

"Achieving SDGs through Sport: Partnerships and institutional responses for greater coherence and effectiveness"

5 October 2017, Lausanne

Table of Contents

Introduction.....	3
Sport and the UN Sustainable Development Goals.....	4
Opening and Introduction	5
Speakers	5
Summary.....	5
Key message	5
Additional resources.....	5
Panel 1: IOC Sustainability Strategy and the Olympic Movement	6
Theme	6
Panelists.....	6
Introduction.....	6
Summary.....	6
Concluding statements.....	7
Additional resources.....	8
Panel 2: Implementing SDGs through Sport.....	9
Theme.....	9
Panelists.....	9
Introduction.....	9
Summary.....	9
Concluding statements.....	11
Additional resources.....	12
Panel 3: Institutional multi-stakeholder responses	13
Theme.....	13
Panelists.....	13
Introduction.....	13
Summary.....	13
Concluding statements.....	14
Additional resources.....	15
Panel 4: Economic and social inclusion	16
Theme.....	16
Panelists.....	16
Introduction.....	16
Summary.....	16
Concluding statements.....	17
Additional resources.....	18
Panel 5: Implementing policies	19
Theme.....	19
Panelists.....	19
Introduction.....	19
Summary.....	19
Concluding statements.....	21
Additional resources.....	21
Conclusion.....	22

Introduction

United Nations Member States have agreed upon the 2030 Agenda for Sustainable Development in 2015. At the time, they recognised the growing contribution sport can make as “an important partner” to sustainable development. The adoption of sustainability strategies by sport entities is therefore an important step forward. We assist now to a groundbreaking convergence of strategies and policies between international sports federations and international organizations. The sustainability strategy of the IOC adopted in March 2017 refers clearly to the Sustainable Development Goals (SDGs). It is the first time such convergence is achievable at the three levels of policies, programs and projects. The 5 October 2017 seminar was a great opportunity to share and learn from each other, to share information, to share knowledge and know how, to share a vision.

The wealth of expertise of the International Organizations (IO) in Geneva and of the International Sports Federations (ISF) in Lausanne is unique. The IOs and ISF make the Lemman Lake region a unique ecosystem and, through their combined actions in the field, a key operational platform for implementing the Sustainable Development Goals (SDGs). It is a productive environment for developing new collaborative approaches and initiatives. It can contribute to consolidate further the underlying culture of work inherent to the SDGs: multi-stakeholders’ and public-private collaboration. Sustainable development goal number 17 on partnerships is particularly relevant in this context as a mean to achieve SDGs.

The objectives of the 5 October 2017 seminar were to:

- Improve the coherence and effectiveness of collaborative action
- Strengthen knowledge of the different partnerships within the United Nations system, the IOC, IFs, and other relevant actors and their respective activities in this regard
- Provide resources, practical tools and information to better achieve common goals
- Encourage the creation of new partnerships

This seminar is part of a process initiated in 2015 by the Swiss Confederation, the Cantons of Geneva and Vaud, brought together under the aegis of the *Métropole lémanique* agreement, the International Labour Organisation and the Geneva Welcome Centre (CAGI). It aims to develop synergies between the various international players in the Lemman Lake region. Recommendations by the participants of ISF and IO’s at a first seminar that took place in Geneva in January 2016 were pointing at the need to maintain and improve opportunities for knowledge sharing, interacting and filling gaps. A very successful example of the above interaction was the gathering of ISF and IO’s in March 2017 on the occasion of Women’s Day at the Palais des Nations in Geneva, where many international sports federations took pledges to promote gender equality with the international Gender Champion Initiative.

Sport and the UN Sustainable Development Goals

Sport has a unique opportunity to inspire global action for development. In many cases, sport has proven to be a cost-effective and flexible tool in promoting peace and development objectives. In the [Declaration of the 2030 Agenda for Sustainable Development](#) of the United Nations (hereafter referred to as SDGs), sport's role for social progress is further acknowledged:

"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."

Sport will continue to advance global development assisting in the work towards, and the realisation of, the SDGs. The United Nations envisages sport therefore as an important and powerful tool with the potential to tackle challenges entailed in each of the 17 SDGs.

source: <https://www.un.org>



Figure 1 - United Nations Sustainable Development Goals

More information about the potential role of sport and specific targets for each of the SDGs can be found [here](#).

Opening and Introduction

Speakers

- Canton de Vaud: Mr Philippe LEUBA, State Counsellor, Department of Economy, Innovation and Sport
- Representative of the Working Group on Building bridges between International Organizations and International Sport Federations: Ms. Anne Lise Favre Pilet, Swiss Mission to the UNOG and other international organisations in Geneva
- UNOG: Ms. Nadia ISLER, The SDGs and the Agenda 2030

Summary

The different institutions based in the Metropole Lémanique, <http://www.metropolelemanique.ch/>, hold a great potential to contribute to the achievement of the SDGs. This seminar is an important step in facilitating the collaboration between the United Nations, the Olympic movement, academic institutions and local governments.

Sport has an obvious link with some of the SDGs, such as “Good Health” (SDG 3), but through it can contribute to all SDGs in a variety of manners. Large events, such as the Youth Olympic Games in 2020, offer in particular a great opportunity to enable sustainable development of the Lac Léman region and communicate with our youth about the SDGs. This 2nd seminar of the Metropole Lémanique brings together 17 international organisations (of which 12 are part of United Nations), more than 30 international sports federations and as many NGOs. The objective of the seminar is to share information, knowledge and know-how before discussing the strategy on how to best leverage the Metropole Lémanique for the achievement of the SDGs.

SDGs set a global vision and a powerful political manifesto was born with the global challenges being made explicit and all countries in the world agreeing on a transformative agenda for the year 2015 – 2030. The universal nature of the SDGs allows organisations around the world to contribute to them and puts all countries at the same level to accomplish them. Agenda 2030 acknowledges that sport is an important enabler of sustainable development and a concrete tool for development goals related to gender equality, social inclusion, peace and justice, etcetera. The SDGs embody a universal and shared vision towards sustained peace and sustainable development.

Key message

Achieving the SDGs can only be done through efficient partnerships between the many different stakeholders. The Lake Geneva Region has an enormous potential to bring together the world of the United Nations and Sport to leverage the contribution of sport to achieving the SDGs.

Additional resources

- Recording Open & Introduction: https://youtu.be/qg_kZY0646E?t=21s

Panel 1: IOC Sustainability Strategy and the Olympic Movement

Theme

The IOC Sustainability Strategy; 11 SDGs identified as pertinent to the Olympic Movement.

Panelists

Facilitator:

- Dr. Claude STRICKER, Executive Director, International Academy of Sports Science and Technology (AISTS)

Panelists:

- International Olympic Committee (IOC): Ms. Julie DUFFUS, Sustainability Manager
- International Climbing and Mountaineering Federation (UIAA): Ms. Gloria SCARANO, Mountain Protection Coordinator
- World Taekwondo: Ms. Delphine SCHMUTZ, Office Manager Taekwondo Humanitarian Foundation
- World Sailing: Mr Dan READING, Sustainability Programme Manager
- Fédération Internationale de Football Association (FIFA): Mr Federico ADDIECHI, Head Sustainability and Diversity

Introduction

The first panel discussion of today brought together the International Olympic Committee (IOC) and different International Sports Federations (IFs) to discuss the needs and challenges faced by the Olympic movement. Several good practices were highlighted, specifying IFs initiatives and collaborations with the UN system with regards to the SDGs.

Summary

The **IOC** Sustainability Strategy started with Olympic Agenda 2020 to make sustainable development an integrated part of the Olympic movement. The IOC recognises three spheres of influence and impact (IOC as leader of the Olympic Movement, owner of the Olympic Games and as an organisation itself). The five focus areas of the IOC sustainability strategy are infrastructure, sourcing & resource management, mobility, workforce and climate which are aligned with 11 of the 17 SDGs. During the remainder of the panel, 4 International Sports Federations (IF) elaborated on specific initiatives from their IF related to one or more SDGs.

The future of sports for the **UIAA** ultimately relies on the natural ecosystems of mountains. There is a variety of threats such as waste, biodiversity or global warming that force the UIAA to take active measures. Examples include the UIAA Mountain Protection Award and mountain protection educational initiatives that seek to widely share the standard 7-step approach of the UIAA for protecting the mountains. Through these mountain protection programmes, a platform is created to foster partnerships and allow sharing good practices.

Challenges to sustain these initiatives are often related to the limited availability of human and financial resources.

World Taekwondo made a strategic decision to having 50% male and 50% female referees to all its events. One of challenges that needed to be overcome was the shortage of qualified female referees which required a heavy focus in the past years on educational programmes for referees. In addition to this programme, there is the Taekwondo Humanitarian Foundation to develop sports for development and peace projects. Taekwondo can bring mental and physical well-being to refugees and teach them at the same time important values such as non-violence and respect. Taekwondo does not require any equipment which makes it a cheap and easy sport to implement in refugee camps.

World Sailing recently undertook a survey amongst their national members, athletes and sponsors which showed a natural passion for sustainability because of the nature of the sport. World Sailing's Agenda 2030 will be launched in November 2017 and open for external consultation. To address topics as end-of-life of boats, World Sailing is actively seeking to engage the industry. In a revised bidding process, World Sailing has aligned its supply chain with ISO 20121. Furthermore, it promotes the use of new technologies for boats that use an engine (e.g. recreational sailing) through partnerships with the industry.

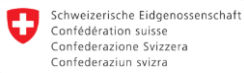
FIFA uses the UN guiding principles on business and human rights, existing since 2011, to take responsibility for the construction work related to their World Cup. An analysis has been undertaken to identify the gaps in FIFA's work and the UN guiding principles on business and human rights which allowed making different changes in the administrative procedures of FIFA. One of the challenges FIFA is facing is that human rights standards differ in their hosting countries. By enforcing UN guiding principles, FIFA aims to push the level of the standards for human rights of the local industry.

FIFA has also signed a pledge with the UNFCCC (Climate Neutral Now campaign. This is a very pragmatic way of measuring, reducing and off-setting the environmental footprint of FIFA football events) which should lead to carbon-neutral FIFA events by 2050.

Concluding statements

This panel provided the attendees with insight in the different levels of influence that the IOC as leader of the Olympic Movement has. Acknowledging this, several concrete areas of attention were discussed:

- Commemorating and fostering good practices through the UIAA Mountain Protection Awards
- Appointing an independent committee (World Sailing) for the coordination of IFs sustainability programmes
- Establishing a foundation (World Taekwondo) as separate legal entity, with the sole focus on a set of SDGs that is close to the vision of the IF
- FIFA emphasising the importance of bidding requirements related to sustainability to allow follow-up with the host city during the actual preparation for a sport event.



Additional resources

- Panel 1 Background document and resources:
<http://www.metropolelemanique.ch/docs/22-09-2017-IOC-sustainability-olympic-movement.pdf>
- Recording Panel 1: https://youtu.be/qg_kZYO646E?t=22m10s

Panel 2: Implementing SDGs through Sport

Theme

Implementing strategies through partnerships and programmes by the UN agencies.

Panellists

Facilitator:

- Pr. Margareta BADDELEY, University of Geneva (UNIGE)

Panellists:

- United Nations Organization for Education, Science and Culture (UNESCO): Mr Philipp MÜLLER-WIRTH, Executive Officer for Sport
- United Nations Environment Programme (UNEP): Mr Wondwosen Asnake KIBRET, Policy and Partnerships Coordinator, Europe office
- United Nations Children's Fund (UNICEF): Mr. Valerio IOVINE, Programme Manager, Programme Services, Private Fundraising and Partnerships Division
- United Nations Development Programme (UNDP): Ms. Sara SEKKENS, Conflict Prevention and Partnerships Advisor

Introduction

This session discussed some of the concrete programmes of several UN agencies, UNESCO, UNICEF, and UNDP and their formal partnerships with other entities. The discussions shed light on the use of policy strategies such as the Kazan Action Plan as well as the level of coordination between the different programmes.

Summary

Subject 1: The Kazan Action Plan

Key question: How to foster collaboration by a common strategy within UN agencies in view of reaching the 11 Sustainable Development Goals of the UN concerning sports?

UNESCO's work in sport is based on two pillars: firstly, physical and sports values education and, secondly, sport policy development. For the latter, it disposes of unique instruments including its international sport charter, its intergovernmental sport committee in which many of the UN and sports organizations participating in the seminar are members, its anti-doping convention, as well as its world conference of sport ministers, MINEPS. The outcome of the last, sixth edition of MINEPS (July 2017) was the Kazan Action Plan, an evidence-based consensus amongst stakeholders from governments, sport and other civil society organizations which consists of the two main components:

1. Policy effectiveness: five priority actions on which international cooperation should focus (including advocacy and the development of indicators to measure the contribution of sport to the SDGs)

2. Policy coherence: sport policy follow-up framework facilitating convergence of different stakeholders around three main and 20 specific policy areas, the main ones being:
 - a. provide universal access to sport
 - b. maximise the contribution of sport to SDGs
 - c. protecting the integrity in sport

Subject 2: Other programmes of UN Agencies link to sport and sustainable development

Key questions: Did collaboration of UN agencies aim at and result in working out a common strategy and further common action? Did it help to overcome obstacles to implementation at headquarters and in the field?

According to **UNEP**, the current world population has the highest education ever but is showing the least responsibility in their behaviour towards their natural environment. The United Nations Addis Ababa Action Agenda provides a foundation for implementing and resourcing sustainable economies. Education is the glue between the SDGs, especially with regards to the current urbanisation of the world. To be effective as UN agencies in the use of sport for sustainable development, we need to work together instead of creating partnerships.

UNICEF draws the attention to the limitations of collaborations between the stakeholders that are part of today's discussion. It is urgent to prioritise and find common areas where synergies and coherence can be achieved. Innovative partnerships with organisations outside the UN can also result in very effective collaborations, such as is seen with for example FC Barcelona, the London Legacy Plan, Commonwealth Office).

Subject 3: Collaboration of UN agencies with the actors of world of sports, in particular the IOC and IF

Key questions: what are the benefits of such collaborations for reaching the UN SDGs? better opportunities to support policies of public authorities (national, regional, local)? help for solving problems encountered by UN agencies?

UNDP's portfolio of partnerships in and through sports to achieve development objectives involves a variety of actions, such as the interventions of Goodwill Ambassadors from the world of sports, supporting programmes to reduce greenhouse gas emissions in transport systems during the preparations for big sport events (e.g. Sochi Winter Olympics or Beijing Olympics), youth and women empowerment programmes and programmes on peace and reconciliation, 'Monaco's partnership with the SDF Fund for linking SDGs and Sports', 'Tokyo Football League in Palestine' and 'Youth Sports against gang violence in Peru'. All these examples show the range and scope of programmes coordinated by UNDP with other UN agencies and partners in Government, the world of sports and beyond, with the aim of implementing SDGs in sports and of supporting the SDG implementation through sports.

The issues to be dealt with become increasingly complex, demanding therefore prioritization and evaluation of actions taken.

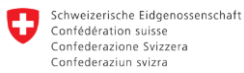
Subject 4: Evaluation of the impact of UN action

Key question: What was the impact of policies and actions in view of implementing SDGs through sport? Which steps were taken to measure such impact? Which measures were or should be taken to improve the score?

- Impact evaluation is fundamental to obtain more resources and get support from decision makers; all agencies agree.
- For **UNICEF**, evidence based results are key, as is a holistic approach evaluating impact not only for itself but taken many parameters into account and the outreach gained through sports. For example, data exists that emphasises the importance of physical inactivity but this is not sufficient to address the issue. Follow-up and a broader view on the necessities is needed. UNICEF has a dedicated action research centre and think-tank with a specific focus on sport development which it desires to expand further.
- **UNESCO** stresses the importance of impact measurement of UN agencies to be coordinated and priorities decided together so as to avoid duplication of actions and aims, leading to ineffectiveness within and outside UN Agencies. At this point, aspirational talk amongst those who are already convinced of the importance of sport within the box is too restricted an approach. Local initiatives conducted with UN partners will benefit from a wider and better coordinated approach.
- What matters very much, as **UNEP** points out, is what happens at the local level. Showing the impact of actions (e.g. against air pollution) at the local level, will inspire and influence others, generate beneficial results (e.g. less deaths due to environmental problems, spill-over effects to other actors) and support by local authorities. Overall, this amounts to turning around from publicity to committing to more responsible, ethical behaviour, allowing to tackle problems together.
- For **UNDP**, formal measurements as provided for in the Kazan Action Plan will be conducted and most probably show results at a later stage. At this point, maybe informal methods of impact evaluation will be the means to collectively measure the impact of the work of the UN Agencies.

Concluding statements

There was an overall understanding that many programmes and projects, which have been in place for a long time, were reinforced by the Kazan Action Plan. It was acknowledged that each UN agency has their own objective and mandate. Therefore, panellist expressed the need for better coordination and collaborating between UN agencies as there is no longer a dedicated UN agency tasked with this coordinating role since the closure of UNOSDP. More dialogue and exchange of good practices between the UN agencies needed to enhance the efficiency of existing efforts.



Additional resources

- Panel 2 Background document and resources:
<http://www.metropolelemanique.ch/docs/22-09-2017-panel2-documents-internet-links.pdf>
- Kazan Action Plan (English):
<http://unesdoc.unesco.org/images/0025/002527/252725E.pdf>
- Recording panel 2: <https://youtu.be/DazfADV4SDE>
- [Statement UNDP \(United Nations Development Programme\)](#)

Panel 3: Institutional multi-stakeholder responses

Theme

Institutional responses for achieving SDGs through and in sport by multi stakeholders' initiatives and other actors.

Panellists

Facilitator:

Pr. Emmanuel BAYLE, University of Lausanne (UNIL)

Panellists:

- Swiss Academy for Development: Mr Marc PROBST, Director Member of Sport for Development Platform
- Institute for Human Rights and Business (IHRB): Mr John MORRISON, Chief Executive
- World Sport Alliance (WSA): Dr Gilles KLEIN, Secretary-General
- International Gender Champions: Ms. Caitlin KRAFT BUCHMAN, CEO/Founder
- Sponsorize: Mr Sebastian CHIAPPERO, CEO

Introduction

This session had panelists describe past and present institutional responses to sustainable development and sports from the perspectives of NGO, inter-governmental and multi-stakeholder perspectives. Panelists gave examples of how common challenges are addressed in a multi-stakeholder environment.

Summary

The "development through sport" movement advocates the benefits of sport within the context of conflict prevention, promotion of gender equality, personal development, health promotion, etc. However, the sports industry can be questioned on its license to claim this given the negative impacts of sport and large sport events. This and the closure of the UN office for sport for development and peace (UNOSDP) highlights the need for:

- 1) Better coordination of the different SDP actors;
- 2) Collective fundraising (financing) from private sector;
- 3) Increased measurement and evaluation;
- 4) Improved governance of the SDP sector

According to the **Swiss Academy for Development (SAD)**, trends in today's SDP include:

- Alignment between SDGs
- Policy coherence
- Sector coordination
- Governance vacuum
- Changing actors

- The expectation is that the number of actors involved in SDP will reduce in the future, but competition (for funding) between them will increase.

As we continue to hear examples of sport events harming the human rights, it is a valid question to address within the context of the contribution of sport for the SDGs. The **Institute for Human Rights and Business (IHRB)** presents a framework to address the issues of human rights, based on 'prevention' and 'remedy' by (1) increasing the accountability of the sector, (2) better knowledge sharing, and (3) capacity building.

The presence of declarations does not always lead to concrete actions, claims the **World Sports Alliance (WSA)**. To achieve any of the SDGs, it is required to promote the economic development of a country through concrete actions. As example, the WSA negotiated with the heads of states in Africa on how the SDGs support their local economies. The creation of a Global Sustainable Development Bank, for example, can help securing necessary economic and social resources for the SDGs.

The presence of a strategic sponsorship consulting firm might, at first sight, not seem obvious within the context of this seminar. However, the private sector increasingly seeks to connect with the public sector on subjects related to SDGs. Often as part of their CSR programme (Corporate Social Responsibility), they establish partnerships with sports organisations or UN entities. For example:

- The NGO Cycling for Children has a partnership with Hublot. Drivers for Hublot to collaborate with this NGO are ROI (return-on-investment) and brand awareness
- Wings for Life partners with Red Bull, bringing the same benefits of ROI and brand awareness to Red Bull.

Concluding statements

The panel discussion identified 4 key challenges in the sport and SDG programmes which involve a diversity of stakeholders:

- Coordination of initiatives between multiple stakeholders requires an approach that goes beyond uniquely the UN agencies or Olympic movement.
- Partnerships between governance bodies, the corporate industry, NGOs and academics bring many opportunities for synergies.
- There is a need for better impact assessment on projects related to the SDGs. This need could probably be met by academic partners with an experience in this field.
- The field of sport and SDGs has matured and currently requires specific attention for the governance structure of programmes.

Additional resources

- Panel 3 Background document and external links, <http://www.metropolelemanique.ch/docs/22-09-2017-panel3-documents-internet-links.pdf>
- World Sports Alliance: an intergovernmental initiative for the sustainable financing of youth sport, <http://www.metropolelemanique.ch/docs/22-09-2017-world-sports-alliance.pdf>
- How to become an International Gender Champion? <http://www.metropolelemanique.ch/docs/22-09-2017-how-become-international-gender-champion.pdf>
- Enhancing the Contribution of Sport to the SDGs, <https://www.dropbox.com/s/lsexn7quy24hw4/Enhancing%20the%20contribution%20of%20sport%20to%20the%20Sustainable%20Development%20Goals%20.pdf?dl=0>
- Sport for Development and Peace and the 2030 Agenda for Sustainable Development, http://thecommonwealth.org/sites/default/files/inline/CW_SDP_2030%2BAgenda.pdf
- Recording panel 3: <https://youtu.be/LsNsiaOqZ8k>

Panel 4: Economic and social inclusion

Theme

Economic and social inclusion of sustainable sports partnerships: Impact on the sporting value chains, how to implement SDGs

Panellists

Facilitator:

- Mr Giovanni DI COLA, International Labour Organization (ILO)

Panellists:

- Council of Europe: Ms. Clarisse BONJEAN, Programme Manager (EPAS)
- International Union for Conservation of Nature (IUCN): Ms. Giulia CARBONE, Deputy Director, Global Business and Biodiversity Programme
- International Academy of Sports Science and Technology (AISTS): Dr Claude STRICKER, Executive Director

Introduction

Measuring the social or economic impact of sport has evolved in last 10+ years even before the adoption of the MDGs. In fact, before the MDGs (Millennium Development Goals), there was no global agenda but sport was already used as a tool to address social issues or create economic opportunities. Upon the adoption of the MDGs in 2000 (followed by the SDGs in 2015) the scope changed from considering the relations between a specific sector (i.e. health and sport or employment and sport) to a holistic and inter-sectoral approach based upon a global agenda reaching out to partners outside sport for sustainable development. This panel looks at sport from a value chain perspective and not only from a given discipline and related competition framework.

Summary

The **Council of Europe** adds value to sports partnerships through its 47 continental members, multi-stakeholder dimension, global outreach, conventions and specific sport-related activities aimed at (1) standard setting, (2) monitoring, (3) international cooperation and (4) technical assistance to countries. Within this context, the Enlarged Partial Agreement on Sport (EPAS) aims at making sport more ethical, more inclusive and safer. A consultative committee of 30 international organisations will establish a working group to gather evidence of the contribution of sport on SDGs. Furthermore, the Council of Europe gathers the minister of sports to align efforts with regards to social sustainability and legacy of major sport events. The related project aims at producing research work and developing a handbook.

Sport is considered by the **IUCN** as a business that has an impact on the world's biodiversity. Sport and sport events are a risk for the environmental and social eco-systems that need to be identified and mitigated. This is increasingly part of the agenda of the stakeholders in the sports industry. However, it will bring challenges to the local sports organisers but it might also provide opportunities for event organisers, corporates and governments. Science-based decision making is necessary to facilitate this dialogue.

The IUCN has become a partner of the IOC to advise potential bidding cities during the candidature phase on the risks and opportunities related to biodiversity. All candidates' files are reviewed by the IUCN on biodiversity and included in the formal evaluation process of the IOC.

Legacy is not equal to sustainability according to **AISTS**. Sustainability is a converging process that is focussed on delivering the event where legacy looks beyond the event through actions that initiate structural changes. To ensure the Winter Games leave a positive legacy, Sion 2026 has already included a significant budget for legacy to be spent during the bidding phase. The Sion 2026 Olympic bid in Switzerland already has brought a legacy which is the opening of the discussion amongst stakeholders to rethink the tourism-concept in Switzerland. In a democratic country like Switzerland, the Olympic Games are an excellent facilitator for these discussions. The challenge is that these discussions take place 9 years before the Olympic Games. The discussions about legacy require long-term thinking.

The audience is requesting, through the voice of ENGSO Youth and the International School Sport Federation, concrete partnerships to develop the employability of the youth through sport. ILO, UNEP, UNESCO will follow-up on supporting this request within the context of the Kazan Action Plan and in line with policy documents and strategies of the IOC and EU as they refer to SDG 8 on Decent Work and related programmes on skills through and in sport.

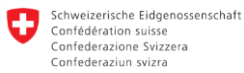
With regards to communication about SDGs to a larger audience, the narrative will have to change by talking about groups of goals within a certain theme. For example, a grouping of goals on themes is: People, Planet, Peace, Prosperity, Partnerships. How does sport contribute to each of these 5 themes?

Concluding statements

The terms 'sustainability' and 'legacy' cannot be used interchangeably since sustainability is about *convergence* where legacy is looking on the impact of sport events *over time*.

It was concluded that there is a need to pay more attention to countries' national strategies related to the implementation of the SDGs as this sets the priorities for the actual implementation.

Both the World Health Organisation and ENGSO Youth called for participation in existing initiative with regards to respectively healthy lifestyle and youth employability. These calls should be embraced by the attending organisations as both calls are strongly related to the main themes of Olympic Agenda 2020, the Erasmus+ programme and the Kazan Action Plan.



Additional resources

- UICN and the Sustainable Development Goals, <http://www.metropolelemanique.ch/docs/22-09-2017-IUCN-sustainable-development-goals.pdf>
- Recording panel 4: <https://youtu.be/PL6mV6k2G2I?t=16s>

Panel 5: Implementing policies

Theme

Implementing policies and working with UN through public-private-partnerships (PPPs)

Panellists

Facilitator:

- Pr. Makane MBENGE, University of Geneva (UNIGE)

Panelists:

- Commonwealth Secretariat: Mr Oliver DUDFIELD, Head of Sport for Development and Peace
- Futbol Club Barcelona Foundation (FCB): Ms. Maria VALLES SEGURA, General Manager
- United Nations High Commissioner for Refugees (HCR): Ms. Karen WHITING, Senior Advisor (Child Protection and Youth), Division of International Protection in Geneva
- University of Geneva (UNIGE): Ms. Erin HAYBA, InZone Project, University of Geneva (UNIGE)

Introduction

The final panel discussed projects that were implemented through public-private-partnerships, with a UN agency as one of the public entities. Questions such as ‘how to effectively use PPPs’, ‘the suggested business model’ and ‘key success factors’ were debated and illustrated with examples from both academia and the field.

Summary

Research on sustainable development does hardly ever include sport since most of the instruments that govern sustainable development, do not include the word “sport”. However, there is a fast-developing area of research and soft-law instruments that start to connect sport with sustainable development.

The **Commonwealth Secretariat** has published: “Enhancing the Contribution of Sport to Sustainable Development” to emphasise how sport can contribute to the SDGs. There is a vacuum in policy frameworks in terms of PPPs, especially within the UN SDGs, UN Agenda 2030, the Kazan Action Plan and The Olympic Agenda who make no direct reference at all to this theme.

One main function of PPPs is to share risks, both financially and others (human rights, environmental impact, etc.). The biggest opportunities for the private sector related to SDGs lie in the sectors of food, cities, energy, and health/well-being. The “Better Business, Better World” report shows how the SDGs are a compelling growth strategy for businesses which is worth USD 12 billion. A policy implementation framework is proposed, consisting of 4 types of policy organisations to maximise the impact of sport on the SDGs.

The **FC Barcelona Foundation** is part of Football Club Barcelona which is owned by over 150'000 fans. About 0.7% of FC Barcelona's revenue plus 1% 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.

The Foundation has 3 strategic lines: (1) Prevention of violence and resolution of conflicts, (2) Social inclusion and (3) Education. Five out of the 17 SDGs have been prioritised to direct the activities of the FC Barcelona Foundation. Programmes are always running in partnership with organisations such as UNICEF, UNHCR, IOC, IPC (International Paralympic Committee) but it also launches research centres to document evidence on the impact of social projects. The FC Barcelona Foundation also runs projects that do not have a base in football (for example skateboarding in the urban areas of Cali, Colombia).

Refugees, with whom the **UNHCR** is working, should not be left out of the discussion on SDGs. More than half of all refugees, stateless people and internally displaced people are younger than 18. As a comparison, world-wide 30% of the population is under 18. The use of sport in a refugee setting started informally but is increasingly becoming organised as formal programmes. Besides physical activity, it is also a tool to educate an audience, convey a certain message, reduce tension between groups, for capacity building, the advocacy of the public's opinion on refugee issue, as well as a fundraising tool. The most well-known project of the UNHCR is the partnership with the IOC related to the Refugee Olympic Team. A Sport for Protection Toolkit is under development in collaboration with Terre des Hommes and the IOC to help formalise measurement of "sport for protection" projects.

InZone provides online blended learning platform for refugees using resources of, amongst others, the University of Geneva and local universities. Less than 1% of refugee youth have access to higher education. InZone traditionally provided courses in history, human rights, health, international relations, engineering and are now considering including sports in the curriculum. The most recent project "Connected Learning and Crisis Consortium" in partnership with the UNHCR engages both the professors as well as the students from public universities. Sport can for example play a role in education where students can learn skills through sport, but also in higher education. This was well shown by the refugee Olympic athletes who each enrolled in higher education. Lessons learned from InZone in implementing policies with both public and private partners:

- Keep youth or refugee at the centre
- Set a common goal such as the UN SDGs
- Identify the assets or value of every individual partner

A book that will be published in 2019 will tell the story about the refugee Olympic team and other refugee athletes and the opportunities that sport brings to them and their communities.

Concluding statements

A total of 4 lessons was identified through the discussions of this panel:

- 1) Do not be obsessed about formal partnerships, informal partnerships can be very effective.
- 2) There is a need for engagement of all stakeholders in Sport and SDG discussion, also entities from outside of sport
- 3) It is important to show that SDGs can be an economic enabler for countries
- 4) There should be a higher awareness of the power of sport in achieving the SDGs, for example through the exchange of good practices from the sports industry with other industries.

Additional resources

- Commonwealth Analysis: Sport for Development and Peace and the 2030 Agenda for Sustainable Development, <http://www.metropolelemanique.ch/docs/22-09-2017-sport-development-peace.pdf>
- EU Work Plan for Sport, <http://www.metropolelemanique.ch/docs/22-09-2017-experts-group-human-resources-development-sport.pdf>
- Olympic Values Education Programme, <http://www.metropolelemanique.ch/docs/22-09-2017-practical-guide-olympic-values.pdf>
- From Refugee Camp to the Olympics (video), <https://youtu.be/k9YpYFRh8SM>
- Recording panel 5: <https://youtu.be/PL6mV6k2G2I?t=43m28s>

Conclusions

1. Need to coordinate platforms

The efforts made by the Working Group were acknowledged and in particular the need to coordinate efforts through policy coherence. Since a number of platforms (i.e. Mega Sporting Events and Human Rights and World Sport Alliance, among others) operating on various levels and focusing on selected thematic areas, it might be important to engage on policy discussion with business and other relevant stakeholders and decision makers before a proper coordination mechanism can be established.

2. Need to include and report on progress

The Arc Lémanique and members of the Working Group took the responsibilities to facilitate a discussion among UN agencies and Sport Federations mostly based in Geneva and in Lausanne from it appeared that measuring progress is an issue that needs to be looked into perhaps by thematic areas (i.e. Health and Sport) and in relation to existing frameworks (i.e. UNESCO Kazan Declaration).

3. Need to maintain focus on policies and programmes

The UN agencies have presented policy instruments and projects that are being managed with support of private and public partners and recognized the importance to share with Sport Federations the implementation of such policies as they relate to the SDGs in particular. Such focus is beneficial to all participants.

4. Need to invest in skills and capacity building

The need to ensure that all the above efforts will continue to generate results is enshrined in the belief that we need to empower others under the SDGs and at all levels including local level. How to create capacity building and to train future generations was brought forward by youth organizations by focusing on skills training, education and employment through sport.