

People, Planet, and Prosperity in Sport for All: Guidelines & Recommendations

Introduction: Sustainability in Sport for All

Sport is more than just a game—it is a powerful tool for change. It brings communities together, inspires hope, and creates opportunities for a better future. But with this power comes responsibility: to use sport in ways that not only benefit people but also protect the planet and build lasting prosperity.

The United Nation **Sustainable Development Goals (SDGs)**, adopted by 193 countries in 2015, serve as a global blueprint for addressing the world's most pressing challenges by 2030. These 17 interconnected goals aim to tackle issues like poverty, inequality, climate change, and access to education and healthcare. At the heart of the SDGs are three guiding principles: **People, Planet, and Prosperity**.

- **People** focuses on dignity, equality, and the well-being of all individuals, ensuring no one is left behind.
- **Planet** emphasises protecting the environment and combating climate change to preserve the Earth for future generations.
- **Prosperity** highlights the importance of economic growth, innovation and creating opportunities for all to thrive in harmony with nature.

These principles align seamlessly with the mission of Sport for All, which seeks to use sports as a universal language to foster inclusivity, sustainability, and community development. The following recommendations explore how individuals and organisations can integrate these principles into their sports initiatives, with direct links to the SDGs.

1. People: Building Inclusive and Empowered Communities

Why People Matter

The principle of People is about putting humanity first. In the context of Sport for All, this means ensuring that every individual, regardless of their background, has the opportunity to participate, learn, and grow. Sports can be a tool for addressing issues like health disparities, education gaps and social inequalities.

This principle supports UN SDGs such as:

- **SDG 3 (Good Health and Well-Being):** Ensuring access to healthy lifestyles.
- **SDG 4 (Quality Education):** Providing educational opportunities through sports.
- **SDG 5 (Gender Equality):** Empowering women and girls.
- **SDG 10 (Reduced Inequalities):** Promoting inclusion and addressing social divides.

Recommendations for Individuals

- **Promote Healthy Living (SDG 3):** Organise events that encourage physical activity, mental health awareness, and healthy habits. For example, host a community sports tournament that includes workshops on nutrition or mindfulness.
- **Use Sport as a Teaching Tool (SDG 4):** Teach children values like teamwork and leadership through sports. Partner with schools to create programs that combine sports with academic or life skills education.
- **Empower Women and Girls (SDG 5):** Create safe spaces where women and girls can participate freely and confidently. Consider events led by female coaches or featuring discussions on breaking gender stereotypes.
- **Include Everyone (SDG 10):** Adapt your programs to include people with disabilities, refugees or people from underprivileged backgrounds.

Recommendations for Organisations

- **Focus on Community Health (SDG 3):** Partner with healthcare professionals to integrate health education into sports programs.
- **Develop Inclusive Programs (SDG 4, SDG 10):** Design initiatives that cater to all gender identities, ages and abilities, ensuring equal participation.
- **Celebrate Diversity (SDG 5):** Highlight and celebrate the stories of women, minorities and other underrepresented groups in your initiatives.

2. Planet: Protecting the Environment Through Sports

Why Planet Matters

The principle of Planet reminds us of our shared responsibility to care for the Earth. Sports, with their power to inspire action, can help raise awareness about environmental issues while adopting practices that minimise harm.

This principle supports SDGs such as:

- **SDG 12 (Responsible Consumption and Production):** Promoting sustainable practices.
- **SDG 13 (Climate Action):** Combating climate change through education and action.

Recommendations for Individuals

- **Go Green (SDG 12):** Use eco-friendly materials for your events, such as reusable equipment or biodegradable decorations. Reduce waste by encouraging participants to bring reusable bottles and sort their trash.
- **Raise Environmental Awareness (SDG 13):** Include activities that educate participants about climate change. For example, host a clean-up drive as part of your sports event or organise tree-planting campaigns.
- **Think Local (SDG 12):** Source materials, food, and supplies from local businesses to reduce emissions and support the community.

Recommendations for Organisations

- **Plan Sustainable Events (SDG 12):** Use venues that prioritise energy efficiency, provide clear recycling options, and promote eco-friendly transportation options like walking or public transit.
- **Lead Climate Advocacy (SDG 13):** Partner with environmental organisations to include climate action in your programs. Develop campaigns that educate participants on how their actions impact the planet.
- **Measure and Offset Impact (SDG 13):** Track the environmental footprint of your events and take steps to reduce or offset emissions, such as investing in renewable energy or planting trees.

3. Prosperity: Supporting Economic Growth and Opportunities

Why Prosperity Matters

The principle of Prosperity is about creating opportunities for communities to grow and thrive. Sports can drive economic development by fostering entrepreneurship, creating jobs and supporting local economies.

This principle supports SDGs such as:

- **SDG 8 (Decent Work and Economic Growth):** Promoting sustainable economic growth and employment.
- **SDG 11 (Sustainable Cities and Communities):** Building resilient, inclusive urban spaces.

Recommendations for Individuals

- **Support Local Economies (SDG 8):** Work with local vendors for catering, equipment and event supplies. Encourage small businesses to participate in your events as sponsors or partners.
- **Teach Skills Through Sport (SDG 8):** Use your programs to teach participants valuable skills like coaching, organising or public speaking. Recognise their efforts with certificates or opportunities to lead future activities.
- **Build Community Spaces (SDG 11):** Advocate for safe, accessible sports facilities in your area that can be used by everyone, creating lasting hubs for community growth.

Recommendations for Organisations

- **Invest in Vocational Training (SDG 8):** Partner with local training centres or experts to offer workshops in sports-related careers, such as event management or facility maintenance.
- **Create Economic Opportunities (SDG 8):** Engage young people and marginalised groups in your events, providing them with opportunities to learn, earn, and grow.
- **Promote Resilient Communities (SDG 11):** Work with city planners and local governments to create sports programs that align with sustainable urban development, such as outdoor table tennis areas or multipurpose community centres.

Conclusion: A Shared Vision for the Future

The principles of **People**, **Planet**, and **Prosperity** remind us that sports can be a force for good in the world. By using sports to empower communities, protect the environment, and foster economic growth, we not only contribute to the SDGs but also create a legacy of hope and progress.

Check out the [Think Sustainably Act Now](#) toolkit to learn more about how to integrate **People**, **Planet**, and **Prosperity** into your programs and events. The toolkit includes additional details, checklists, and actionable plans to help you make your initiatives truly sustainable.

Whether you are organising a small local event or leading a large initiative, every action counts. Together, we can make sport a driver of meaningful change, inspiring a world where everyone thrives, the planet is respected and opportunities are shared.

Let us think sustainably, act intentionally, and work together for a brighter, more inclusive future through Sport for ALL.