

For Development and Peace

Activity Box 2.5

Module 2: Different PURPOSES



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Key Facts

- **UNEMPLOYMENT:** Young people are 3 times more likely to be unemployed (101)
- **CONFLICT:** 59.5 million people forcibly displaced worldwide(101)
- **POVERTY:** 702 million people live in extreme poverty (101)

Specific purposes this Activity Box applies to:

- This Activity Box complements previous Activity Boxes of this module that already covered some SDGs related to health and well-being (#3), gender equity (#5), economic growth (#8) and reduced inequalities (#10).
- The following development and peace purposes are covered in this section:
 - Quality Education: lack of literacy and basic skills, particularly in youths
 - Peace: different conflicts occurring all over the world
 - Indirectly, Climate Action is also tackled, given the increased importance of this issue

Why is it so important

Contribution

Sport, when used for development, can produce effective interventions due to:

- Its essential values such as fair play, pacific coexistence, respect, among others
- Its universal popularity and capacity to connect people and communities as participants, spectators, or volunteers
- Its unique capacity to act as a communications and advocacy platform because global Sport events offer the capacity to reach vast numbers of people worldwide
- It's potential to empower, motivate and inspire. By shining a light on what people can do rather than what they cannot do, Sport brings hope and a positive outlook for the future²
- Sport's cross-sectional nature can be a highly effective and low-cost means of reducing the individual and public costs associated with development challenges such as education, health, inclusion, human mobility, the inclusion of persons with disabilities, among others
- Action in Climate Change: The sustainable organization of tournaments, increased use of recycled materials and the respectful use of public spaces (forests, mountains, beaches) are part of the involvement Sport will have in this cause

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International endorsement

UN – The 2030 Agenda for sustainable development

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 and to health, education and social inclusion objectives.

UNESCO International Charter of Physical Education, Physical Activity and Sport

Sport for development and peace initiatives should aim at eradicating poverty, as well as strengthening democracy, human rights, security, a culture of peace and non-violence, dialogue and conflict resolution, tolerance and non-discrimination, social inclusion, gender equality, the rule of law, sustainability, environmental awareness, health, education and the role of civil society.

Barriers to Sport that should be overcome

- Lack of knowledge (unqualified personnel) to adapt Sport disciplines for development purposes
- Still scarce awareness of S4D due to the lack of measurement and evaluation

Tips and key success factors

Relatedness with development frameworks

- Programmes should be integrated with other local, regional and national development and peace frameworks. The most universal at the moment is the 17 Sustainable Development Goals
- Sport combined with other non-Sport components should be encouraged to enhance the effectiveness of development and peace purposes
- Peace building is a fundamental pre-condition for all development

Collaborative engagement and local capacities

- Participants and communities should be engaged in the design and delivery of activities.
- Partnerships and coordinated action with other stakeholders are important drivers. This includes a broad cross-section of stakeholders from government, local and international NGOs, Sport community, multilateral institutions, business and academia.
- The aim of collaborative work is to harness critical expertise, leverage resources, deepen impact, develop local capacity and foster long-term sustainability.

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Adaptation of rules in activities

- Depending on the expected result of a game or activity, it is recommendable to adapt and create rules, e.g., giving a double point to a goal scored by a female could contribute to reinforcing Gender Equity
- Define clearly the structure and methodology. The 3 halves model promoted by streetfootballworld is helpful. It includes 3 key moments: Presentation of the topic, Application in the field and Feedback

Available Resources

- streetfootballworld football 3 methodology. [Click Here](#)
- Free course on Sport for sustainable development. [Click Here](#)
- Peace and Sport. [Click Here](#)
- GIZ Sport with principles

Sample Case

Cricket for Good (International Cricket Council)

- Cricket for Good is the ICC's global community outreach programme in Corporate Social Responsibility (CSR) partnership with UNICEF.
- It aims to create positive social change through the game of Cricket and to leverage the vast power and reach of cricket to transform the lives of children and families worldwide.
- The project goes further beyond the aim of making children active – using the power of cricket to raise awareness.
- It helps children to have better food, water, health and education, as well as protecting children from abuse and empowering children and young people with life skills.
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More information:

Release. [Click Here](#)

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