



United Nations
Educational, Scientific and
Cultural Organization

SPORT AT THE SERVICE OF THE SUSTAINABLE DEVELOPMENT GOALS

UNESCO's YOUTH AND SPORT TASK FORCE & FUNSHOPS



INVITATION TO COLLABORATE FOR GLOBAL IMPACT

“Sport has the power to inspire and unite our communities and create hope for people in despair. Sport is not only “fun” but a real solution to boost social cohesion and reduce poverty.”

Yik Wai Chee (Rico), Youth and Sport Task Force Member

FOREWORD

The youth of today have countless expectations placed upon them. They will have to tackle irreversible climate change and mitigate its harmful effects. Despite being the most educated generation of youth in history, with ever-increasing opportunities for intellectual growth through the power of technology and alternative forms of learning, access to labour markets remains elusive. Gender disparities persist with girls and young women facing steep barriers to entering education due to poverty, prejudice, violence, and inadequate public investment. To meet the ambition of the Agenda 2030, we have a long way to go – young women and men will have a critical role in negotiating the hurdles on this path.

I firmly believe that the power of sport is especially relevant today, in a global context deeply challenged by discrimination, insecurity and violence. The universal values of sport – fair play, equality and solidarity – have repeatedly proven to be effective vehicles for promoting diversity and tolerance in society.

Young people using sport as a universal force for good remain a source of inspiration – especially the growing membership of the Youth and Sport Task Force. These innovators have tapped into the power of sport to keep girls in school, to instill hope and vision among marginalized youth, to dispel stereotypes that lead to conflict, and to build skills that lift people out of poverty. By capturing some of these stories, this publication demonstrates the power of sport to be our key ally in the realization of the Sustainable Development Goals (SDGs).

UNESCO has always valued the role of sport and physical education as a fundamental human right and as a tool for development. This is why we support the Youth and Sport Task Force in its quest to amplify the impact of their activism through platforms such as UNESCO's Sport and the SDGs Funshop. This is a “workshop” infused with sports-inspired fun, designed to boost the capacities of young leaders to use sport for positive social transformations. We invite all our partners – international and national sports organizations, federations and foundations – to be inspired, and to join this exciting initiative!



Nada Al-Nashif,

Assistant Director-General
for Social and Human Sciences



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THE ROLE OF SPORT

IN TURNING THE 2030 AGENDA INTO REALTY

The 2030 Agenda for Sustainable Development sets out an ambitious and transformational vision for global development, with sport playing a critical role as an *enabler* of achieving its seventeen Sustainable Development Goals (SDGs):

“Sport is an important enabler of sustainable development. We recognize the growing contribution of sport to the realization of development and peace in the 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, 2015).

In addition to bringing significant psychosocial and physical benefits for individuals, sport can also unite, engage and mobilize diverse populations towards a common goal.

To help governments connect the 2030 Agenda with the international and national policies, UNESCO developed the Kazan Action Plan (KAP), in consultation with over one-hundred experts and practitioners from governments, the UN system, sports organizations, NGOs and academia.

According to the KAP, sport and physical education contributes to the realization of the entire 2030 Agenda, but is especially relevant for the achievement of nine SDGs.

SDGs

3	Ensure healthy lives and promote well-being for all at all ages.
4	Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.
5	Achieve gender equality and empower all women and girls.
8	Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.
10	Reduce inequality within and among countries.
11	Make cities and human settlements inclusive, safe, resilient and sustainable.
12	Ensure sustainable consumption and production patterns.
13	Take urgent action to combat climate change and its impacts.
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.

UNESCO's SPORT MANDATE

UNESCO is the lead United Nations agency mandated to promote sport as a human right and an enabler of achieving the SDGs.

To fulfill this mandate, UNESCO assists Member States to channel the power of sport towards a variety of individual and societal benefits, such as good health, equitable and sustainable development, youth empowerment, social inclusion, and reconciliation and peace.

Working closely with governments, UNESCO uses such tools as the KAP to help policy-makers harmonize national sport and physical education policies with their sustainable development goals and commitments.

At the same time, UNESCO recognizes that the local, grassroots initiatives have deep and lasting impact on communities, and are therefore particularly important for harnessing the power of sport towards sustainable development. UNESCO works directly with the civil society groups to support their local efforts and to build their capacities for using sport towards positive social transformation.

For more information about UNESCO's Sport programme, please visit:

www.unesco.org/shs/sport





THE POWER OF YOUTH

Around the world, youth are using sport to promote sustainable development and peace in their communities. These grassroots initiatives are animated by the enthusiasm and energy of local youth activists, who design and deliver sport-based activities on very limited financial resources, often relying on the work of volunteers.

And yet, these initiatives demonstrate the incredible power of sport to transmit and nurture positive values among all girls and boys, to educate them of the need to protect our planet, and to strengthen the foundations for peace.

Such grassroots initiatives have proven to be particularly effective in reaching out to the most marginalized communities, and to capture the attention of young people who may be considered particularly vulnerable due to various socio-economic, security or political factors.

Despite the significant variation in the nature and aims of these initiatives, they all fight under the same banner - to leave no one behind - which represents the central principle of the 2030 Agenda.

UNESCO's YOUTH AND SPORT TASK FORCE

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

These young leaders and activists are using sport to make a difference: to empower young women and girls, to promote tolerance, to counter extremism, to reach out to the vulnerable and marginalized, to educate about the environment, to promote the values of respect, empathy, and fairness – the list goes on!

In other words, the Task Force and its Youth Members are using sport to contribute to the achievement of the SDGs. Ultimately, they are using sport as a universal force for good.

The youth are in control. They design their own programmes, determine their own priorities and collectively, decide on the strategic direction of the Task Force.

UNESCO supports the Task Force by providing opportunities for the members to promote and enhance their work by connecting with each other and with regional and global opportunities for growth and capacity building.

Crucially, UNESCO works with the Task Force to deliver Sport and the SDGs Funshops around the world, with financial support from international sports organizations and national partners.

For more information about the Youth and Sport Task Force, please visit www.youthandsport.org





SPORT AND THE SDGs YOUTH FUNSHOP

November 8-10, 2017
PhilSports, Pasig City, Manila, Philippines



UNESCO SPORT AND THE SDGs FUNSHOPS

The Funshop on Sport and the SDGs is a key enabling platform for the Task Force members and a broader community of youth activists using sport for positive social transformations. The Funshop is designed to combine the fun spirit of sport with the intensive learning environment of a workshop.

Through structured exchanges that draw on their own experiences, as well as capacity-building modules delivered by experienced facilitators, the youth gain a deeper understanding of the role that sport can play in achieving specific SDG targets.

The Funshops are truly “by youth, with youth, for youth.” The Youth and Sport Task Force selects the youth participants, determines the agenda, and leads the delivery of the Funshop.

- 2017 Manila Funshop on Sport and SDGs:**
- Organizers: UNESCO and Youth and Sport Task Force
 - Host and Sponsor: Sports Commission
 - Geographical Scope: ASEAN + Timor Leste
 - Number of Youth Leaders/Sport Activists: 23

2019 SEOUL SPORT & THE SDGs FUNSHOP



Seventy youth leaders and activists from across Asia and the Pacific who are using sport for positive social transformations in their countries converge in Seoul, Republic of Korea, for the 2019 Funshop on Sport and the SDGs (5 - 8 September 2019). Supported by the Lee Seung-Yuop Baseball Foundation, the 2019 Funshop demonstrates what it means for sport to be “an important enabler of sustainable development.”

The discussions and activities during the Seoul Funshop focus on the contribution of sport towards the following objectives:

- 🏆 Supporting meaningful youth empowerment,
- ⚾ Promoting health and fighting non-communicable diseases (NCDs),
- ♂️ Driving social inclusion and gender equality,
- 🌱 Raising awareness and spreading the message about climate change, and
- 🚫 Preventing violent extremism (PVE).

2019 Seoul Funshop on Sport and SDGs:






- Organizers: UNESCO and Youth and Sport Task Force
- Host and Sponsor: Lee Seung-Yuop Baseball Foundation
- Geographical Scope: Asia and the Pacific (28 countries represented)
- Number of Youth Leaders/Sport Activists: 70



THE POWER OF SPORT

STORIES FROM THE PLAYING FIELDS

The following section highlights some of the critical barriers to the achievements of the SDGs:

-  the shortfalls in meaningful youth empowerment;
-  the increasing prevalence of non-communicable diseases;
-  the gender inequalities and social exclusion of vulnerable groups
-  the detrimental effects of climate emergency; and
-  the socio-economic cost of violent extremism,

and offers examples of the initiatives designed and implemented by the members of UNESCO's Youth and Sport Task Force in Asia and the Pacific





MEANINGFUL YOUTH EMPOWERMENT

Today there are nearly **1.8 billion** adolescents and young people globally¹, facing multiple challenges that include:

- **262 million** out-of-school children and youth²;
- **71 million** unemployed youth and millions more employed in precarious or informal work³; and
- **156 million** young people in low- and middle-income countries living in poverty³.

At the same time, as the bearer of our future, youth are at the core of actions towards achieving the SDGs. Out of the 169 SDG targets in total, one third explicitly or implicitly highlight the role of youth, while twenty targets across six SDGs are youth-specific.

The evidence from the various initiatives of the Task Force members indicates the potential of sport to empower youth through:

- Providing opportunities for education, skills-building and participation in decision-making;
- Overcoming cultural barriers through teamwork;
- Enhancing leadership skills to bring about social change;
- Transforming stereotypes; and
- Improving psychosocial well-being, such as the feeling of belonging, resiliency and self-esteem, which is critical to peace building and conflict resolution efforts.





Indonesia

STREET CHILD RESCUE PROGRAMME KDM FOUNDATION

FUTSAL

Jessica Hutting

Shortly after its participation in the Street Child World Cup in 2014, Street Child Rescue Programme within the KDM Foundation initiated the Children's Futsal Jamboree, a futsal competition for street-connected children that comprises conferences, soft skills workshops and art collaborations. In the summer of 2019, approximately 500 kids from across the Greater Jakarta - a vast urban region surrounding the Indonesian capital city - took part in the annual competition. By joining the competition, the participants have been empowered to pursue their dreams and share their experiences with their peers back home, so that they are also encouraged to chase their aspirations.

"I want to make my parents and friends proud through my achievements in sports so that we can have better lives and have no need to be scavengers anymore." - Futsal Jamboree Beneficiary



Myanmar

COACH EDUCATORS OF THE FOOTBALL UNITED MYANMAR PROGRAM

FOOTBALL

Hsu Htoo (Eric)

Funded by the Football United and the Myanmar Red Cross Society, Coach Educators programme delivers football-based life skills development courses. The university students participating in these courses consistently report improved self-confidence and social skills.

"Physical Activity is a very important communication tool for relationship building among youth. It supports positive social transformations and empowers young people to be real changemakers." - Hsu Htoo (Eric)



Philippines

SPIKE AND SERVE

VOLLEYBALL

Nicole Tiamzon

Founded by the champion national volleyball star, Nicole Tiamzon, the foundation, Spike and Serve trains aspiring volleyball players, including those from communities at risk. Through mentoring and coaching, the Foundation creates opportunities for education and nurtures young athletes with a strong sense of giving back to the community.

"Investing in grassroots, community-based sports can have an enormous impact on the lives of individuals. It can also be an easy and innovative way for sports federations to find new talent." -

Nicole Tiamzon



3 GOOD HEALTH AND WELL-BEING



NON-COMMUNICABLE DISEASES (NCDs)

Each year **41 million** people in the world die from NCDs (cardiovascular disease, cancer, diabetes, chronic respiratory disease, and mental and neurological disorders), equivalent to 71% of all global deaths. The global figures point to an NCDs emergency:

- **15 million** killed by NCDs between the ages of 30 and 69 years (premature deaths)⁴;
- **Over 85%** of these premature deaths occurred in low- and middle-income countries (LMICs)⁴;
- Loss of **7 trillion USD** due to NCDs projected between 2011 and 2025, far more than the annual 11.2 billion USD cost of implementing NCD interventions⁵;
- **3.2 million** deaths attributable to physical inactivity every year, the 4th leading risk driver of NCDs after tobacco use, harmful use of alcohol and unhealthy diets⁶;
- **20-30%** increased risk of dying seen among people insufficiently physically active⁷; and
- **One in four** adults and more than **80%** of adolescents insufficiently physically active⁸.

The target 4 of SDG 3 recognizes NCDs as a major challenge for sustainable development, and calls for action to prevent the trend from worsening. Countries have agreed on the targets of a 10% reduction of physical inactivity by 2025 and a 15% reduction by 2030⁹.

Sport is an effective tool to prevent and cure NCDs through:

- Improving muscular and cardiorespiratory fitness;
- Enhancing mental health;
- Improving bone and functional health;
- Promoting healthy lifestyle (e.g. non-smoking, reduced obesity);
- Improving motor skills and cognitive function; and
- Reducing risk of falls and hip or vertebral fractures.



South Korea

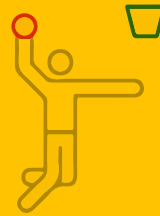
SPORT AND DEVELOPMENT PROJECT, INTERNATIONAL HOCKEY FEDERATION (FIH)

HOCKEY

Jin Woo Mo

The Sport and Development Project of FIH organizes the annual Olympic Week Activation event to bring hundreds of kids closer to sport, and to promote healthier lifestyle and positive attitudes towards others through fun hockey activities.

“Hockey can help children develop gross motor skills and create a sense of teamwork.” – Jin Woo Mo



Laos

LAO BASKETBALL FEDERATION

BASKETBALL

Soudalalth Phengthalangsy

By offering safe and accessible infrastructure and physical spaces to kids and teenagers, the Lao Basketball Federation improves their physical strength and provides opportunities for interacting with friends beyond their schools and communities, which benefits their mental health.

“Safe and inclusive spaces for sport can improve physical and mental strength.” - Soudalalth Phengthalangsy



Singapore

RACE2SHARE

MULTISPORT

Jen Macapagal

By raising awareness and mobilizing funds for social causes, such as HIV and sexual abuse of persons with disabilities, Race2Share has managed to influence and inspire the lives of thousands of people in Singapore. Since 2016, the initiative has focused on foreign domestic workers, providing access to sport as a way to empower them and help them discover their potential.

“Sport can improve our physical and mental wellbeing as a powerful tool for positive social transformation. It has no limit and boundary regardless of one’s gender, race or economic status.” - Jen Macapagal



SOCIAL INCLUSION AND GENDER EQUALITY

**“Sport is a basic human right for all individuals”
UNESCO International Charter for Physical
Education, Physical Activity and Sport (1978).**



Despite significant achievements in recent years towards reducing poverty around the world, millions of people remain excluded, disadvantaged and at risk of violence and discrimination. Women and girls are among the most socially vulnerable groups.

UNESCO works to ensure the fulfilment of the rights for all, as a way to realize the central principle of the 2030 Agenda: to leave no one behind. When designed and applied effectively, sport can be a valuable tool for promoting social inclusion that enables:

- **More inclusive societies and a better appreciation for diversity:**
Sport integrates everyone, including people from socially marginalized groups (e.g. women and girls, persons with disabilities, ethnic and religious minorities, immigrants and refugees, internally displaced persons), into society, by providing opportunities for positive social interaction, reducing isolation and breaking the cycle of discrimination.
- **With a particular emphasis on improved gender equality:**
Sport helps reduce discrimination and expand the roles and capabilities prescribed to women and girls by directly challenging and dispelling misperceptions about them.



Philippines

GROM NATION

SURFING

Joshua Gona

Using surfing as a mechanism to engage kids in its mentorship programme, Grom Nation educates them about social problems existing in the community, such as drug and alcohol abuse, sexual harassment, bullying, and mental and physical health issues, as well as environmental causes. Aiming at long-term solutions to poverty, the programme is designed to improve children's school attendance and performance, and provide them with the opportunities to unlock their potential. They are now encouraged to play key roles in improving their local community and preserving their island of Siargao.

“Sport is a powerful tool to inspire safer, stronger and more educated communities.” - Joshua Gona



India

JOY OF PLAY, UMOYA SPORTS

FOOTBALL, BASKETBALL,,ATHLETICS

Lokesh Jurel

Joy of Play, an in-school sports education programme, builds the body management skills of all students through soccer, basketball and athletics, with a particular emphasis on the inclusion of girls and children with disabilities. The programme also seeks to raise awareness and build the capacity of the community to break barriers for these girls and boys to access appropriate physical education in their schools. This is starting to help promote an inclusive sports culture in the country.

“Sport is one of the best ambassadors to promote human rights and the inclusion of all, and therefore it must be accessible to every individual for their physical and mental health.” -

Lokesh Jurel



Philippines

FOOTBALL FOR LIFE

FOOTBALL

Stephanie Margaux F. Inocando

When a devastating typhoon Haiyan hit Tacloban, the Philippines, in 2013, over 1 million children became displaced. Since then, Football for Life has been working towards restoring hope and purpose of life among the affected children and youth through football, education and camaraderie. These kids and youngsters are encouraged to identify and pursue their dreams, and provided with opportunities and paths to avoid the risk of falling into poverty.

“Play can inspire child victims of disasters to believe in themselves and their potential” - Stephanie

Margaux F. Inocando



13 CLIMATE ACTION



CLIMATE EMERGENCY

Climate emergency is an existential threat for human civilization. The impacts of climate or weather-related events include:

- **1.3 million** climate-related human deaths and **4.4 billion** injuries between 1998 and 2017¹¹;
- **22.5 million** people displaced from 2008 to 2018¹² and an estimated **140 million** projected to be forced to migrate by 2050¹³; and
- **\$300 billion** loss in average annual consumption estimated from natural disasters globally¹⁴.

Climate action will have to be a part of each SDG to mitigate its adverse effects on various developmental objectives. SDG 13 is specifically dedicated to Climate Action to address the urgency of climate change mitigation and adaptation.

Use of sport for climate action is not only effective from environmental perspectives, but critical in protecting the space for sport. The risks of climate change to sport include:

- Limited quality green and safe spaces due to extreme temperatures, extended period of drought, flooding, and/or pest species extending their natural range;
- Destruction of buildings and other infrastructure due to violent storms; and
- Threats to marine sports due to coastal erosion and sea level rise, and to winter sports due to warmer winters and lack of natural snow.

With its unrivalled capacity to motivate and inspire large populations, sport can promote sustainable consumption and production through education and awareness raising campaigns around sustainable development and nature-friendly lifestyles.



Vanuatu
VANUATU SURFING
ASSOCIATION

SURFING

John Stephen

Acknowledging the relatively small number of youth participating in sport for development countrywide, Vanuatu Surfing Association encourages communities to better look after the ocean and land environments through coaching surfing and mentoring.

“Surfing is a means to raise awareness on marine ecosystem, plastic waste reduction and climate change.”- John Stephen



China
BETTER BLUE DIVERS
ASSOCIATION

DIVING

Siyu Mao

Launched by a group of ocean loving divers in China, Better Blue Drivers Association integrates diving industry resources to protect the ocean. It aims at promoting more scientifically and friendly interactions with the ocean among people by creating an eco-friendly diving industry and community through marine citizenship science, marine public education, industry development support, endangered species and habitat protection.

“Diving industry can contribute to protecting the ocean rather than doing harm.” - Siyu Mao



Papua New Guinea
THE PAPUA NEW GUINEA OLYMPIC
COMMITTEE

HOCKEY

Milton Angat Kisapai

Milton, a UN-appointed champion for SDG 14: Life Below Water, is committed to environmental protection. Integrating his heritage and athletic career as a hockey player, he communicates with, educates and empowers the community and other athletes to live an environmentally friendly life.

“Sport is a universal language, and if used with the right intention, it will bring positive change and sustainable development to our community.” - Milton Angat Kisapai



PREVENTION OF VIOLENT EXTREMISM (PVE)

Tens of thousands of people of different faiths, races and nationalities have been affected by violent extremism in recent years¹⁵. The recent prevalence of terrorism is demonstrated through:

- Nearly **ten-fold** increase of the deaths from violent extremism from 2000 to 2015 (from 3,329 to 32,685)¹²; and
- **Two-thirds** of all countries in the world, or 106 nations, experiencing a terrorist attack in 2016¹⁶.

Tolerance and understanding of diverse ideas and cultures is at the heart of 2030 Agenda, particularly **SDG 16** on building peaceful, just and inclusive societies.

Sport plays a vital role in preventing violent extremes by diverting young people away from crimes and violence, and strengthening youth resilience through:

- Sharing commonalities between people from different backgrounds and reducing stereotypes;
- Promoting positive values and channelling emotions through peaceful means of expression;
- Helping those affected by violent extremism to rehabilitate; and
- Developing resilience and critical thinking skills.

From an economical perspective, sport is a highly effective way to tackle youth crimes and anti-social behaviour, delivering **\$5 value for every \$1** invested through savings related to reductions in truancy, ill health and crimes¹⁷.



Thailand

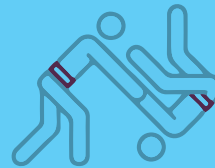
INDEPENDENT

CYCLING

Warit Totthing

Warit demonstrates the power of cycling to help youth living in conflict zones in southern border provinces of Thailand to develop their intercultural understanding through collaborative teamwork. His efforts are aimed at eventually contributing to the national reconciliation.

“Sport can be a major source of relief for youth living in conflict zones.” - Warit Totthing



Vietnam

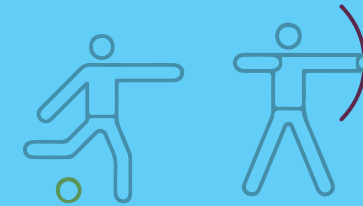
HUMAN TRAFFICKING AND FORCED LABOR PREVENTION CLASS

MARTIAL ARTS

Viet Nguyen

Using martial arts as a means to transfer knowledge and improve well-being, the initiative allows children to develop self-defense skills and knowledge on human trafficking and forced labor. By doing so, this work demonstrates the power of martial arts to protect children from the risk of such crimes.

“Sport can rehabilitate and support victims of human trafficking.” - Viet Nguyen



Malaysia

BTOP SPORTS ACADEMY

FOOTBALL AND ARCHERY

Hazeeq Rudie

By promoting the participation in football and archery, BTOP Sports Academy seeks to effectively prevent youth from entering a life of drug abuse and criminal activities. It also enables them to experience how sports can make profound and positive impacts on their life and even their community.

“Sport can help keep kids away from bad habits, fulfil health and emotional wellbeing, and develop life skills.” - Hazeeq Rudie

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TEAMING UP WITH UNESCO

The impact of UNESCO's Youth and Sport Task Force (www.youthandsport.org) and its youth members can grow exponentially through financial support from the national, regional and international partners.

Partnering with UNESCO on this initiative means working directly with the youth activists who are using sport for positive social transformation, supported by UNESCO sport team with extensive experience in international policy development, project management and networking with governments, as well as with the major sports organizations, specialized NGOs and academia.

We invite the national and international sports organizations, federations and foundations to jointly design and deliver Funshops on Sport and the SDGs, including in the framework of major national, regional and global sporting events.

For more information on kicking off such collaboration, please contact:

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