sponsor of the UEFA Europa League, recently contributed a new football pitch to Red Deporte y Cooperación, a non-profit organization belonging to the streetfootballworld network which seeks to use football to drive social change (<https://www.streetfootballworld.org>).

That brand new, fully functional pitch, equipped with changing facilities, is environmentally sustainable and was built in less than a week. Its innovative and modular design has many advantages, including low running costs.

FedEx also supplemented the initiative by giving disadvantaged children preferential access to its player escort programme for the semi-finals and the final of the 2015/16 UEFA Europa League. A total of 44 children from disadvantaged communities were integrated into the FedEx player escorts programme at the semi-finals of the UEFA Europa League in Seville and Liverpool. In addition, 100 disadvantaged children were invited to the final of the UEFA Europa League 2016 in Basel (Switzerland), including 22 children integrated into the player escorts programme. The financial donation towards this project was €170,000.⁷

Another example is the partnership of Hublot, the Swiss luxury watchmaker, with the UEFA and the UN for the 1st Match for Solidarity which took place in Geneva on 21 April, 2018, ahead of the FIFA 2018 World Cup tournament in Russia. The Match for Solidarity engaged world renowned footballers like Luis Figo and Ronaldinho as well as coaches like Carlo Ancelotti among others for the purpose of raising funds for the UEFA Foundation for Children. The larger goal was to reduce inequality, which is one of the 17 sustainable development objectives set out by the UN.. Legendary figures present included Éric Abidal, Vitor Baia, Cafu, Ronal and Frank de Boer, Deco, Dida, Yuri Djorkaeff, Edmilson, Alex Frei, Luis García, Nuno Gomes, Christian Karembeu, Robbie Keane, Patrick Kluivert, Henrik Larsson, Jari Litmanen, Gaizka Mendieta, Robert Pirès, Andrea Pirlo, Célia ~~€€€~~, Michel Salgado and Kelly Smith.

The funds raised will be combined with proceeds from an exceptional auction on <http://www.matchforsolidarity.com>, in which dozens of football shirts signed by some of the biggest football stars including Ronaldo, Andres Iniesta, James Rodriguez, Paulo Dybala, Sergio Aguero, Radamel Falcao, Edinson Cavani, Harry Kane, Paul Pogba are available to fans from around the world.⁸

What sports partnerships bring to the SDGs

The contribution of sports to development is extremely important to the point that it is at the root of the Kazan Action Plan which was adopted at the 15 July, 2017, Sixth Conference of Ministers and Senior Officials Responsible for Physical Education and Sport of UNESCO, MINEPS VI. The Kazan Action Plan is an evidence-based consensus amongst stakeholders from governments, sport and other civil society organizations which consists of two main components:

Policy effectiveness: Five priority actions that are worth focusing on by international cooperation's (including advocacy and the development of indicators to measure the contribution of sport to the SDGs);

Policy coherence: Sports policy follow-up framework facilitating the convergence of different stakeholders around three main policy areas and 20 specific policy areas, the main ones being:

7 UEFA Foundation for Children – Activity Report 2015/16, available at https://www.uefa.com/MultimediaFiles/Download/uefaorg/General/02/43/12/28/2431228_DOWNLOAD.pdf.

8 Match for solidarity Hublot and Football, united in solidarity!, at <https://www.hublot.com/en/news/match-for-solidarity-hublot-and-football-united-in-solidarity>.



- a. provide universal access to sport;
- b. maximize the contribution of sport to SDGs;
- c. protecting the integrity in sport.⁹

Sports partnerships contribute to SDG achievement in specific ways, discussed below.

1. Addressing multiple goals through one project

The most interesting advantage of private sector involvement in sports is not in the financial contribution but more embedded in the nexus approach that Elizabeth Thompson proposed.

It is well known that businesses invest in ventures to derive maximum profits and return on investments (ROI). Therefore, it can also be inferred that with businesses getting involved in development their aim will not be to address a single goal of the SDGs. While a core SDG might be the overarching aim of a firm's involvement in a particular development partnership, there is very little likelihood that it will be the only aim. A company heading into partnership with other development stakeholders will seek to achieve the maximum impact attainable from such a partnership.

In the example of the Hublot-UN-UEFA partnership for the Match for Solidarity, the core aim was to address goal 5 of the SDGs – Reduced Inequality. However, it was also stated that funds raised at the auction would be used to address other goals including goals 3 and 4 – good health and quality education. The private sector brings long-term thinking and eclectic problem-solving abilities to development challenges with limited resources as they have done for decades.

2. Resilience approach

In every country of the world including the places most difficult to access and the most unstable environments, there are businesses that exist and even thrive. Some have even been seen to thrive in the most unlikely places.

In a September 2010 TedTalk titled 'What nonprofits can learn from Coca-Cola', Melinda Gates said: "One of my favourite parts about my job at the Gates Foundation is that I get to travel to the developing world and I do that quite regularly ... I'm startled by all the things that they don't have. But I'm surprised by one thing that

they do have – Coca-Cola! It's staggering, if you think about Coca-Cola. They sell 1.5 billion servings every single day. That's like every man, woman and child on the planet having a serving of Coke every week. So why does this matter? Well, if we're going to speed up the progress and go even faster on the set of Millennium Development Goals that we're set as a world, we need to learn from the innovators, and those innovators come from every single sector. I feel that, if we can understand what makes something like Coca-Cola ubiquitous, we can apply those lessons then for the public good."¹⁰

While this speech was given only a decade into the new millennium when the MDGs were the focus of global development, Ms. Gates' observation then is still of profound significance today as we address the SDGs. It can be said to be of more relevance now than then as we are in need of increased innovation, creativity and interdisciplinary approaches to tackle the ever-dynamic nature of problems in our complex system today.

If there is any 'product' that is more ubiquitous than Coca-Cola or mobile phones today, it is sports. No matter the region of the world, there is always a predominant sport played. That is what makes it such a viable tool for addressing development objectives. This same ubiquity makes sports an attractive channel for the private sector to drive their marketing and sales.

However, profits aside, sports presents a basis upon which private sector partnerships can be built with development actors to achieve maximum impact over time.

Businesses like Coca-Cola and mobile phone makers for low-end consumers have over the years developed models that allow them to sell to the most hard-to-reach communities around the world. Civil society and development agencies can learn lessons on how to tackle development challenges in these areas. Firms have built systems into their operational models that allow them to adjust and evolve with the ever-changing nature of customers' circumstances, needs or realities. Taking the economic, social and environmental circumstances into consideration.

Through the application of resilient business models in the most troubled and hard-to-reach areas, firms, civil society and development agencies can form the most dynamic and transformational solutions to addressing the SDGs. For example, ahead of the FIFA World Cup 2018, the international energy conglomerate Sahara Group, through the Sahara Foundation, built a community hall

⁹ For details, see 'Achieving SDGs through Sport', at <http://www.metropolelemanique.ch/docs/05-10-2017-final-report.pdf>.

¹⁰ Gates, M. What nonprofits can learn from Coca-Cola. Transcript at https://www.ted.com/talks/melinda_french_gates_what_nonprofits_can_learn_from_coca_colas/transcript.

and converted it to a sports viewing centre for the youth and residents of the Niger Delta community to watch the matches live. On each match day, the Sahara Foundation will provide life skills development training as well as personal development sessions for the beneficiaries especially the youths of the community. This training aims to encourage values of tolerance and peace among the youths of the riverine and under-developed Niger Delta community. The value of education is reinforced with them and they are encouraged to attend and stay in school.

This sort of intervention is possible in spite of the restiveness of the community. The partners have been able to leverage soccer to drive youth development. The project therefore, particularly addresses goals 4, 8 and 11 of the SDGs – Quality Education, Decent Work and Economic Growth, and Peace, Justice and Strong Institutions.

Further partnerships on projects like this can be replicated with development partners across developing regions of the world, leveraging sports as a tool.

3. Funding

The most obvious advantage of cross-sector partnerships involving the private sector is increased access to funds. Governments around the world have limited resources while donor agencies are also financially strained. Therefore, the turn to private sector indicates an opportunity for increased funding. According to Statista, in 2015, global sponsorship spending amounted to \$57.5 billion. Sponsorship has slowly been increasing yearly and rose to \$62.7 billion in 2017.¹¹ This alone presents an increased opportunity for development partnership to go beyond just financial benefits for athletes to achieving multiple development outcomes.

There are several untapped opportunities for harnessing private sector funding; for example, Nestle partnered with Cleven Foundation on the Fit4Future programme which supports schools in Switzerland to introduce physical activities (including sports) to combat sedentariness among students. This addresses goal 4 of the SDGs – Good Health.¹¹

4. Corporate governance structures

Private sector firms especially multinationals have well-developed governance structures that checks for corrupt or illicit practices. However, when it comes to financial propriety and accountability, civil society organizations,

donor agencies and development agencies rank high. A partnership between these organizations and government may mean increased accountability for such engagements. Therefore, best practices for curbing corruption in the sporting sector between partners especially on the government side will translate to better development outcomes.

PPPs can mean, for instance, an end to child labour in sports that a large number of private companies bear responsibility for, or the curbing of government sponsored doping practices, or engaging more women in sports or even improved working or remuneration conditions for sports personnel and workers.

Such partnerships contribute the achievement of goals 4, 5, 8 and 16 among others.

5. Policy implementation through public-private partnerships

One of the strongest benefits of PPPs is their ability to meet social needs and drive policies.

A main function of PPPs is to share risks, both financially and others like human rights, environmental impact, etc.¹² Through PPPs, partners can share risks in area where there is vulnerability or weak expertise. For example, the FC Barcelona Foundation is part of Football Club Barcelona which is owned by over 150,000 fans. About 0.7 percent of FC Barcelona's revenue plus 1 percent of players' salary are donated to the Foundation. The people who own FC Barcelona, the 150,000 fans, are asking the club for an active involvement in SDG-related projects.

Five out of the 17 SDGs have been prioritized as the overarching activities of the FC Barcelona Foundation. Programmes are always run in partnership with organizations such as UNICEF, UNHCR, IOC and the International Paralympic Committee. Research centres have been set up to document evidence on the impact of social projects. The FC Barcelona Foundation also runs projects unrelated to football; for example, skateboarding in the urban areas of Cali (Colombia).¹³

11 Healthy in Future, with fit4future, <https://www.nestlefamily.ch/de/gut-zusammenleben/bewegung-wohlbefinden/gesund-die-zukunft-mit-fit4future>.

12 Achieving SDGs through Sport – 5 October 2017 Lusanne, at <http://www.metropolelemanique.ch/docs/05-10-2017-final-report.pdf>.

13 Ibid.



6

Conclusion and recommendations

Sports has proven to be a cost-effective and flexible tool for promoting peace and development objectives. Not only does regular participation in sports provide various social benefits, it instills healthy lifestyle choices among children and young people, helping them remain active and combat non-communicable diseases.¹⁴

The various case studies in this toolkit show that the importance of PPPs in sports and SDGs cannot be overemphasized. Sports is a universally acceptable platform with a strong convening power that can raise the visibility, understanding and achievement of the SDGs worldwide. For such partnerships to be sustainable, the various stakeholders – Governments, UN entities, the private sector, NGOs and development organizations – should play their role in using this powerful medium as effectively as they can. Likewise, individuals, whether athletes, fans or sport analysts, must leverage the unifying power of sports to promote positive values and challenge existing stereotypes.

Using the experience of the SDG Fund, this toolkit offers the following recommendations to leverage the potential of sports in driving the achievement of the SDGs:

- **Sports has the unique ability to address multiple SDGs at once.** Every sporting programme identified in this document, with one primary objective, invariably addresses one or several other goals. Therefore, in the application of sports to addressing the SDGs, there should be a more intentional inculcation of strategies that address multiple goals using the same resources.
- It is important to encourage the formation of new alliances between the development community and the private sector to address development gaps which governments are unable to address. If **more cross-sector partnerships in sports** are brokered and fostered, development outcomes will be attained at a quicker pace as speed in achieving deliverables is a hallmark of the private sector. Therefore, as we approach 2030, it is vital that more of these partnerships are formed at local, national and international levels.
- **Knowledge and expertise exchange and sharing between development sectors and sports stakeholders** must be encouraged. While the goal remains achieving sustainable development through sports, there are key lessons that each sector can learn from one another. The development sector can benefit from the private sector's expertise and human, financial and other resources. And the private sector can learn more responsible business and collaborative approaches from the development community essential for the sustainability of their businesses. Sports stakeholders too must interact more with the private sector, government and development actors to develop more holistic approaches and programmes for sports and development.
- While PPPs are important to the development of sports and development programmes, they must be brokered and entered with caution and due consultation. **All stakeholders must be well**

¹⁴ <https://unchronicle.un.org/article/role-sport-achieving-sustainable-development-goals>.

represented, especially social beneficiaries. Due consultation must be held with locals, hosts (community representatives), government representatives and all other stakeholders to ensure that all parties' interests are duly and equitably represented in the partnership to avoid any form of disenfranchisement or deprivation that may setback or forestall development instead of fostering it.

- **There should be more funding for inclusive sports and development programmes.** The private sector must begin to engage with other sectors (government and civil) to address the gaps in equality especially as they relate to gender, poverty and disabilities. More sports for development programmes should be funded that address these issues.
- Sports development organizations should make a conscious effort in ensuring that **private sector organizations identify the benefits and advantages of supporting sports initiatives.** This shouldn't be done just as corporate social responsibility/philanthropy, but as an instrument that will help company profits.
- Patience is needed when capital investments are made in sports and development programmes to foster long-term development outcomes and impact. These are different from targeting quick wins or low-hanging fruit. Some sports programmes have immediate outcomes or impact that can be measured as soon as the event is over. However, others need more positive social engineering and

strategizing to achieve greater impact which would inevitably need a consistent injection of funds. This requires the **infusion of capital from the private sector without expectations and pressure for immediate or even short-term outcomes.**

- **More intra-sectoral and inter-industrial partnerships in sports and development should be brokered.** As is evidenced through the Private Sector Advisory Group of the SDG Fund, private sector organizations are increasingly willing to partner among themselves to address the SDGs. This willingness to contribute to development can be extrapolated to the exploration of sports. Private sector companies within the same industry can put aside rivalry (as is already being seen) and combine funds and resources to support sports development projects. This is equally encouraged between industries.
- Governments should create **policies that increasingly favour and encourage collaborations and partnerships** in order to incentivize and fast-track the attainment of sustainable development through sports.



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