

Creating inclusive cities through

sport





© UNESCO, ACES Europe and Association Sports and Municipalities 2023

Publication coordination and contact: Meta van Essen (m.vanessen@sportengemeenten.nl)
Association Sports and Municipalities

This publication is available in Open Access under the Attribution-ShareAlike 3.0 IGO (CC-BY-SA 3.0 IGO) license (<http://creativecommons.org/licenses/by-sa/3.0/igo/>). By using the content of this publication, the users accept to be bound by the terms of use of the UNESCO Open Access Repository (<http://www.unesco.org/open-access/terms-use-ccbysa-en>).

The designations employed and the presentation of material throughout this publication do not imply the expression of any opinion whatsoever on the part of UNESCO concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.

The ideas and opinions expressed in this publication are those of the authors; they are not necessarily those of UNESCO and do not commit the Organization.

Shutterstock images, UN Photos, and the images of the publication do not fall under the CC-BY-SA license and may not be used or reproduced without the prior permission of the copyright holders.

Cover photo: Shutterstock/NickyRedl
Graphic design: Pageturner Design
Cover design: Pageturner Design
Photos: Shutterstock unless stated otherwise

Senior advisor of the Sports Association and Municipalities for Inclusive Sports: Meta van Essen

Editorial team
Leo Aquina (Editor), Robert Barreveld (Editorial Project Lead), Karlijn de Jonge (Editor), Ashley Newman (Editor)

Printed by: Association Sports and Municipalities
Printed in; The Hague – The Netherlands

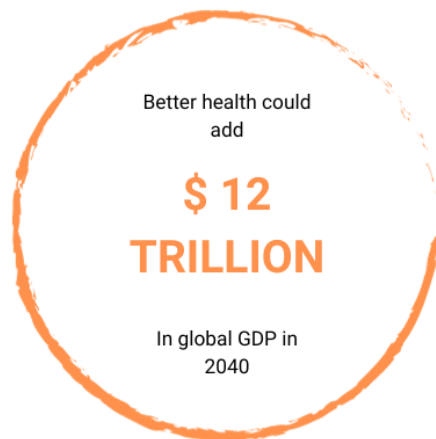
Short Summary

Sport wields incredible power to foster inclusion and drive economic growth on various fronts. Therefore, in the quest to build thriving, inclusive societies, it is essential to focus on strengthening sports and championing sports policies, particularly at the city level.

Building on a compilation of successful city-led good initiatives worldwide, this report highlights concrete examples that leverage sport and physical education as tools to serve as policy guides to national and local authorities and encourage policymakers to prioritize sport in their agenda.

Featuring examples from UNESCO's International Coalition of Inclusive and Sustainable Cities – ICCAR, and framed within "Fit for Life", UNESCO's sport-based flagship, this report extends a warm invitation to activate smart investments in sport, increase grassroots participation, accelerate COVID-19 recovery, and foster inclusion, integration and non-discrimination among urban inhabitants.

Policymakers, local authorities, researchers, academics and more are invited to leverage the local cases and mechanisms presented in this report to strengthen and underline the benefits of sport as an indispensable social inclusion mechanism. Together, we can contribute to the global battle against racism and discrimination, starting from our cities.



Foreword

UNESCO recognizes the role of sports in fostering development and peace, as well as its importance in promoting social inclusivity and economic progress, regardless of geographic, cultural, and political settings. As the main agency of the UN responsible for advancing quality physical education and sports, UNESCO actively advocates for the educational, cultural, and social aspects of sports and high-quality physical education. UNESCO provides support and guidance to Member States in developing or enhancing their sports policies to foster the benefits of sports within their societies and ensures the well-rounded development of individuals through physical education.

Sport is a catalyst for peace, transcending differences, and contributes positively to society on a global scale. Participation in sport and engagement in quality physical education has shown to instil a positive attitude towards physical activity, decrease the chances of young people engaging in risky behaviour, and have a positive impact on academic performance, while providing a platform for wider social inclusion. Physical education contributes to physical and mental health, education, employability, and promotes equality. Compared to non-sport participation, participation in team sports is associated with at least 10% lower anxiety, 19% lower withdrawn/depressed feelings, 17% lower social problems, 17% lower thought problems, and 12% lower attention problems.¹ According to a 2022 report by the Australian Sports Commission, 88% of Australians believe that sports have a positive impact on uniting their communities.²

It is thus my pleasure to present this publication which is produced in collaboration with ACES Europe and Sport en Gemeenten ['The Association of Sports and Municipalities']. This publication has two aims. Firstly, it aims to provide a review of commendable sports policies from around the world, serving as inspiration for policymakers at all levels in the development of new policies. Secondly, it highlights how UNESCO initiatives and networks, such as the International Coalition of Inclusive and Sustainable Cities – ICCAR and UNESCO Fit for Life, can be leveraged for local sports development.

Moreover, this publication is also contributing to UNESCO's commitment to lead the global fight against racism and discrimination. Through the Global Call against Racism, which was contained in a decision adopted by UNESCO's Member States in December 2020, UNESCO is strengthening its actions to foster anti-racist and anti-discriminatory policies and programmes. For this very reason, sports can be powerful and valuable tools to promote inclusion and combat discrimination. The skills learned through sports, such as teamwork, leadership, and communication, can be applied to other areas of life. When people of different ethnicities or socio-economic backgrounds play together, they learn to appreciate each other's differences and similarities, which can help to reduce prejudices and discriminatory attitudes.

Prioritizing sports and physical education within communities can encourage a sense of belonging, safety, and integration within society. Governmental bodies and policy makers at the city level have the unique ability to actively engage with the local community and identify the best action plan and policy to promote engagement with sports.

This publication will play a crucial role in knowledge sharing for the promotion of sports and the benefits that sports policies can yield in creating inclusive societies.

I invite you to join forces with UNESCO to collaborate in advancing this cause and championing sports collectively.

Gabriela Ramos
Assistant Director-General for Social and
Human Sciences
UNESCO



Sources

1. Hoffmann MD, Barnes JD, Tremblay MS, Guerrero MD (2022) Associations between organized sport participation and mental health difficulties: Data from over 11,000 US children and adolescents. PLoS ONE 17(6): e0268583. <https://doi.org/10.1371/journal.pone.0268583>
2. Australian Sports Commission (2022). "Community Perceptions Monitor Annual Report 2021-2022."

Foreword

Inclusive sport equals inclusive society. The benefits of 'physical literacy', which is the outcome of any structured physical education provision and the pathway to a healthy society, are numerous. Sport encourages individual development, health promotion and disease prevention, gender equality, social integration and the development of social capital, peacebuilding and conflict prevention/resolution, post-disaster/trauma relief and normalization of life, economic development, communication and social mobilization. Moreover, sport is a universal language promoting peace, tolerance and understanding. It is a culture in itself as well as an educational tool.

Because sport is a fundamental human right, making it accessible to everyone is an essential government responsibility. And when we say governments, we expressly point to local governments. Indeed, physical literacy can be achieved more readily if learners encounter a range of age and stage-appropriate opportunities, which depend on local circumstances.

Facilitating sports opportunities locally often starts with urban design. Strategic urbanism is vital to people's possibilities to exercise, making the city more attractive to practice sports and directing citizens to sports facilities. It is more than just building sports accommodations; it is also about designing public spaces that provide room for exercise and sports, for multifunctional sports areas in the parks and on the streets, such as running and cycling routes, or playgrounds for both adults and children.

The United Nations has long recognized, advocated for and supported the essential contributions of sport to development and peace. The historic adoption of the 2030 Agenda for Sustainable Development and its 17 Sustainable Development Goals (SDGs) in 2015 was followed by the Sport for Development and Peace community, with strong interest and a commitment to using sport as a unique tool to support this global action plan. However, in the same way that facilitating sport is a local affair, the SDGs can only be achieved with the specific commitment of municipalities and regions.



PHOTO: ACES/EUROPE

Gian Francesco Lupattelli (ACES Europe)

Establishing sport as a fundamental right and implementing sport as a tool to enhance the SDGs is a three-stage rocket. The first is awareness, the next step is capacity building, and the last is context. When it comes to awareness, COVID-19 may have been a catalyst. The importance of good health in the face of a worldwide pandemic became much more apparent. Moreover, the many lockdowns have shown us how deeply society was affected by the lack of sporting opportunities. The difference between the haves and the have-nots has never been exposed so obviously. We are more aware of the significance of sport now than ever, but we still need to spread the word. Building upon a certain level of awareness, policymakers should advance to the next capacity-building phase. Indeed, governments should ingrain all policy areas with sport. If people understand how sport helps in terms of social and physical well-being, and how everyone on the football pitch is equal, it will be possible to inject sports into society to achieve improvement in many ways. Capacity building means educating people, building facilities, and creating playgrounds. It can be summarized in the five pillars of good practice: participatory processes, physical environment, social environment, customization and empowerment. The rocket's third stage comes down to a close look at the local context. Sport is important for everyone, but it might not be their priority when people struggle to



André de Jeu (Association Sports and Municipalities)

put food on the table. However, even under the direst circumstances, sports can be a great catalyst to improve things, but it's not one-size-fits-all. Whatever you do, sports should always align with the local circumstances. It is about the people who live in villages, cities, and communities. That is why municipalities can make a difference.

Gian Francesco Lupattelli
(ACES Europe)

Andre de Jeu
(Association Sports and Municipalities)

Acknowledgments

UNESCO, ACES Europe and the Association Sports and Municipalities wish to express their gratitude to those who have made the production of this report possible: the members of the editorial team, who have operated under the able guidance of UNESCO, ACES Europe and the Association Sports and Municipalities; the many authors and contributors; the experts who have provided independent knowledge and insights. And of course we are grateful for all the stories and knowledge shared by the following cities, local organisations and governments: Santiago de Cali, 'Ciclovías Recreativas de las Americas', Guadalajara, Abu Dhabi, Liverpool, Torus Foundation, Munich, Durban, CILG-VNG International, Jemna (Tunisia), Melbourne, the International Working Group on Women & Sport, Malaga, Malaga Dragon Boat BCS, Christchurch, World Health Organisation, Port Moresby, Richmond, the Minoru Seniors Society, Kampala, Tokyo, the Japan Sport Council, European Union, Global Active Cities, Buenos Aires, Physical Activity and Sport Insights, Victoria University, Den Haag, ADO Den Haag in de Maatschappij, the Association for International Sport For All (Tafisa), Ljubljana, Lillehammer, Lausanne.

Also, a special thank you to Remco Hoekman, Director of the Mulier Institute (sport research) in the Netherlands and Past-President of the European Association for Sociology of Sport.

Content

Introduction.....	10
The five pillars of effective interventions	12
Sport, enabler of sustainable development.....	14
Empowerment of girls & women through sport.....	20
Cali Acoge welcomes sport for all.....	22
Via Recreativa – Guadalajara, Mexico.....	28
International women’s day celebrates women athletes	32
‘Threshold of a new era’ Abu Dhabi	36
FireFit Hub combines fire station with youth hub	38
Jemna – Menzel Abderrahmane, Tunisia “I saw hope in the eyes of people”	42
Exceeding targets: Melbourne	46
Road to recovery: Malaga.....	48
Challenging stereotypes: Christchurch.....	50
From conflict to calm: Transforming Port Moresby.....	52
UNESCO launches Fit for Life initiative	56
The cohesive power of sport.....	62
The Game Changer Project: the local legacy of Tokyo 2020.....	66
Leaving a legacy through the Youth Olympic Games	70
Increasing sports participation in indigenous populations Down Under.....	74
ADO Den Haag connecting elderly people	78
Global active cities.....	82
Lausanne	84
Lillehammer.....	86
Ljubljana.....	88
Creating a better world through sport and physical activity	90
Recommendations	94

Introduction

In this publication, UNESCO, through its International Coalition of Inclusive and Sustainable Cities (ICCAR), ACES Europe (a UNESCO NGO) and the Association of Sports and Municipalities (ASM), presents a compendium of city-led good practices around the world on sport and physical education initiatives that foster inclusion, integration, and non-discrimination among urban inhabitants. This compilation of experience from different cities aims to highlight concrete city examples involving communities - including refugees and migrants, vulnerable women and girls, persons with disabilities - that leverage sport as a tool to enhance the values of living together. The purpose of this publication is to serve as a policy guide to national and local authorities.

As a contribution to the Advocacy Pillar of the Kazan Action Plan¹, this publication will present a wealth of urban creativity and social innovation mechanisms that intend to encourage national and local policymakers to prioritize sport policies in their agendas.

The case studies in this compilation were found in different cities without direct UNESCO input (such as direct monetary support), with the purpose of sharing with a larger audience experiences from different cities throughout the world in which UNESCO see great value. Many of these examples are derived from the UNESCO affiliated networks of ICCAR, ACES and ASM. These networks have a wide outreach that covers all regions and will therefore showcase good practices that otherwise are not brought to the fore in international policy discourses and public spaces. Long time UNESCO partner Tafisa also brought in example cities from its Global Active Cities²¹ Network with best practices mentioned in this publication.

Fit for Life⁴

This publication also features examples from Fit for Life⁴, UNESCO's sport-based flagship designed to activate smart investments in sport, increase grassroots participation and accelerate COVID-19 recovery. Fit for Life⁴ was born out of the legacies of MINEPS⁶ and KAP to bridge the

Kazan Action Plan¹

The Kazan Action Plan¹ was adopted on 15 July 2017 by UNESCO's Sixth International Conference of Ministers and Senior Officials Responsible for Physical Education and Sport, MINEPS VI. It provides a specific, overarching framework for prioritizing SDGs to which sport can make significant contributions. The Kazan Action Plan¹ structures 10 goals and 36 targets around three main policy areas:

1. the development of a comprehensive vision of inclusive access for all
2. maximization of the contribution of sport to the attainment of sustainable development and peace
3. protecting the integrity of sport

The text is the result of extensive consultations with UNESCO's Member States, the Intergovernmental Committee for Physical Education and Sport (CIGEPS⁷) and its Permanent

Consultative Council, as well as other experts and practitioners in the field of physical education, physical activity and sport policy.

It marks the commitment to link sport policy development to the 2030 Agenda of the United Nations, as well as support to an overarching sport policy follow-up framework and five priority areas for international and national multi-stakeholder cooperation.

The Kazan Action Plan¹ and its MINEPS⁶ sport policy follow up framework prioritize 10 SDGs and 36 associated targets: SDG 3 (good health and well-being), SDG 4 (quality education), SDG 5 (gender equality), SDG 8 (decent work and economic growth), SDG 10 (reduced inequalities), SDG 11 (sustainable cities and communities), SDG 12 (responsible consumption and production), SDG 13 (climate action), SDG 16 (peace, justice and strong institutions), and SDG 17 (global partnerships for sustainable development).

gaps and needs identified by sport ministers and relevant stakeholders. It is an integrated framework to amplify impact. Led by UNESCO's Social and Human Sciences Programme, Fit for Life⁴ has five interlinked objectives:

1. Increase grassroots participation in sport and quality PE to reduce inactivity and chronic disease (physical and mental).
2. Support the development of quality and inclusive sport policies which drive health, education, and equality outcomes.
3. Use values education through sport to empower young people, promote equality and build socio-emotional resilience.
4. Support teachers and coaches to deliver quality, student-centred sport education curricula.
5. Build evidence to support targeted investments in sport as an accelerator of COVID-19 recovery.

Fit for Life⁴ will advance the delivery of multiple international development frameworks across sport, education, health, youth and equality sectors, including:

- Sustainable Development Goals 3, 4, 5, 8, 10 and 17

- UNESCO's Kazan Action Plan
- Education 2030: Incheon Declaration and Framework of Action
- WHO's Global Action Plan on Physical Activity
- UN Women's Generation Equality Framework
- UN Youth 2030
- ILO's Global Alliance for Employability Skills through Sport

Analytical framework

Analytical frameworks have been developed by ASM that foster participatory approaches in building sport policies locally, and already being piloted by ACES Europe with its member cities. This publication builds on the already existing framework developed by the Dutch Knowledge Centre for Sport & Physical Activity which categorises effective elements in sport interventions. This framework comprises five pillars, which will be explained in a separate article.

At the top right of the page you will find which SDG the initiative contributes to. At the top left along the analytical framework you will find which active element is central.

International Coalition of Inclusive and Sustainable Cities (ICCAR)

The International Coalition of Inclusive and Sustainable Cities - ICCAR was launched by UNESCO in 2004 to assist local authorities in combating discrimination in their capacity as policy maker and service provider in areas as diverse as education, employment, housing provision and cultural activities.

ICCAR is composed of seven regional and national Coalitions:

- Coalition of African Cities against Racism and Discrimination

- Coalition of Cities against Discrimination in Asia and the Pacific (APCAD)
- Coalition of Arab Cities against Racism, Discrimination, Xenophobia and Intolerance
- European Coalition of Cities against Racism (ECCAR)
- Coalition of Inclusive Municipalities (CIM)
- Coalition of Latin American and Caribbean Cities against Racism, Discrimination and Xenophobia (LAC)
- U.S. Coalition of Cities against Racism and Discrimination

The **five pillars**³ for effective sport interventions

Against a backdrop of global conflicts, economic uncertainty and a changing climate, the UN General Assembly recognised the power of sport to expand sustainable development and inspire young people around the planet with the adoption of a consensus resolution on 1 December 2022. The many examples in this publication, which you will find in the introduction, prove that sport is an effective catalyst of the 17 Sustainable Development Goals on the United Nations 2030 agenda. How effective sport interventions really are, depends on many elements such as costs, feasibility, possibility for customization and that the example is really a source of inspiration for others.

The effective elements for effective interventions can be categorized an analytical framework that comprises five pillars. Sports and physical activities interventions that apply active elements from all five pillars are most likely successful in achieving their goals.

An example of an effective element in a sports and physical activities intervention that focuses on youth is the involvement of parents. For example, this example “involving parents” falls under the pillar “Social environment”. This example shows that the effective elements can differ per theme or problem. For example, the active element of “involving parents” does not apply to the target group of elderly people. These five pillars do not stand alone; they are interrelated and influence each other.

Most interventions and good practices in this publication contain elements from various pillars. For each example we highlighted the one pillar that stands out in that particular intervention.



*Laura Flessel-Colovic, Minister of Sports France, 2017-2018
at Mineps Conference Kazan*

The 5 pillars³

1. Participatory processes

The pillar of participatory processes comprises all elements that provide guidance in an intervention. This guidance can be broadly understood; anyone within the intervention who has a formal role in guiding the target group towards a specific goal. Participatory processes also refers to the way in which the interaction between the participant and the supervisor is established and developed.

2. Physical environment

The pillar physical environment refers to the extent to which the physical environment supports/stimulates (the goals of) an intervention. It is important to know both the physically stimulating factors and the physical resistances of a target group, such as the location of sports and physical activities facilities, transport to the location and the lack of an physical activities-friendly environment. Based on this knowledge, physical barriers can be overcome so that participants are not restricted from moving.

3. Social environment

The pillar 'social environment' refers to the extent to which the social environment

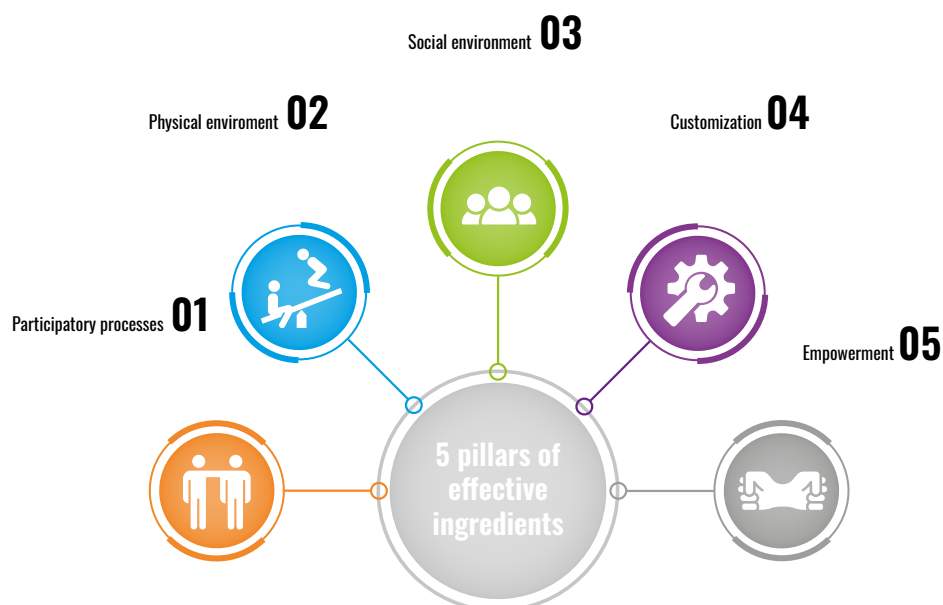
stimulates participation in an intervention and behavioural change in order to take physical activities. A stimulating environment is characterized by a motivating relationship between the target group and relatives such as supervisors, peers, fellow sufferers, partners, parents, and so forth.

4. Customization

The pillar "customization" refers to the adjustments / further developments that have been made to make an intervention applicable for a local context, including a specific target group. This goes beyond connecting to a specific offer for the target group. The structure of an intervention must be designed in such a way that it responds to the needs and networks of the target group and local facilities.

5. Empowerment

Empowerment or "self-reliance" of the target group means that the target group itself is able, without permanent external support, to actively shape its own environment and behaviour. Encouraging self-reliance contributes to structural behavioral change of the individual.



Sport, enabler of sustainable development

Sport as an enabler of sustainable development is recognized as such in the United Nations 2030 Agenda for Sustainable Development. Elaborating on this, in the 2017 Kazan Action Plan¹ stated that sport is a fundamental field of intervention for governments to achieve the full potential of physical activity for personal and social development. In this publication we explore the way in which sport can contribute to, and already has catalysed the UN's Sustainable Development Goals, highlighting good practises from around the world. We focus on inclusion, integration and equality in urban communities.

The core of the United Nations 2030 Agenda was found in the 17 Sustainable Development Goals (SDG's), which were presented as "a

universal call to action to end poverty, protect the planet and improve the lives and prospects of everyone, everywhere."

Governments' responsibility

The 2030 Agenda was a clear call to action, stating that "our governments have the primary responsibility for follow-up and review, at the national, regional and global levels, in relation to the progress made in implementing the goals and targets over the coming fifteen years."

The sixth International conference of ministers and senior officials responsible for physical education and sport (MINEPS VI, Kazan 2017) elaborated on the 2030 Agenda, drawing up the Kazan Action Plan¹ to find and facilitate ways in which sport can contribute to the 17 SDG's. In the plan the term sport is used generically, comprising sport for all, physical play, recreation, dance, organized, casual, competitive, traditional and indigenous sports and games in their diverse forms.



Sustainable Development Goals

1. End poverty in all its forms everywhere
2. End hunger, achieve food security and improved nutrition and promote sustainable agriculture
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
6. Ensure availability and sustainable management of water and sanitation for all
7. Ensure access to affordable, reliable, sustainable and modern energy for all
8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all
9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation
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
14. Conserve and sustainably use the oceans, seas and marine resources for sustainable development
15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss
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
17. Strengthen the means of implementation and revitalize the global partnership for sustainable development

Fit for Life⁴

Fit for Life is a global initiative driving sustainable development in and through sport. It is designed to activate smart investments in sport to boost social and developmental outcomes, particularly in equality, in education and employability, and in wellbeing. The Fit for Life⁴ framework harnesses the power of partners from public and private sectors to address contemporary social crises, through sport, and to build the resilience of individuals and societies to future challenges, including those related to sustainability, climate change and the energy crisis.

Following global consultations with UNESCO member states, programme partners and civil society, it was determined that Fit for Life would focus on the following priority action areas:

- i. strengthening evidence to better understand and promote the power of sport and quality physical education to drive broad social outcomes;
- ii. progressing gender equality in and through sport, and tackling male violence against women and girls;
- iii. empowering youth through sport and increasing employability through sport-based trainings;
- iv. scaling innovative, data-based impact investments in sport-for-development programming;
- v. supporting the social and environmental legacies of major sport events.

Sports 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 the 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 young people, individuals and communities as well as to health, education and social inclusion objectives.

2030 agenda for sustainable development A/RES/70/1, paragraph 37.

In line with the 2030 Agenda, the Kazan Action Plan¹ takes the 17 SDG's as overarching policy consensus on development priorities, goals and targets that guide international and national policy design, implementation and monitoring.

Framework and policy areas

UNESCO developed a Sport Policy Follow-up Framework, intended to facilitate international and multi-stakeholder policy convergence, ease international cooperation and foster capacitybuilding efforts of governmental authorities and sport organisations. MINEPS VII,⁶ in Baku, Azerbaijan, June 26-29, 2023, was a global conference involving governments, athletes, the private sector and other stakeholders to increase investment in sports, improve sports practices, promote quality physical education and increase the positive impact of sport on health, society and the economy. The conference was an important opportunity for sports ministers and other stakeholders to define the future of the sport-for-development ecosystem, culminating in the launch of the Fit for Life Alliance.⁵ For the first time, the conference was preceded by a Multi-Stakeholder Forum (26-27 June), where high-level representatives from the private sector, development banks, athletes and mayors gathered to engage in a collective discussion on the importance of measuring the impact of sport to promote participation, investment and improve individual and societal well-being.

The MINEPS⁶ Sport Policy Follow-up Framework contains three main policy areas:

1. Developing a Comprehensive Vision of Inclusive Access for All to Sport, Physical Education and Physical Activity
 2. Maximizing the Contributions of Sport to Sustainable Development and Peace
 3. Protecting the Integrity of Sport
- UNESCO's sport-based flagship Fit for Life⁴ will advance the delivery of multiple international development frameworks across sport, education, health, youth and equality sectors, including:
- Sustainable Development Goals 3, 4, 5, 8, 10 and 17

- UNESCO's Kazan Action Plan¹
- Education 2030: Incheon Declaration and Framework of Action
- WHO's Global Action Plan on Physical Activity
- UN Women's Generation Equality Framework
- UN Youth 2030
- ILO's Global Alliance for Employability Skills through Sport

Vision

The first main policy area, developing a comprehensive vision, refines the right for participation in physical education, physical activity and sport to a set of actions envisaging links to the SDG's, the establishment of new partnerships, reiterating the role of physical education and the importance of gender equality and youth participation in decision-making, as well as the inclusive character of all future programmes. All the related seven specific policy areas are indispensable components of international and national policies and plans. It comprises seven specified policy areas:

1. Align with Sustainable Development Priorities
2. Establish multi-stakeholder partnerships
3. Foster quality physical education and active schools
4. Promote research-based evidence and strengthen higher education
5. Enforce gender equality/Empower girls and women
6. Foster the inclusion of youth in decision-making processes
7. Foster empowerment and inclusive participation

Contributions of sport

This policy area outlines how physical education, physical activity and sport can contribute to distinct SDGs. It varies from health issues, inclusion, education, equality, peace, economic growth, gender equality, environmental change and climate and solid institutions. The Kazan Action plan¹ defines eight specific policy areas:

MINEPS⁶

Created in 1976, the International Conference of Ministers and Senior Officials Responsible for Physical Education and Sport (MINEPS⁶) is:

- a forum that facilitates intellectual and technical exchange in the field of physical education and sport;
- an institutional mechanism for a coherent international strategy in this domain;
- the only global platform of its kind, engaging governments, intergovernmental organizations, the sport movement, academia and specialized NGOs.

1. Improve health and well-being of all, at all ages
2. Make cities and settlements inclusive, safe, resilient and sustainable
3. Provide quality education, and promote lifelong learning for all and skills development through sport
4. Build peaceful, inclusive and equitable societies
5. Provide economic growth and full and productive employment and work for all
6. Advance gender equality and empower all women and girls
7. Ensure sustainable consumption and production patterns and take urgent actions to combat climate change and its impacts
8. Build effective, accountable and inclusive institutions at all levels

In the collected good practises we present in this publication, the contribution of sports is found in local projects, referring to the second specific policy area 'Make cities and settlements inclusive, safe, resilient and sustainable'. In the Kazan Action Plan¹ this is elaborated as follows:

"Infrastructure and space for sport, physical education and physical activity in urban and rural planning can help support, develop and maintain active and healthy lifestyles for their citizens and build inclusive and sustainable communities. UN Habitat guidance indicates that a minimum of 15 percent of urban areas

Intergovernmental Committee for Physical Education and Sport (CIGEPS⁷)

The Intergovernmental Committee for Physical Education and Sport (CIGEPS⁷) was established in 1978 to promote the role and value of sport and its relevance for public policy. CIGEPS⁷ is comprised of expert representatives in the field of physical education and sport from 18 UNESCO Member States, each elected for a four-year term. The consultative members, comprising UN agencies, key sport federations, NGOs, provide technical support and advice to the Committee.

should be allocated for open and green spaces and public facilities. Integrating opportunities for sport, physical education and physical activity throughout such spaces and across urban environments can have widespread and long-term impacts (SDG 11.3 and 11.7). They are most effective when these spaces are neutral and public and their design, implementation and management take into account the needs and safety of all citizens, including those with disabilities, as well as other vulnerable groups such as children and women.”

Integrity of sport

The Kazan Action Plan¹ links this policy area directly to SDG 16: Peace, Justice and Strong Institutions. In its preamble it recognises “that the effective protection and promotion of the integrity of sport are the preconditions for preserving its developmental, educational and health-promoting functions,” and that “sport value education and skills development in and through sport are crucial means to prevent threats to sport integrity and to ensure the

sustained credibility of sport as a role model for society at large.”

For its implementation the plan focuses on activities undertaken by governments, the sport movement, academia and other non-governmental organizations. In addition to relevant legislation, information exchange and investigation, prevention education, engagement and awareness-raising are effective means to address all the different threats to sport integrity. These means must be an integral part of the practice of physical activity and sport from its initial stages and at all levels. The fundamental human rights of everyone affected by or involved in the delivery of physical education, physical activity and sport must be protected, respected and fulfilled in accordance with the United Nations Guiding Principles on Business and Human Rights. The five specific policy areas are:

1. Safeguard athletes, spectators, workers and other groups involved
2. Protect children, youth and other vulnerable groups
3. Foster good governance of sports organizations
4. Strengthen measures against the manipulation of sports competitions
5. Ensure an adequate anti-doping policy framework, its implementation and effective compliance measures

Grassroots and top-down

Within the above framework many interventions were set-up around the world. Some of these interventions were grassroots initiatives, such as Via RecreActiva in Guadalajara, other interventions were developed withing UNESCO programs such as Fit for Life⁴, but all good practices were in line with the above framework, encompassing one or more policy areas and contributing to one or more SDG's.



unesco

#FIT4LIFE

#MOVE4EQUALITY

FIT FOR LIFE

SPORT AS A COST-EFFECTIVE SOLUTION

BETTER PHYSICAL AND MENTAL HEALTH

Daily physical activity can reduce obesity and depression by



80% MORE INCLUSION



of young women in Europe equate participation in sport with increased confidence and decreased anxiety

BETTER ACADEMIC PERFORMANCE



Being active improves brain functioning and increases test scores by

40%

MORE ECONOMIC BENEFITS



Better health could add

\$ 12 TRILLION

in global GDP in 2040

Investing in physical activity can save up to

\$ 2,741

per person/per year



SOURCES:

UEFA, 2017. *The Psychological and Emotional Benefits of Playing Football on Girls and Women in Europe*, Project Report.

Faculty of Sport and Exercise Medicine UK, May 2018. *The Role of Physical Activity and Sport in Mental Health*.

Center for Disease Control and Prevention, 2010. *The association between school based physical activity, including physical education, and academic performance*. Atlanta, GA: U.S. Department of Health and Human Services.

Nike, 2020. *Designed to Move: A physical activity action agenda*.

The McKinsey Global Institute, July 2020. *Prioritizing health: A prescription for prosperity*.

HOW CAN YOU GET INVOLVED?

Join us now!



Empowerment of girls & women through sport

The UN 2030 Agenda and Sustainable Development Goals (SDGs) acknowledge sport as an important enabler of sustainable development. Sport is a way to generate more gender equality, providing women with tools, skills and a network to get into key positions in society. Yet, sport itself still has a challenge when it comes to gender equality.

UNESCO works to advance participation and leadership of women in sports. On July 9 2021 the 'Global Observatory for Gender Equality & Sport'⁹ was established as an incubating association in Lausanne, Switzerland, with UNESCO's support. The Observatory will also tangibly advance the Generation Equality 5-year action plan. Specifically,



PHOTO: SHUTTERSTOCK

integrating stakeholder action in the field of women and sport, developing impact measurement methodologies and disseminating results-driven reports. UNESCO, through the Observatory, will work in close collaboration with many key stakeholders including the International Olympic Committee and UN Women to objectives like the minimum of 30% of women in the decision-making bodies of sports organisations called for by Kristy Coventry during the Generation Equality Forum held between June 30th, and July 2nd 2021. In these ways, the Observatory will contribute to the dynamics of the ‘Sport for Generation Equality’ initiative launched in November 2020 by UN Women with the support of UNESCO. The Observatory will play a central role in the implementation of Principle 6 of this initiative, on annual monitoring and evaluation, and will help to achieve the other five principles, based on leadership, protection, economic opportunities, media coverage and female participation in sport.

Unleashing the potential of young girls and women

Sport has tremendous benefits for girls and women and serves as a case for low investment, and high impact in education, employment and health sectors. Sport has a direct impact on physical and mental health. UEFA found that 80% of young women playing football regularly felt more confident and better equipped to deal with anxiety. Research has demonstrated that sport can increase the employability of women through skill building, problem-solving, teamwork and providing access to social networks and community. 74% of respondents to a survey by Ernst and Young claim a sport background can help accelerate a woman’s career, and 61% believe sporting involvement has contributed to their personal career success. Moreover, women who play sports tend to have a better understanding of their sexual and reproductive rights and have positive body image, as reflected by Futebol dá força’s survey where 80% of girls in Mozambique report increased knowledge around sexual rights.

Fit for Life⁴

“Fit for Life treats gender equality and tackling violence against women and girls as priority action areas. Gender inequalities, in terms of access to and experiences of sport, continue to disadvantage girls and women global. 84% of teenage girls are insufficiently active. 21% of female athletes have experienced a form of child sexual abuse. In addition to tackling inequalities head on, Fit for Life also promotes sport as a critical and innovative tool to empower women. For example, 80% of female Fortune 500 executives played competitive sport, and 80% of young women polled in Europe note that participation in sport has led to an increase in their confidence and a decrease in anxiety.

UNESCO has been working with UN Women and the UN Spotlight Initiative to launch a Handbook on Tackling Violence against Women and Girls in Sport. The Handbook contains practical recommendations for policy makers and sports practitioners to enhance legal frameworks, trainings, independent reporting systems and trauma centred approaches to violence prevention and remedy measures.

Moreover, UNESCO with support from the Fit for Life’s Group of Friends will inform a Global Sport and Gender Equality Game Plan²⁶ to be launched in the last quarter of 2023. The Game Plan will provide practical guidance to policy makers on upgrading and aligning gender equality components of sport policies.

“We need more women environment ministers, business leaders and presidents and prime ministers. They can push countries to address the climate crisis, develop green jobs and build a more just and sustainable world”

UN Secretary General António Guterres



As a fundamental part of the Cali Acoge program, there were specialists in psychosocial support who developed multiple activities and accompanied the participants.

Those specialists helped the participants promoting life skills, social integration and reconciliation through respect for diversity and visits to different places in the city to link them with their environment and create a sense of ownership of the land and belonging to the community.

Cali Acoge welcomes sport for all

Santiago de Cali was awarded the ACES American Capital of Sport award in 2019, but long before that the third-biggest city of Colombia was already commonly known as the sporting centre in the country. Cali is a member of ICCAR (International Coalition of Inclusive and Sustainable Cities), launched by UNESCO in 2004 to assist local authorities in combating discrimination in their capacity as policy maker and service provider in areas as diverse as education, employment, housing provision and cultural activities. In 2016, Cali's secretary of sport and recreation Silvio Lopez Ferro initiated a major sports development plan, aiming at inclusion and mass participation through free of charge activities. As part of this plan the city set up a specific programme for vulnerable communities called 'Cali Acoge', which means 'Cali Welcomes'.



PHOTO: CALI ACOGE

Semana Diversa

As the first Colombian city to host the Pan American Games in 1971, Cali has sports in its DNA. The city also hosted the 1992 World Wrestling Championships, the 2013 edition of the World Games, the UCI Track Cycling World Championships in 2014, the World Youth Championships in Athletics in 2015 as well as the inaugural Junior Pan American Games in 2021. It's not the international events, however, that matter most to Cali's 2.2 million inhabitants. Grass roots sports comes to the benefit every citizen, as Silvio Lopez Ferro recognized in his

2016 Development Plan, which defined 'Sport for All' as its main objective.

Vulnerable communities

In total, 14 different programmes were created within the Sport for All development plan. As head of planning at the sports and recreation department, Carlos Eduardo Arango was responsible for the implementation. "Cali Acoge was one of the 14 programmes," he explains. "Its objective was to provide alternatives for the practice of sports, physical activity and



Other programmes: Canas y Ganas – Gray hair and win

Besides Cali Acoge, the 'Sport for All' plan included 13 other projects. One of those was 'Canas y Ganas', which literally translates to 'gray hair and win'. This program was aimed at the elderly with an emphasis on physical activity and recreation. Arango explains: "The activities focused on the playful part and physical maintenance, combined with oriental practices that harmonize body and spirit." 'Canas y Ganas' sought to improve the physical and mental health of the participants, while working on processes of belonging to the environment and promoting activities of socialization, communication, integration and participation, articulating with different networks, institutions, associations and universities. Arango: "Lines of action included spaces for physical activity, training, attention and recreation."

A total of 5.000 participants were served in programmes with two weekly sessions for nine months.



Other programmes: Deporvida - Sportlife

Besides Cali Acoge, the 'Sport for All' plan included 13 other projects. 'Deporvida', which is a contraction of deportes (sports) and vida (life), aimed specifically at young people between 7 and 16 years old, and its emphasis was sports practice. The program was based on technical, motorial, tactical and regulatory components of 24 different sports, in addition to six adapted sports for people with disabilities. The objective of Deporvida was to use the free time of children and young people in a sports initiation and training project, where inclusion, dignity and healthy coexistence were promoted.

Multiple lines of action were deployed to achieve a comprehensive impact on issues such as body

care, discipline, leadership, teamwork, gender equality, respect and peaceful coexistence. The activities varied from class sessions, follow-up interventions and psychosocial support, training for trainers, intervention for families, competitive exchanges, routes of support and care for special cases (events of family violence, sexual abuse, depression and, in general, violation of rights are identified) and related activities such as judging or photography.

A total of 36.000 people were served in programmes with three weekly sessions for nine months.

recreation to the vulnerable communities of the city, including: the indigenous population, the Afro, black and Raizal population, the LGBTIQ+ population, homeless and at risk of homelessness, victims of the armed conflict, displaced and migrant population, prison population and ex-prisoners.”

Psychological support

As a fundamental part of the program, there were specialists in psychosocial support who developed multiple activities and accompanied the participants. Arango explains their contribution: “Those specialists helped the participants promoting life skills, social integration and reconciliation through respect for diversity and visits to different places in the city to link them with their environment and create a sense of ownership of the land and belonging to the community.”

Week of Sexual and Gender Diversity

Cali Acoge joined forces with other initiatives in the city. When Cali celebrated its Week of Sexual and Gender Diversity in June 2017, the Cali Acoge programme joined in with a wide range of activities. Within the framework of the celebration, spaces for healthy recreation for the LGTBI population of Cali were guaranteed. “The main objectives of these activities was respect for difference,” Carlos Eduardo Arango explains. “The diverse participation in the activities and the social inclusion showed how diverse Cali really is.”

As part of the activities Cali Acoge organised three festive city walks to celebrate diversity and on the final day the week was concluded with a field day for the transgender population, who were able to meet and join sports and recreational activities, in which the full cultural potential of the LGBTI organisations was shown. Arango: “For the secretariat it was of great value to open meeting spaces for these

communities, contributing to the processes of social construction and development. These types of activities allow us to safeguard the rights of recreation for the entire population, generating inclusion and acceptance.”

Benefits

A total of 9000 people participated in the various activities of the Cali Acoge programme. Arango explains the benefits: “Through sport, people are linked in a healthy environment in which initially it is sought to improve physical condition and/or sports performance, but in the midst of this, with adequate planning and direction, benefits are generally obtained in terms of integration without discrimination, conflict resolution, appropriation of public space, gender equality, peace and coexistence, recognition and respect for the environment, and in particular terms the stimulation of motor skills in early childhood, development of skills such as discipline and leadership in children and adolescents or social integration for older adults.”

Cali Acoge numbers

Communities	Participants
Afro	1.000
Homeless people	2.200
LGBTIQ+	300
Prison	1.500
Indigenous	1.000
Ex-prisoners	1.000
Victims and migrants	2.000
Total	9.000



PHOTO: CALI ACOGE

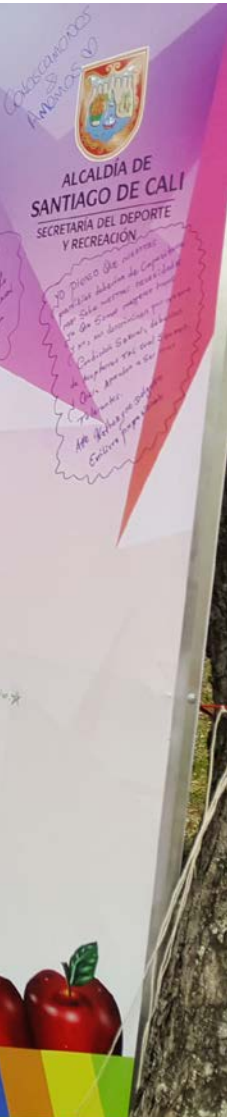
Semana Diversa

Cali Incluye – Cali Includes

When Cali Acoge came to an end, the new mayor Jorge Ivan Ospina recognised its value and instated the 'Cali Incluye' programme, which means 'Cali includes'. With the successor of Cali Acoge, the Department of Sport and Recreation wants to guarantee the right to practice sport for girls, boys, youth and adults, taking into account the differential approach and their respective needs. The new programme aims at the same target groups with emphasis on three key values:

Health: healthy habits and lifestyles through hygiene, proper nutrition and physical activity, that involve the activation of dopamine (happiness hormone) and the reduction of cortisol (stress hormone).

Education: inclusion and healthy coexistence through virtual and face-to-face educational content, the promotion of human values, recovery of cultural traditions that allow participants to create awareness about some habits, and develop or enhance life skills.



Recognition: understand the value of sport and recreation in society and convey the message that we all have the same abilities, and that recognition can be obtained and objectives can be achieved without giving up on identity.

Cali anticipated Kazan Action Plan ¹

Cali's 'Sport for All' plan was designed before the Kazan Action Plan¹ 2017 came into being, but the programme managed to achieve its objectives: sport for all, massive and free.

Carlos Eduardo Arango, currently the Secretary-General of ACES América, explains the implications of the Kazan Action Plan¹ for local development programmes in sport: "The methodology for planning sport projects and measuring their main indicators must be fine-tuned and directly aligned with the Sustainable Development Goals and that transition, in general, has not occurred in most of the countries."

ACES EUROPE designed a model to formulate a sustainable and high-impact Sports Development Plan following the guidelines of UNESCO and MINEPS⁶. Arango: "We think this could be an important contribution to enhance the guidelines of the Kazan Action Plan."

Take-away

- With your sport activities, connect with other projects or activities to build awareness, such as the Week of Sexual and Gender Diversity.
- Organise a city walk or something similar to celebrate diversity.
- Creating safe public spaces is a prerequisite for women's participation in sport.

Other programmes: Viactiva – Active Road

Besides Cali Acoge, the 'Sport for All' plan included 13 other projects. 'Viactiva', a contraction of the words via (road) and activa (active) did not target a specific group, but aimed at movement for the many. Viactiva promoted the use of vehicular roads for the development of activities such as walking, jogging, running, riding a bicycle, rollerblades or skateboards, among others, in addition to carrying out physical activities that involve displacement and use of the roads by pedestrians or through the mobilization in non-motorized vehicles, favouring a safe space and clean environment for the enjoyment of users. The program consisted of regular events, such as a weekly 25-kilometre bike lane, multiple

skate rides and ecological walks throughout the city and in rural areas at night and on weekends, aerobics, aerorumba and spinning. In particular Viactiva promoted the use of bicycles and other non-motorized vehicles (skates and skateboards, etc.) for the acquisition of healthy lifestyle habits in free time, thus improving the health and quality of life, rebuilding the imaginary of the roads for the exclusive use of motorized vehicles, opening the participants' perspective to promote sustainable means of transport, friendly to the environment and positively impacting the health of citizens. In total Viactiva had 70.000 people participating every week.



The momentum created by civil society groups that advocated for the Via RecreActiva shifted demands for basic public infrastructure to progressive political commitments. This has increased transparency, created new roles for public space activists in municipal institutions, and institutionalized participatory processes.

Via Recreactiva – Guadalajara, Mexico

Since Guadalajara established Via RecreActiva in 2004, people do share the streets of the Mexican city on bikes, rollers and skates on every Sunday. The Mexican city got the idea to close off a particular area from general traffic from a similar initiative in Colombia's capital Bogotá, where they started the Ciclovía project in 1976 already. Many cities in Colombia, Mexico, Chile and Ecuador followed suit. The main local organizers are gathered in the network 'Ciclovías Recreativas de las Americas'.



PHOTO: SHUTTERSTOCK

Via Recreactiva in Guadalajara

The city of Guadalajara – a Creative City of Media Arts and member of UNESCO's Creative Cities Network – is the capital of the State of Jalisco, Mexico. It is located in the central west of the country, at a distance of 461 kilometres northwest of Mexico City. With about 4.8 million inhabitants in the whole metropolitan area, the city is densely populated and the streets are usually packed with heavy traffic. In an effort to reclaim the city for the people, the municipality of Guadalajara supported the first Via RecreActiva in December 2004, closing off ten kilometres of tarmac for traffic. It may sound like a logistical nightmare, but Guadalajara pulled it off and has done so on all Sundays ever since, although the activities were suspended for a while during the COVID-19 pandemic. In 18 years Guadalajara's Via RecreActiva grew from a 10 kilometre stretch with 35,000



PHOTO: SHUTTERSTOCK

Via Recreativa in Guadalajara

participants weekly, to more than 60 kilometres of closed off roads and 220,000 participants.

A case study by World Resources Report (Towards a more equal city, 2019) revealed that not only did the Via RecreActive project help to get people moving, it also strengthened civil society and helped to improve public space in the city. The report concludes that:

- The Via RecreActiva has had a clear “before” and “after” effect on the surrounding community. It marks the consolidation of both political and economic power around the importance of and investment in public space.
- The momentum created by civil society groups that advocated for the Via RecreActiva shifted demands for basic public infrastructure to progressive political commitments.

World Capital of Sport 2020

Apart from being seen as the ‘most Mexican city in Mexico’ – the hat dance Jarabe Tapatio originates from Guadalajara and many mariachi orchestras also have their origins there – Guadalajara has a great sports legacy too. The city hosted the 2011 Pan American Games and was granted the 2020 World Capital of Sport Award by ACES Europe.

“I am absolutely convinced that Guadalajara leads by example and has quality standards for the practice of physical activity”

Hugo Alonso, Secretary General of ACES Europe

After his visit to Guadalajara, the Secretary General of ACES Europe, Hugo Alonso, highlighted that all the sports infrastructure that was made and renovated for the 2011 Pan American Games was still used, not only by professional sports athletes, but by the whole population. He also commented that the Via RecreActiva project is a unique and quality model, which could be transferred to Europe.



This has increased transparency, created new roles for public space activists in municipal institutions, and institutionalized participatory processes.

In a blog post on the website of the World Resources Institute, researchers Maria Hart and Jillian Du derive three reasons why reserving public space for recreation is good for cities, from the Via RecreActiva example. First it increases a sense of community. “Through Via RecreActiva citizens are encouraged to express themselves through self-run public presentations, concerts, plays and dances, and a sense of community is forged every Sunday as people from across the city come together to enjoy the more than 52 free events held annually.”

A second advantage is found in the way public space issues are addressed: “As the Via RecreActiva rose in popularity, so rose the prominence of urban transport and space issues in public discourse, inspiring a new image of what public space and inclusive governance could look like.” Thirdly, civil society was given a boost: “As it (Via RecreActiva) was implemented, public and private interests began to coalesce around a shared agenda for urban mobility. Guadalajara’s Via RecreActiva exemplifies how one public space intervention can alter the social and political fabric of a major city in less than two decades.



PHOTO: SHUTTERSTOCK

The City of Guadalajara

Facts & Figures

The Via RecreActiva brought Guadalajara’s transportation, education, public security, and health sectors together to plan a ciclovía-style road closure that has taken place every Sunday from 8 AM to 2 PM for over 13 years; more than 52 public events are hosted in the space every year. The route is 63 km long and has over 220,000 users each week, while residents from six of the nine municipalities use the Via RecreActiva, and almost half (48 percent) of these users arrive on bicycle.

Source: Case Study World Resources Institute, *Towards a more Equal City*, 2019



'Gender equality for tomorrow starts today. Right now, however, parity is still a work in progress. Even before the pandemic, it was estimated that it would take a century to close the gender gap. We need to turn this around.'
 Message from DG for International Women's Day⁸ on 8 March 2022

Take-away

- Work together with civil society groups and make the most of the momentum.
- Bring transportation, education, public security, and health sectors together to plan a ciclovía-style road closure, promoting active mobility and healthy living. This way, you can also contribute to a better environment.



The key decision was to play the Women's World Cup T20 as a standalone tournament in February and March. This decision also allowed for a marketing masterstroke: for the final to be played on International Women's Day⁸.

International women's day⁸ celebrates women athletes



PHOTO: CALLAGOCCE

Viactiva Cali

With the start of every new year, and the opening of each new diary, there will be listed in the important dates section: 8 March, International Women's Day⁸. With its mission to 'celebrate women athletes and applaud when equality is achieved in pay, sponsorship and visibility' it provides the perfect opportunity to draw in global attention

Breaking boundaries

Back in 2016, the former Cricket World Cup marketing manager and incoming CEO of the 2020 World Cup T20, Nick Hockley, had an idea to complete such a mission.

On witnessing a small crowd enter the Eden Gardens stadium in the West Indies for the

Women's World Cup T20 before the start of the men's tournament, he could see that the women's game had far more potential than what was being realised.

"In that 2016 final in Eden Gardens, the women's final felt a bit like a curtain raiser and we just thought we can actually do it better," Hockley



PHOTO: SHUTTERSTOCK

The iconic Melbourne Cricket Ground in Australia

told icc-cricket.com in the lead up to the year anniversary of the 2020 final. “The first key decision was to play the women’s event as a standalone tournament in February and March.” This decision also allowed for a marketing masterstroke: for the final to be played on International Women’s Day⁸. Furthermore, they secured a famous venue, the Melbourne Cricket Ground in Australia, allowing for a marker to be set that this tournament was to be taken seriously and would draw a large capacity crowd.

Reflecting on his thoughts at the time, Hockley said: “Obviously, we want to make this a massive cricket event but how can this become bigger than cricket and be about equality in sport and cricket’s leadership on that journey? We know that we’ve got a journey we’re on, we know that there is a lot of opportunity for the women’s game to catch up and be at the same level as the men’s game.”

“Change over time is not linear, it’s not a straight line. So, it is how do you take this World Cup that doesn’t come around every day and use it to really shift the needle.”



Canas y Ganas

“Gender equality for tomorrow starts today. Right now, however, parity is still a work in progress. Even before the pandemic, it was estimated that it would take a century to close the gender gap. We need to turn this around.” – Audrey Azoulay, UNESCO Director-General.

And so it did, drawing 86,174 spectators through the turnstiles and garnering worldwide media attention.

While Hockley made major strides in increasing the visibility of women in cricket, he hopes that it has had a wider, long-term impact for women in sport. “I really hope it opens people’s eyes to think big, that there needs to be a sense of urgency about driving equality through sport,” Hockley said.

“I hope it is a moment that people will look to and say we generated great momentum. We were very fortunate that we were able to play the tournament before the world went into a very difficult time with the pandemic, but we need to not lose any momentum and get back to that level as quickly as we possibly can.”

Kicking on

Swing round to the United Kingdom, where football is king, the development and popularity of the Women’s Super League has meant that many men’s Premier League clubs have wanted a piece of the pie. This has resulted in the creation of new women’s teams associated with those big Premier League clubs – which has often brought the prestige of those clubs and their loyal fanbase.

So, to capitalise not only on the attention around International Women’s Day⁸, several Women’s Super League clubs have also taken advantage of the fact that female footballers, having a lesser degree of fame, are far more accessible for the fans.

In 2021, and using technology to work around the restrictions of the COVID-19 pandemic, Tottenham Hotspur and Arsenal football clubs ran live virtual football and skills sessions with players and the clubs’ fans.

Arsenal Women also went one further in involving companies and sponsors such as Visit Rwanda and Mastercard, to create inspiring video content and meetings between

International women's day⁸ celebrates women athletes

club stars such as Vivianne Miedema and academy players. They also arranged online Q&A sessions with their top players and school-aged girls, and took part in community events to support young women locally in north London. But perhaps the best example of showing progress in terms of equality are West Ham United, who were awarded the Premier League's Equality Standard Advanced level, by "recognising the club's ongoing dedication and commitment to equality, diversity and inclusion, and is showing considerable leadership in forging awareness, raising activity and support across its widescale community and significant fan base," as described on internationalwomensday.com.

The club have integrated mentoring programmes, an enhanced maternity package and were the first football club to launch a formal model for supporter consultation in the women's professional game. Through the pandemic they also implemented a six-part

"Today, I call upon all UNESCO Member States to empower women and girls, so they can lead the way in building a more sustainable world. Together, we can ensure that, whether women whisper, speak or shout, their voices are heard."
 – Audrey Azoulay, UNESCO Director-General.

management series where 48% of staff involved were female. They also happen to have a female vice chairman in Baroness Karren Brady. So while it is still evident that there is a long way to go in achieving equality in pay and sponsorship for women athletes, one area where governing bodies, clubs and communities can strive to complete the International Women's Day⁸ mission is to increase visibility, where both cricket and football have been so successful in recent years.

www.internationalwomensday.com



Vivienne Miedema playing for Arsenal

Take-away

- Increase the visibility of women in sport on 8 March, International Women's Day. Do this by working together with local sport clubs to give athletes, trainers, coaches and other staff members centre stage.
- Give 6 April, the International Day of Sport for Development and Peace (IDSDP), a gender focus or use a local day (or set of days) to encourage women's participation in sport.



‘Threshold of a new era’



PHOTO: SHUTTERSTOCK

Abu Dhabi 2019

UNESCO Toolkit for urban inclusion in Arab cities

Cities promoting inclusion through public participation, access to information, sport, and citizenship and human rights education

Cities are the cradles of civilizations, the beacons of knowledge and creativity, and the engines of economic and social progress in the world. Today, 58% of the total Arab population lives in cities, a proportion likely to reach 75% by 2050. Arab city leaders have a major responsibility to plan thoroughly for this unprecedented urban expansion, shifting promptly to innovative methods that will allow them to face foreseen challenges. The Toolkit for Urban Inclusion in Arab Cities was prepared in response to the recommendation of members of the Coalition of Arab Cities against Racism, Discrimination, Xenophobia and Intolerance. Member cities have identified a need for reference material that is relevant to their context and that addresses priority urban inclusion issues, in line with Sustainable Development Goal 11 and the New Urban Agenda.

One of the keys to progress of women in sport is seeing female leadership at the highest level. One such nation which has a gleaming example of this is the World Capital City of Sport 2019, Abu Dhabi. Her Highness Sheikha Fatima Bint Mubarak, also known to Emiratis as ‘Mother of the Nation’, is living up to her moniker by being at the forefront of this progress.

Abu Dhabi

As the chairwoman of the General Women’s Union, president of the Supreme Council for Motherhood and Childhood, and supreme chairwoman of the Family Development Foundation, HH Sheikha Fatima Bint Mubarak has found sport to be a useful vehicle for transforming the lives of women.

The wife of the inaugural president of the United Arab Emirates, the late HH Sheikh Zayed bin Sultan Al Nahyan, has had the vision to “instil sport into UAE culture and the daily lives of all Emirati women, while advancing the global women’s sports debate”.

The first steps towards this were planned for November 2020, which was to see the capital of UAE hold a week-long celebration of women in sport entitled ‘Stronger Together’, centred around the 5th International Conference of Sports for Women and the Fatima Bint Mubarak Sports Awards and involved the setting up of sports activities including the 7th FBMA ladies run.

Chairwoman of the Fatima Bint Mubarak Ladies Sports Academy and chairwoman of the Abu Dhabi and the Al Ain Ladies Clubs, HH Sheikha Fatima Bint Hazza Bin Zayed Al Nahyan, said: *“To combine two such important events, together with other community and educational activities, will be an important milestone and testament to the important role of FBMA and its mission.”* Fortunately, despite the pandemic, and together with the Abu Dhabi Sports Council and Abu Dhabi Public Health Centre, the run saw 650 participants young and old descend on Al Hdayriat Island on 22 January 2021, running 3km, 5km and 10km distances.

With the pandemic almost conquered in 2022, The Abu Dhabi Sports Council, in collaboration with the Department of Community Development, launched a new initiative to promote healthier lifestyles through exercise and activity. No less than 380 Active Parks provide free training sessions in 12 public parks and urban spaces across the city. In January of 2022, the project kicked off with a four-week fitness participation and education programme. The objective of the project is to increase regular exercise by providing structured free-to-attend classes led by a team of qualified coaches. Activities include DanceFit, RunFit, bootcamps, CrossFit and yoga. With so many locations joining, most people should be able to participate in their own community.

Take-away

How to promote inclusion through sport?

- Train the sport trainers on means of achieving social inclusion through sport and develop their level of knowledge about topics such as gender, equality and social cohesion.
- Provide volunteering opportunities for youth, especially refugees interested in designing and implementing sports programs, to make use of their skills and talents (leadership, mastering particular games, and peer-to-peer communication) to serve the program.
- If needed, set different sport activity times for girls and boys, provide female trainers, and allow girls to play in comfortable or culturally appropriate clothing.



Combined with a state-of-the-art fire station, the centre comprises a youth and community hub, and a major sporting facility, which include football pitches, a martial arts studio, a dance studio and a new gym.

FireFit Hub

combines fire station with youth hub

Affordable housing is one of the conditions for a healthy inner city community, but it's not the only condition. It's only when hardware and software are blended into a supportive and inclusive framework, that communities will flourish. FireFit Hub in Liverpool's Super Youth Zone is the perfect example. As the Torus Foundation's flagship project, FireFit Hub combines a fire station with a community centre for youth, providing young people and the community open access to a wealth of sporting and wellbeing opportunities, seven days a week.

Hardware and software

FireFit Hub is located in Toxteth also known as 'Liverpool 8', a diverse neighbourhood with social challenges. Combined with a state-of-the-art fire station, the centre comprises a youth and community hub, and a major sporting facility, which include football pitches, a martial arts studio, a dance studio and a new gym. Again, it's not just the hardware, but also the software that makes the difference. Torus Foundation facilitates a committed team of youth workers, sports coaches, fitness instructors and mentors to inspire members and the broader community to reach their



PHOTO: SHUTTERSTOCK



full potential. It's not just all up to professionals how FireFit Hub is run, however. A Youth Board is involved in making key decisions on activities being run from the Hub.

Built in 2011, the £5.2 million centre was funded by the UK-wide Department for Education myplace initiative, the Merseyside Fire & Rescue Service and the Liverpool City Council. FireFit Hub is open for 7 days a week offering a Youth Zone, Junior Club, SisterHub sessions and 'Recharge' a Health and Wellbeing Programme for adults. Junior Club is aimed at 6-10 year olds, Youth Zone for 11-21 year olds, Recharge is aimed at those over 40 and SisterHub is a female only group accessing activities such as Zumba, roller skating and gym sessions every Sunday afternoon. Membership costs £5 for the youngest members and £10 for those age 11+. This annual cost ensures members of the local and wider community have access to facilities that have far reaching health and wellbeing benefits.

Numbers

FireFit Hub is a space where members are inspired to explore new activities and succeed, with the aim for every person to feel, that they belong, safe, healthy, resilient, talented and happy. The numbers are impressive (see the box).

As impressive as the numbers may be, the nonquantifiable effects on the community in Liverpool 8 are just as impressive. Inspector Geoff Stewart from the Merseyside Police comments: "Through sport, training schemes, events and mentoring FireFit Hub gives young people and very often vulnerable young people a chance to become involved and have a sense of belonging in the community. Belonging to a team and a group with values and standards that is a clear steer away from crime. This group help create paths of improved behaviour, lifestyle changes and activeness."

“With the support of staff, I've been able to lead on some sessions for the younger members. This has enabled me to demonstrate and develop my leadership skills”

Rawia, Youth Volunteer (aged 16)

FireFit Hub holds:

- 1,740 members
- 20% adults
- 36% junior members (aged 6-10)
- 44% senior members (aged 11-21)

In 2019 FireFit Hub had a total of:

- 77,912 visits
- 443 average weekly Youth Zone visits
- 840 volunteers hours
- 48 Sister Hub sessions (incl. 1,268 individual visits)
- 141 Restart sessions (incl. 1194 individual visits)

Coronavirus

When the coronavirus struck in 2020, FireFit Hub played a key role in the Toxteth community. While young people had to adapt to schools and most youth provisions shut their doors under Government restrictions, including FireFit Hub, the local authority asked the Hub to deliver key coronavirus messaging to the L8 community, when coronavirus cases were spiking. FireFit Hub was specifically tasked with taking the standard Governmental notices and reformatting them into an appearance and tone the tenants would respond to. FireFit Hub created 27 hours of on demand virtual content and generated a combined total of 1,767 views for the Friday night quiz that was produced as



“It’s been a tough year for us, and it’s been really nice to have someone check in on us as a family”

Parent of an autistic FireFit Hub member

Munich: Gamification to get moving

Whereas Liverpool’s FireFit Hub provides the community with a physical environment to stimulate active well-being, the “Kreuz & Quer” campaign in Munich looks at sophisticated technologies and the principle of gamification to get people moving. Kreuz & Quer means crisscross and the campaign is intended to reach children and young people in particular and encourage them to move around more in their own living environment and thus explore their surroundings.

The Kreuz & Quer project is planned and implemented by the Mobility Department of the City of Munich in the city district Giesing. Kreuz & Quer is a competition-based running game in residential areas where teams (e.g. school classes) try to collect as many points as possible. The collection of points is done by the children holding their chip cards with RFID-chips at boxes distributed in the neighborhood. They are credited with certain points and an algorithm can calculate and sum up the distance they are likely to cover.

Kreuz & Quer one of the Experimentation Scenarios in Active City Innovation project, set up by the Munich founded International Sports-Innovation-Network (SINN-i). The latest run of Kreuz & Quer started on 16 March 2022. On the second day children were already lining up in front of the blue boxes. Right in time at the end of the school day at 12:30 p.m., children packed their things and rushed to the nearest blue box. Not only the children were very enthusiastic, but also their parents. Some of the kids were jogging with family members.

SINN-i defined three core objectives for Kreuz & Quer: first to get children, adolescents and also adults to be more active in their local community; second to gain insights into how structural aspects in urban space can contribute to more movement or how they prevent it by looking at heat-maps; and third gain scientific starting points via the underlying psychological mechanisms and motivational aspects.

part of the digital content including fitness and arts & crafts videos.

The FireFit Hub Team took care of the community in many more ways. Apart from the digital content during lockdown, wellbeing calls were made to parents/carers of junior FireFit members and other age groups, mostly children and the elderly. These calls allowed the team to promote the Hub’s virtual programme, which included sport sessions, crafts and quizzes. If a member said they were struggling, the team would signpost them to further support.

Streets Outreach

As part of the ‘Streets Outreach’ project funded by Merseyside Violence Reduction Partnership, FireFit Hub also had its own Outreach Team. Working outside the FireFit Hub the team managed to contact youth, who were on the brink of serious crime. Fostering positive relationships the staff encouraged teenagers to take part in the Carry Love ‘knife crime project delivered by ‘Back on Track’ at Firefit Hub. In 2019 FireFit managers shared successful projects at a conference led by the Merseyside Police Crime Commissioner: ‘Reducing violent crime within Merseyside, the role of the sports sector’. Merseyside Police Community Support Officer Matthew Stemp commented: “I have seen the dedication and support of the staff in the hub has imparted positively on the youth members of the community. The work that FireFit Hub has completed over the last twelve months has, I believe, been a massive impact on the community in reducing anti-social behaviour and even serious violent crime.”

Take-away

- When possible, profit from new technologies such as gamification.

Munich is a member city of ICCAR/ECCAR.



PHOTO: SHUTTERSTOCK

Liverpool arial

GO!Durban Cycle Academy

Like Liverpool's FireFit Hub the GO!Durban Cycle Academy provides local communities with a physical environment a social environment as well as participatory processes in South Africa's third most populous city. The Academy provides free cycling training, academic support, and life skills opportunities to youth at four sites in the heart of the communities.

Founded in 2016 as a joint initiative between the eThekweni Transport Authority and Green Corridors NPC, the programme has achieved great success, growing from one site in eNanda, to a total of four bike parks within the City including; KwaDabeka, Chesterville, and the newly developed site in KwaMashu. Overall, the programme impacts approximately 400 youth between the ages of 6 and 18 years on a weekly basis, providing free cycling training, academic support and life skills development.

The primary objective of the Academy is to offer recreational cycling at a grassroots level, but talented riders are recognised and selected to participate in provincial and national events based on technical ability as well as their school academic results according to the "no pass, no race" rule.

“Awande loves riding a bike and there is a lot of improvement in her school work. It is important to have the academy in our community because it takes our kids off the street and provides a healthy lifestyle for them”

Phumelele Sibiyi, Mother of Awande Sibiyi (age 12) – KwaMashu Bike Park

A key focus in the last two years has been female development, and the programme made history in 2019 when it produced the first Black female riders to ever compete in the KZN Gravity series (Downhill and Enduro MTB), as well as represent the province of KwaZulu-Natal at the Spur High School MTB League national finals in October 2019. In 2019, the programme expanded to include a musical theatre academy where youth are enrolled in singing, dancing and acting classes. Every year, this academy stages an original "edutainment" production in the local communities which creates an opportunity for the youth to showcase their talents while at the same time delivering an important message to the audience.

Durban is a member city of ICCAR/Coalition of Africa Cities.

Related UNESCO activities

- In line with the African Coalition's Ten-Point Plan of Action, the Coalition of African Cities Against Racism and Discrimination is committed to promoting i.a. gender equality city-level action.
- The Coalition is a key through platform for collaborative regional and international action in the context of SDG#11 and the African Union's Agenda 2063.
- The African Union undertakes activities through member states to develop and promote sports and to ensure that Africa's contribution to global sports is balanced and democratic. The Division of Sports of the African Union promotes the implementation of the Sports Policy Framework as a factor for social cohesion, peace, development and integration in collaboration with Member States, Regional Economic Communities and development partners. The Division promotes participation and excellence, build capacity and promote ethics and values for sport in Africa.

Take-away

- Use role models to your benefit, such as fire men and women.
- Get youth really involved, for instance by creating a youth board.



When the women are playing sports they can see through the window their kids playing. It's so interesting whenever you make a project including women, you take the kids along with you.

Jemna - Menzel Abderrahmane, Tunisia

“I saw **hope** in the eyes of people”

Aiming to create space for and with women to come together, practise sport, community meetings and social gathering, the municipality of Jemna realised the need for a sports and community centre in the heart of the region of southern Tunisia. After consulting with women locally, the municipality developed a tangible outcome in the form of a newly-built sports hall and much-needed spaces for the whole community.

The project was launched in 2018 and supported by CILG-VNG, an organisation based in the Hague, the Netherlands, which specialises in strengthening democratic local government by organising and financing projects within municipalities.

“The more you let the voices of people be heard the more you come to projects like this. There was a lot of willingness from the municipality, from the governor, from civil society; it was a project that generated a lot of goodwill from everybody.” – Neila Akrimi, director general of CILG-VNG International

Neila Akrimi, director general of CILG-VNG International, a former diplomat with a doctorate in European law and with more than 20 years' experience in public administration reforms, knows the impact that projects such as this can have, particularly when it comes to gender equality. On the opening of the new sports hall she commented: “I saw in the moment, the hope in the eyes of people. That will really motivate them to do more projects like this.”

Gender equality

A sports facility which is accessible for both genders is not always common. Akrimi: “The project is meant to be a sport hall for men of



PHOTO: JEMNA MUNICIPALITY

Tunesia

course, which is normal, but also for women – and also one that is culturally sensitive. We know we cannot just push to have men and women at the same time. So the idea was to have [the sports hall available on] Monday for men, Tuesday women, Wednesday men etc., so it is really equal.” And while the project was devised – and sports centre ultimately built – through the organisation and integration with local government, the result proved to be much more uplifting than simply hitting strategic targets. “When I was at the opening there it was very emotional,” said Akrimi, “because you could see it’s a small city so something like this had created a big feeling of joy and achievement and pride.

“It gives a lot of respect to the process and people would really see that inclusive governance and social cohesion can be done. There was a woman who told me they were so happy that they can come [to the sports centre]. When the women are playing sports they can see through the window their kids playing. It’s so interesting whenever you make a project including women, you take the kids along with you. It’s so beautiful to see.”

Safe and respectful

Due to lack of street lighting in some areas, women often feel there is a security issue when it comes to exercising outside. “It’s important on



“Sports can foster increased self-esteem and confidence of women and girls, empower them and develop skills needed to become equal participants and leaders in their communities”

Cited from Sports for SDGs

the agenda to live healthy and to have access to sports in a city in the south of Tunisia where it's not common. You never see a woman running for example. Even though it's a nice naturalistic area, it's not accessible. To have a place where women feel safe, is really like a public service, so it gives more trust, that it is going to be respectful, it is going to be theirs and give them a feeling of belonging and ownership.”

As well as building sports facilities, discussions with local women revealed the need for a space where community meetings or social gatherings could take place. “One activist said: ‘I'm really happy you took up our concern to have a meeting area because sometimes I organise meetings for women to give them some awareness campaigning about breast cancer and I have nowhere where I can talk to them. But here they come for sport but also we can organise it because they know it is female friendly and you can talk freely,’” added Akrimi. And it's not just bringing joy for women. Having included a playground area outside of the centre, it was made accessible for everyone. “There was this old man and he sat on the swing,” said Akrimi. “He was swinging and he was so happy. He said: ‘I always wanted to be on a swing and I didn't have it when I was young – and I can have it now.’ And he was 60-something, maybe 70, so it was a really nice moment.”

Other benefits of the project were not only that it gave sport and community access for other disadvantaged groups such as disabled citizens, it also helped young people, giving them access to safe spaces so they are less likely to be drawn to criminality, created jobs and provided a source of income for the municipality by building a sustainable business model to privatise the service.

Voices of the people

“The municipality came up with a good city plan that was inclusive and really highlighting the importance of citizenship and participation,” Akrimi said. “The more you let the voices of people be heard the more you come to projects like this. There was a lot of willingness from the municipality, from the governor, from civil society; it was a project that generated a lot of goodwill from everybody.”

Menzel Abderrahmane in the north of Tunisia accomplished a similar project. A sports centre was built next to a stadium. This has focused on female leadership as part of the PLMI project (Programme Leadership Municipal Inclusif) and funding has been provided by the Global Affairs Canada and implemented by the Canadian Federation of Municipalities as well as CILG-VNG International.

Aspiring hope

So with these projects springing up across nations such as Tunisia, Akrimi has high hopes for the future of municipalities using sport as a tool for social cohesion. “My hopes for it are the aspiration I saw at the opening, so when they were really seeing it as a community centre, for the woman who said she would use it for the women’s campaign for breast cancer, or really a place where women would just go with their kids. “It’s about aspiring hope and people believe in hope. And in this case linking it to sport, linking it to accessible services and to vulnerable groups and excluded groups, especially women in this case, but also the disabled in both Jemna and Menzel Abderrahmane. Those kinds of details you will not see if you don’t involve women in the consultation process.

“My hope for it is that it really continues to be a shade of light that I saw in the moment I was there. Also that the hope that I saw in the eyes of people will really motivate them to do more projects like this and to have more services provided by the municipalities that are so close to the hearts of people and the minds of people. “I see that the sports centre in Jemna is very symbolic because it’s not just a project, it’s not just a building, walls and equipment. It’s much more than that. It’s really the translation of community hope into something tangible and it is also a centre that shows that it is possible towards democracy and good governance and inclusive governance, to result into a concrete project that’s really benefitting people. So this is what I really hope for them, to keep believing in it and working on it. To continue to be alive.”

Take-away

- Together and better: organize and stimulate inclusive governance, let the voices of people be heard.
- Create a link between sport and accessible public services



Exceeding targets: Melbourne

While it is possible that sport can exist with just the players alone – think those on streetside basketball courts or makeshift football pitches in cities and villages throughout the world – one of the keys to continued, structured and successful sports participation is coaching. The relationship between a participant and coach can inspire not only the transition from grassroots to elite competition, but also lifelong enjoyment of a sport for all. However, coaching, like many areas of sport, is also underrepresented by women...

According to the International Working Group on Women & Sport, one such sport which has encountered the difficulty of gender equality in coaching is badminton. The International Olympic Committee (IOC) and Badminton World Federation (BWF) have both set a target of 30% female participation across programme areas as a means to rectifying this. Badminton Oceania, the continental governing body which works under the BWF, has increased this target to 40%, with a deadline of 2024.

In this regard, such targets can provide an objective means to measure progress, which brings us to one such success story in Melbourne, Australia. With eight of its 18

participants being female, a BWF Level 1 coaching course (of a four-level BWF coaching education programme) in Maribyrnong College held in February and May 2021 exceeded all of those targets, reaching 44% female representation.

TJ Weistra, executive general manager at Badminton Victoria said: “Badminton Victoria applied for funding to the Victorian State Government in 2019 aimed at increasing female participation under the ‘Pathway to Upskilling’ project.

“Badminton Victoria was successful in obtaining funding from the Victorian State Government [under the] ‘Together More Active’ campaign which allowed us to target an increase in female

participation by offering various courses for free to all females that registered for one of our courses. This included the BWF Level 1 course but also the BWF Shuttle Time coaching course, the Badminton Australia Foundation coaching course and umpire/referee courses.” Crucially, having more female coaches as role models can provide a means to having a snowball effect of encouraging more women and girls to take part in both playing and coaching.

Lakshini Krishnadasa Mudiyansele, who travelled from Tasmania to take part in the Melbourne programme felt that the lack of female coaches was a hindrance to the numbers previously seen on coaching courses. She told Tom Leonard, communications manager at Badminton Oceania: “I think female coaches are underrepresented which causes other women to back off [from coaching]”.

And with that, there are opportunities missed for sending out coaches, regardless of gender, across states and cities with the attitude needed for the growth of sports participation. “I would love to see the students of mine excel well in badminton,” said Mudiyansele. “To improve their personal, social, emotional, intellectual and tactical [skills] seen as a whole.” A fellow coursemate, Caorui Ouyang, also from Tasmania, then had aspirations to continue on to the BWF Level 2 award, with which she

plans to utilise specifically to cater for the upsurge in Para badminton. Having volunteered at a weekly all-abilities session in Hobart this would further provide opportunities for other underrepresented social groups in the sport. Badminton Oceania’s coaching and development officer, Ian Bridge, who facilitated the course added: “It was promising to see an increase in female coaches showing an interest in gaining this qualification as we are keen to encourage more females not only into coaching, but other key areas in badminton too.”

Indeed creating an opportunity such as a coaching course can be a springboard to progressing in other areas of the sport such as becoming technical officials and members of the executive board. While Badminton Oceania’s staff had similar figures of female representation: 44% staff members, 40% BWF technical officials from Oceania and 32% BWF qualified coaches) it did boast 57% female representation of its board members.

Creating targets for participation and then publishing the results, no matter the size of the gains in progress is therefore one such way that both low-level programmes all the way up to the board level of organisations can seek and identify change in women’s involvement in coaching and all levels of their sport.

Melbourne is a member city of ICCAR/APCAD.

Take-away

- Increase sport participation (for women) with various courses, such as coaching and umpire courses to improve personal, social, emotional, intellectual and tactical skills.
- Data confirms that women coaches are more often found in sports that have a high proportion of women participants (e.g. dance, gymnastics, figure skating and equestrian sports).



Therefore, sports such as dragon boat racing – particularly with its focus on upper limb strength and movement – can be used on the road to recovery for women, and not just in the physical sense, but also in their psychological comeback from the effects of debilitating illnesses such as breast cancer.

Road to recovery: Malaga



PHOTO: SHUTTERSTOCK

The city of Malaga

While many initiatives focus on integrating women into sport who may not otherwise find the opportunity, there are also schemes that have been created as a means to help women recover from illness. One such scheme is the Malaga Dragon Boat Breast Cancer Survivors (BCS).

Malaga Dragon Boat BCS was devised in 2018 by oncologist Julia Ruiz Vozmediano, together with Real Club Mediterraneo de Malaga, to help women who have undergone treatment for breast cancer.

Comprising 38 women, dragon boat canoeing was used as a way of exercising the back and arms through the movement of paddling, to help with lymphatic drainage during their recovery. Numerous studies have supported the theory that this particular exercise brings benefits to those with the disease, including the study of 'Synchronized Pedaling with Martial Arts Improves Quality of Life of Women with Breast Cancer' (2018, Ana Navarro-Sanz, Alejandro Espejo-Reina, Maria Victoria Cerezo-Guzman, Juan F. Fernandez-Ortega, Hector Meza-Leiva, Inmaculada Conejo-Tirado and Clara Santiago-Sanchez).

The study states: "There now exists both preclinical and clinical evidence that physical exercise is a protective factor against the development of BC, in women who are pre- and post-menopausal, women who are normal weight and obese, and women of various racial and ethnic backgrounds."

While the study went on to say that the type and intensity of the exercise prescribed was "still under debate," both strength and aerobic exercise were seen to derive benefits, with those focusing on upper limb mobility specifically referenced. The study went on: "Upper limb complications, such as lymphedema or shoulder dysfunction, are frequently seen after surgery and/or radiotherapy in these patients. Several exercise programs have improved upper limb mobility, anthropometric values and flexibility." So as physical improvements were seen with this type of exercise following surgery, the study also found further benefits for patients in terms of mental wellbeing. "Many studies undertaken in BC patients have shown that physical exercise also reduces the morbidity associated with cancer and its treatment, with an improvement in parameters such as cardiopulmonary performance, body composition, fatigue perception and depression scales."

Therefore, sports such as dragon boat racing – particularly with its focus on upper limb strength and movement – can be used on the road to recovery for women, and not just in the physical sense, but also in their psychological comeback from the effects of debilitating illnesses such as breast cancer. While the Malaga Dragon Boat BCS may have been the brainchild of oncologist Vozmediano, other sports clubs could follow suit, armed with both the knowledge of the benefits from the research and the example set by Vozmediano's dragon boat club.

Take-away

- Acknowledge what sport, rowing and other disciplines, can do for recovery and use them as 'prescription' exercise.



Challenging stereotypes: Christchurch

On 15 March 2019 New Zealand suffered one of its darkest days with an attack on two mosques in Christchurch, killing 51 people and injuring 40 more. New Zealand's response to its deadliest terrorist atrocity was a Royal Commission government investigation which found the need for better social cohesion to support the victims and for the prevention of extremism. And so, the Building cultural cohesion in active recreation in sport project¹⁰ was born.

Providing insights through conversations into the lived experiences of Muslim women and girls in sport and recreation (both active and non-active), along with the knowledge of sports administrators, was a way for the Canterbury sporting community to support the Muslim community in its recovery from the attack as well as encouraging social inclusion.

They found the biggest barrier for Muslim women participating in sport is attitudes and understanding by the sector, after interviewing 106 individuals (Muslim participants with an age range of 13 to 63 years old) in Christchurch,

Auckland, Waikato and Wellington between June 2019 and July 2020. The researchers were Dr Nida Ahmad and Professor Holly Thorpe at the University of Waikato (in collaboration with Sport Waikato and Sport New Zealand) and Haidee Scott from Perception (in collaboration with Sport Canterbury, Christchurch City Council, Canterbury Cricket and Mainland Football).

The most popular sport with the women they interviewed was swimming, followed by netball and football. Muslim women are an ethnically diverse group (Europeans – some were NZ European/Pākehā, Indian-Fijian, Indian, Māori, Sri Lankan) and assumptions and stereotypes about their motivations and opportunities in sport need to be challenged if they are to become fully involved in sport and not limit their potential. Not all Muslim women's experiences and opportunities in sport are the same.

Here is a summary of the different challenges some Muslim women and girls face and how sports facilitators can help to overcome them.

Challenges	Solutions
Feelings of exclusion and not being welcomed into a particular sport	Cultural competency training and education for sports facilitators
Discouragement from family members and the Muslim community	Developing Muslim Women in Sport Advisory Groups run by Muslim women, to be able to provide guidance, support and mentoring
Safe spaces	Women-only spaces/sessions or culturally-friendly environments, i.e. prayer spaces
Access to facilities	Setting up local sports facilities that are easy to travel to and low cost
Resources	Providing childcare support, funding and transportation
Sports clothing and uniforms	Permitting modest clothing and uniforms (such as allowing women to be fully covered when swimming), finding supporters with sewing skills who can make sporting hijabs
Racism, discrimination and cultural stereotypes	Sharing Muslim women's voices and sporting success with the media
Lack of support from sports governing bodies	Promoting more female Muslim leaders at all levels (administration, coaching, journalism, boards)

Having their voices heard...

"Sometimes our own people are the ones that are causing our downfall like whispering, 'What are you doing? That is haram. You shouldn't do that'." SABA

"Actually sitting your parents down and being like, 'Is this a cultural thing or is this a religious thing?' That's what you have to identify for me because I don't think our religion says women can't participate in sport and they can't do this, and they can't reach Olympic level, which we should have been doing a long time ago. 'It's the women's role' because 'that's not Islamic': that's a cultural thing. As much as we try to put on Islam, at the end of the day it's not." ZAYNAH

"Before I do something, I do my research first because as a Muslim you have to find out things. I look at the fatwah [Islamic ruling] and also discuss it with the Sheikh/Iman if training in mixed martial arts with men is OK. The Sheikh asked about my intentions and why am I doing this and I explained one of my reasons is for protection. According to him: 'Look, based on this, your intention, what you're going to do, go ahead.' So, I continued with my training." SABA

"I can't emphasise how beautiful it is to actually move your body... I feel there is a certain type of blessing that comes with it. Being outside and on the water, it's just one of the most beautiful experiences." JAZMIN

"I created a women's only boxing class, to feel confident. You are dealing with Muslim women out there that don't have anything to do with men and some wear a niqab, and they need to come into an environment where no man is present." NOOR

"They told me off because of my hijab. They were saying, 'You can't compete in that. I don't care whether it's your religion or not; safety comes first'." KHADIJA

"I know that these people have something in their minds for the hijabi, a certain image, being oppressed or whatever... I just smile and say OK and they go [away]. But sometimes I just want to be out of focus, to be comfortable. I feel tired and sometimes I just want to relax without being judged and attacked because I'm wearing my hijab." BILQIS

Take-away

- Attitudes can be a barrier (for Muslim women) when participating in sport is and understanding by the sector itself can help a great deal.
- Provide cultural competency training and education for sports facilitators to truly welcome everyone.
- Creating a community through sports is good for integration, mental health and social networking.



Yu Yet was designed to teach mindfulness and bring about behaviour change to underprivileged youth who are not in school or work and may have experienced marginalisation and discrimination, and be at risk of harm, so the programme would also provide the opportunity for social engagement.

From conflict to calm: Transforming Port Moresby



As the largest city in Papua New Guinea and the Pacific with an estimated population of half a million, the residents of Port Moresby¹² face many health challenges. Internal migration due to tribal conflicts, evictions and natural hazards result in informal settlements (in 2010 it was reported 45% of Port Moresby residents lived in such settlements) where there is poverty and violence on top of a lack of access to water, electricity, sanitation and waste collection (UN Habitat, 2012). According to the World Health Organisation in 2016, the city saw a rise in obesity along with heart disease, diabetes, strokes and chronic pulmonary disease.

It is no wonder that if basic services and infrastructure are lacking in these communities then access to fitness and health facilities would also be limited. Coupled with public spaces feeling unsafe, there are many who tend to lead sedentary lifestyles. This obviously presented policy makers with a significant problem in having to tackle safety issues along with that of health and wellbeing.

This is where the Active City Development Programme (ACDP¹¹) comes in. The National Capital District Commission adopted the programme in 2016 to empower its citizens across 30 communities along with its other programmes tackling unemployment and displaced youth and communities. And it was through the ACDP¹¹ that Yoga Unites Youth Empowerment and Transformation (Yu Yet) came about.

Yu Yet and the Positive People Project

Yu Yet was designed to teach mindfulness and bring about behaviour change to underprivileged youth who are not in school or work and may have experienced marginalisation and discrimination, and be at risk of harm, so the programme would also provide the opportunity for social engagement. Due to its instant impact on young people, with many citing feelings of happiness, calm and hope after taking part, the programme was granted municipal funding and expanded to include citizens of all ages and backgrounds.



Yoga in Port Moresby

Along with yoga, Yu Yet for youth groups includes dance, acrobatics, kickboxing, martial arts and self-defence which are scheduled three times per week and are used to teach the values of ACDP¹¹ such as respecting themselves and others. The evaluation report on ACDP¹¹, published in December 2020, also likened learning these activities to “brushing the teeth twice a day or when learning to ride a bicycle” as it also aimed to foster habit creation and routine for participants.

These activities are then choreographed into performances called the ‘People Positive Project’. This not only gives youths an opportunity to perform in public spaces – thereby building confidence, public speaking skills and providing entertainment for their communities – but also to provide a platform to showcase the project to more young people who may want to join the project. Another positive side effect of this is to create a feeling of safety in public places, to attract more people to areas where they previously may not have felt safe.

While the evaluation report highlighted the need for further evidence of change brought about by the ACDP¹², there were indications that it had made an impact on the lives, and even employment opportunities, of some disadvantaged youth.

Changing lives

“It was back in 2017 that I first encountered the new lifestyle I’m living,” said one young male. “I’m a member of the Youth of Change (YoC) group in the dance act. I live right next to TAC [Taurama Aquatic Center], but my life was a mess before I even joined the YoC under the ACDP¹¹. One morning, my friends and I were drinking near the drain corner of the TAC premises. And I saw a group of guys doing somersaults in the car park of TAC and it blew my mind. I’ve always loved dancing hip hop and bboying [breakdancing] but never ran into any dance group or activities of this sort so I’d turned to hanging out with bad boys and drinking liquor. I was amazed by what I saw so I decided to join on my own which I did the next day. Since then, I’m one of the top bboys of the YoC and staying fit and doing well. And doing what I love, which is dance, has also become my job. And for that I am grateful.”

Similarly, one young female said: “I joined kickboxing in May 2019 and I still remember it was on a Monday, because I learned that when you want to go to boxing class you have to pay. But when I came here to Taurama Aquatic Center it was for free. That was the happiest moment of my life because I saw that this was my chance to enjoy kickboxing. I learned many new skills and met many new people. My involvement in this activity made me physically fit and, because I had dropped out of school, I felt hopeless. When I joined, I started coming everyday: Mondays, Wednesdays and Fridays at TAC. I don’t miss a single training day.”

A further benefit was some young people introducing other aspects of the ACDP¹¹ to their



WEEKLY CLASSES SCHEDULE

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
8:30 to 9:30						Community Yoga Class at FAFNG	
8:30 to 11:00	Youth Empowerment & Transformation Program at SSFC		Youth Empowerment & Transformation Program at SSFC		Youth Empowerment & Transformation Program at SSFC		
9:00 to 10:00		Fitness Training with Tru Warrior at SSFC		Fitness Training with Tru Warrior SSFC		Community Yoga Class at SSFC	
9:00 to 12:00		Youth Empowerment & Transformation Program FAFNG		Youth Empowerment & Transformation Program FAFNG			
10:00 to 11:00		Yoga in Sports at SSFC		Yoga in Sports at SSFC		Ladies Only Self Defence With Tru Warrior at SSFC	
15:00 to 17:00	Pikini Pilat at SSFC		Pikini Pilat at SSFC				

For more information visit:
www.activecityportmoresby.com
contact@activeportmoresby.com

Follow Active City on:

PHOTO: ACTIVE CITY DEVELOPMENT PROGRAM

Schedule Port Moresby

members and friends who are now active in the programmes. I am hoping to be a kickboxer in the future and at the same time do distance education school. So, one day I can graduate with an academic certificate and my kickboxing. I want to make my parents proud one day.”

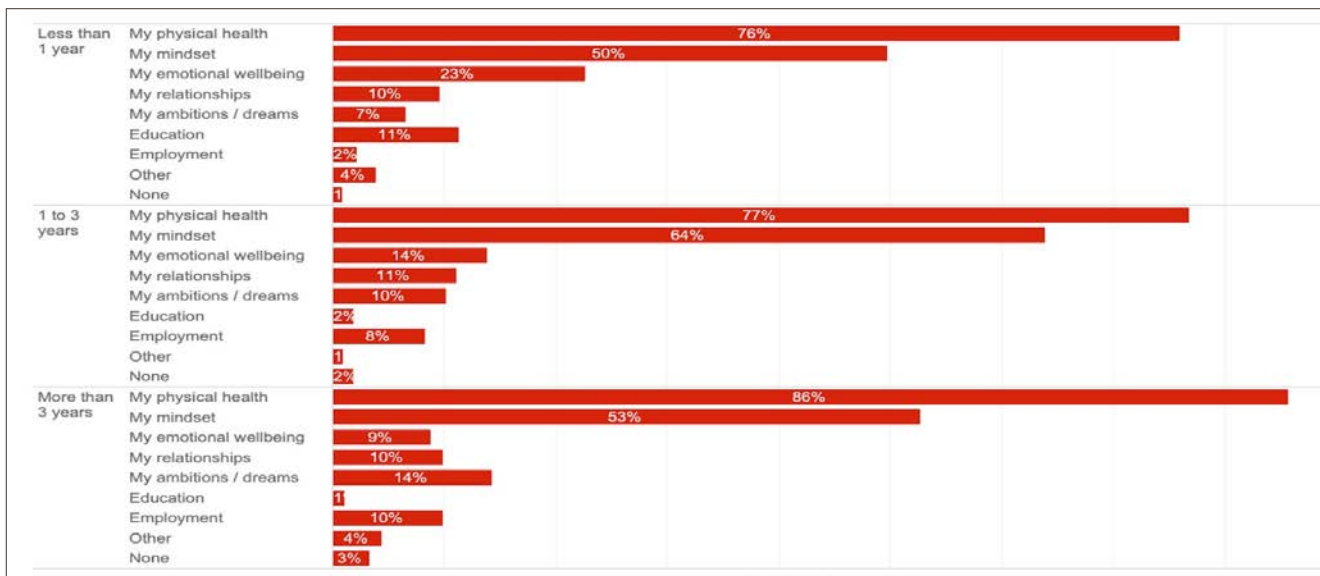
Influence of Active City Development Programme

The ACDP¹¹ evaluation found that participants reported feeling physically and mentally healthier through participating in the programme whether that be for less than a year or more than three years.

Teacher training and countering misconceptions

For those who show this kind of discipline and attendance the ACDP¹¹ also provides Yu Yet Youth of Change Teacher Training Programme, so that they can progress to becoming certified yoga teachers and peer educators so that they can earn an income and create their own initiatives. “This comprehensive training

families along with giving them aspirations for the future, as she continued: “I introduced the Walk and Yoga for Life to my family and now they are also involved in the Walk and Yoga for Life activities. I invited my other family



Source: ACDP¹¹ evaluation final report December 2020 lead consultants Nicoletta Lumaldo and Jeremy Holland, and contributors Steff Deprez and Adinda Van Hemelrijck

Initiatives of the ACDP¹¹

Activity	Description	Target group	Level	Frequency	Participants per event avg.
Walk and Yoga for Life (WYFL)	Sunday walks and yoga	POM citizens	City-wide	Weekly	1000
Youth Empowerment & Transformation (Yu Yet)	Non-competitive sports for youth: kick-boxing, acrobatics, circus, drama, self-defence for girls.	Marginalised Youth	City-wide	3x a week	25-80
People Positive Project	Youth perform in no-go zones	Marginalised Youth	City-wide	Weekly	50
Youth of Change	Yoga Teacher Training	Marginalised Youth	City-wide	Yearly until 2018	20-60
Bomana Prison Yoga Project	Yoga classes for prisoners (juveniles and female)	Prisoners	Prison	Weekly	15-60
Yoga in schools	Yoga for school students	Pupils	Schools	Weekly in 2 schools.	45-60
Community Yoga Class	Yoga classes in local communities	POM citizens	Community	Weekly (Saturday)	25-100
Community classes in communities and suburbs	Yoga, Acrobatics, Dance and Kickboxing taught by trained youth	POM citizens	Community	Weekly in various suburbs	20
Community Walk for Life in suburbs	Walking and yoga activities at community level	POM citizens	Community	Weekly	50

Source: Compiled from ACDP administrative data and programme management input.

Source: Compiled from ACDP¹¹ administrative data and programme management input (all figures are estimates).

teaches youth about the body anatomy and physiology, yoga philosophy, social and emotional intelligence, how to create lesson plans, how to deliver teaching and programmes safely, and also how to avoid problems when in public places and how to approach their peers and students in respectful ways,” states the evaluation report.

It even goes further to then carry out “trainings on gender-based violence, gender equality, public health messages on prevention and taking action on common diseases, public speaking or teaching in front of big audiences are practiced during the 200 hours contact time, using the ACDP¹¹ values as themes for their classes” and furthermore, “those who do not succeed receive a certificate of participation”.

Due to the nature and benefits of the ACDP¹¹, schools have also adopted the programme as well as the city’s Bomana prison, for juveniles and women, where it is integrated into their weekly schedules on site. By working with UN agencies and national government organisations it helps to counter “misperceptions that school dropouts or unemployed youth are useless and dangerous and that they are a liability to their families and to the city,” according to the evaluation report.

Another part of the ACDP¹¹ is a weekly Walk and Yoga for Life (WYFL) for the citizens of Port Moresby which takes them through the city on Sunday mornings. This is done in collaboration with other organisations, as the report says: “It is a platform that has been used to celebrate UN-promoted world days, such as the World Environment Day, the International Human Rights Day, End Violence Day, TB, World Aids Day, International Days of Youth and children, and many more.”

Such was the contribution of the ACDP¹¹ to the urban wellbeing of Port Moresby, it was recognised by the International Olympic Committee. As, not only did the programme succeed in helping citizens become healthier, it ultimately helped people, especially youth, to become agents for change in their communities.

Papua New Guinea is a member city of ICCAR/ APCAD.

Take-away

- Sport programmes can have a much greater effect than just the benefits of physical activity. They can also bring about behaviour change to underprivileged youth, providing the opportunity for social engagement.
- Training programmes as part of local activities can help youth to progress to becoming a teacher, earn an income and eventually create their own initiatives.



UNESCO launches Fit for Life⁴ initiative

Fit for Life⁴ uses data driven sport interventions to tackle intersecting crises in physical inactivity, mental health and inequality.

Sport is a great tool in the ongoing battle against social inequalities, it helps to empower people and increase physical and mental health. Yet, like so much else, sport was hit hard when COVID-19 shook the world in early 2020. The pandemic seriously aggravated the three intersecting crises physical inactivity, mental health issues and social inequalities. UNESCO therefore launched its new sports initiative Fit for Life⁴ in November 2021. It's UNESCO's sport-based flagship designed to activate smart investments in sport, increase grassroots participation, reduce inactivity and chronic disease, support inclusive sport policies, empower young people through resilience building and increase targeted investments in sport as an accelerator of COVID-19 recovery.

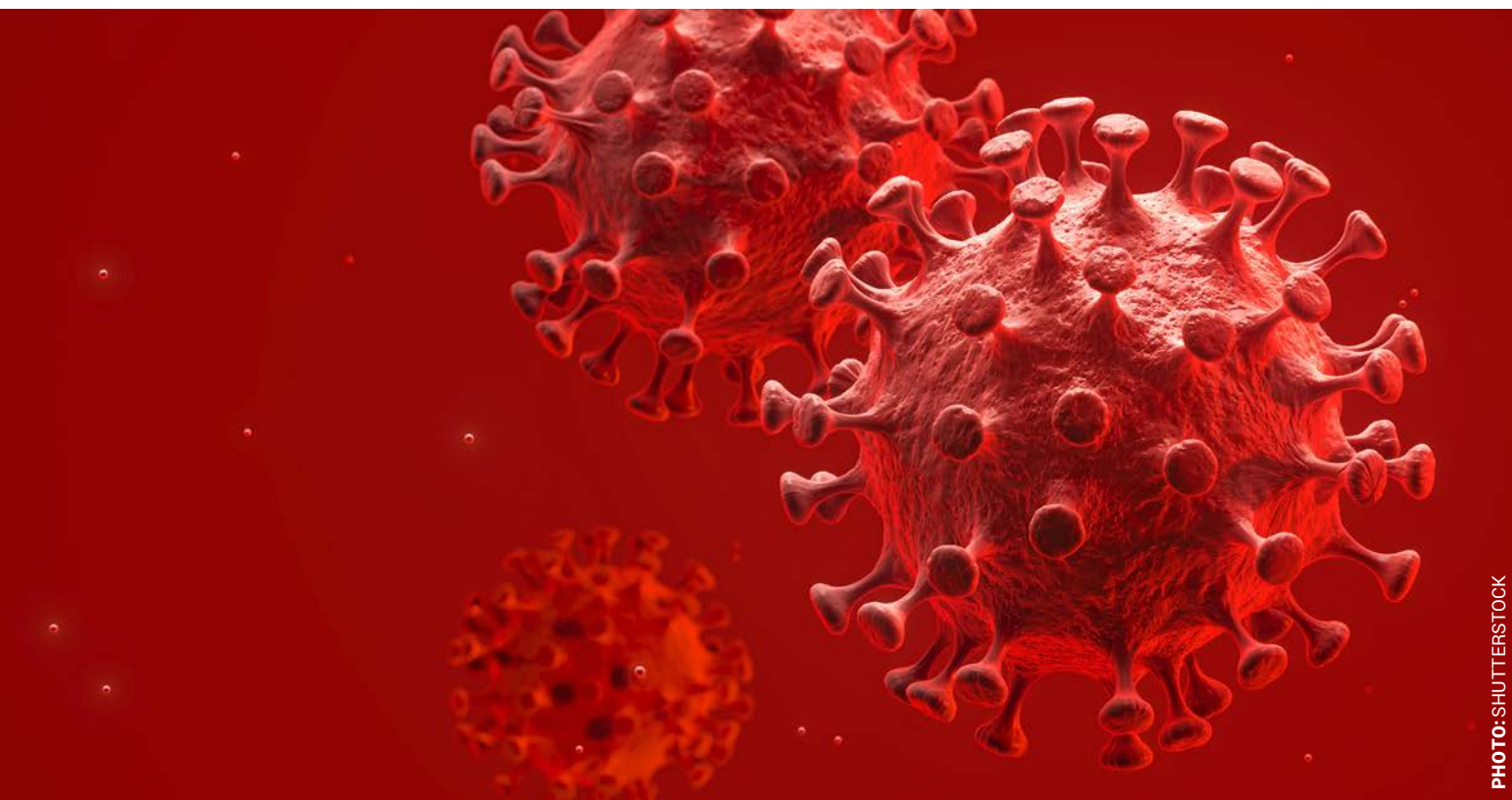


PHOTO: SHUTTERSTOCK

Related UNESCO activities and potentials:

- Richmond Hill is a member of the Coalition of Inclusive Municipalities of the Canadian Commission for UNESCO (CCUNESCO) that helps Canadians share knowledge locally and globally in order to create better societies and build peace in the minds of men and women.
- With the support of UNESCO the CCUNESCO published a Toolkit for Inclusive Municipalities in Canada and Beyond; Reconciliation with Indigenous Peoples: A Holistic Approach.¹³
- With the support of UNESCO and the International Observatory of Mayors Living Together the CCUNESCO published a Toolkit for Inclusive Municipalities in Canada and Beyond: Welcoming Immigrants and Refugees to Canada: The Role of Municipalities.¹⁴

Reopening, recovery and resilience

The UNESCO Fit for Life⁴ initiative is in line with an advocacy brief by UN DESA, co-led by UN-Women, in December 2020. The document was titled 'Recovering Better: Sport for Development and Peace Reopening, Recovery and Resilience Post-COVID-19'. United Nations Secretary-General António Guterres underlines the importance of sport in the foreword of the advocacy brief:

"The world of sport was among those sectors most visibly affected -- hard and early. Already a pioneer and promoter of inclusive and sustainable development in an unstable and unequal world, the sporting world must now redefine and redesign itself, not only to improve its resilience to future shocks, but to broaden its contribution to the world's efforts to meet the Sustainable Development Goals."

COVID-19 illustrates value of good health

COVID-19 has spotlighted the value of good health and resilience. In many ways the



pandemic provided a cruel illustration of the importance of physical activity. Healthy people tend to have better chances of successfully surviving a COVID infection, whereas death rates were significantly higher among people with underlying health conditions like obesity. Moreover the various restrictions to contain the pandemic led to a parallel epidemic of mental health problems among those forced into involuntary inactivity, particularly young people. Data collected from 117 countries in UNESCO's Quality Physical Education (QPE¹⁶) survey has revealed four core areas of concern:

- Equality of access and participation between genders and for those with disabilities
- Teacher wellbeing, training and specialization
- The value of regular sport and physical education for student physical and mental wellbeing.
- The need to invest in infrastructure to increase grassroots participation.

In numbers¹⁵, education and particularly physical education suffered severely from the pandemic, with:

- a. 80.4% teachers claimed that COVID-19 negatively impacted PE provision

- b. 74% and 77.5% respondents claimed that student's mental and physical wellbeing deteriorated
- c. Weight gain, lower engagement in PE classes and lower confidence were the primary consequences of lower physical activity
- d. High stress, anxiety and loneliness among student groups was noted by half of the respondents.

High yield investments

Evidence shows that participation in sport and quality physical education from the early years increases the likelihood of lifelong participation. Even more than before the COVID-19 pandemic, it is a high-yield investment for building socio-emotional resilience, mental health and wellbeing, academic performance, and physical health. Research has proven that participation in daily physical activity can reduce obesity and depression by 30% and increase test scores by 40%. A European survey found that 80% of young women equate participation in sport with increased confidence and decreased anxiety, and daily physical activity can result in healthcare savings of around 2,741 USD per person/per year. Despite the overwhelming evidence of the positive impact sport and

physical education have, a staggering 57% of all countries around the world invest less than 2% of their national education budgets in physical education.

Key areas on way to reopening

The beforementioned advocacy brief outlined a vision to support the reopening, recovery and resilience of sport. It summarizes the intersects between sport, physical activity, SDG achievement and COVID-19 impact, the consequences of these intersects for our individual and collective wellbeing and ideas for addressing these consequences. Furthermore it refers to critical actions to be addressed across four key areas in which course adjustments are needed for bringing the sporting world safely back into full operation with renewed and refocused vigor. These four areas are: promoting human rights and combatting discrimination; ensuring equal access to sport and physical activity; safeguarding participants; ensuring integrity in sport.

Human rights

Human rights is an important focus area because the pandemic has in some instances, exacerbated racism, hate speech and scapegoating. COVID-19 has been associated with spikes in domestic and gender-based violence and violence against children under confinement. The role of the sporting community in promoting social inclusion and solidarity, and in combating negative stereotypes and abuse, including by speaking out against discriminatory and harmful behaviour, is therefore especially needed.

COVID-19 impacts

- 41% decline in physical activity, with vulnerable and low income communities worst hit
- 82% of PE teachers report that classes have been negatively impacted, with girls and children with disabilities most affected
- Anxiety and depression have increased by 200% amongst youth
- 70% of teachers say that physical and mental health of their students worsened

Hamburg: SportVEREINTuns

COVID-19 hit sport and sport clubs all around the world and the German city of Hamburg was no exception. Despite the fact that the people in Hamburg were mostly allowed to sport on their own outdoors, the clubs face many resignations during the lockdown and many people suffered from a severe lack of exercise. In order to give organised sport a boost to recover the Active City Hamburg - together with the Hamburger Sportbund (HSB) and the Verein für Turnen und Freizeit (VTF) - started the big SportVEREINTuns campaign.

City council

The city council of Hamburg granted two million euro to the campaign to draw people back into the sport clubs. Through the SportVEREINTuns campaign Hamburg citizens can get an 80 euro starter voucher, which can be downloaded on the Active City Hamburg website. With the voucher citizens can register at a club of their choice to (re)start their sport life and enjoy the benefits of exercise in a social environment.

Olympic legacy

Active City Hamburg embraced the SportVEREINTuns campaign. The Active City Master Plan is a legacy of a Hamburg Olympic dream. While in November 2015, a public referendum in Hamburg decided against hosting the 2024 Olympic and Paralympic Games, plans and schemes developed during the bidding phase ended up being the foundation of the Active City Master Plan, which is based on some basic assumptions: sports are regarded as the foundation of health and social life. Until 2024, the plan will continuously improve and diversify opportunities to being physically active in Hamburg.



02 PHYSICAL ENVIRONMENT



Equal access

Ensuring equal access has of course always been an important focus area regarding sport, but the pandemic has increased its urgency. To address the challenges posed by COVID-19 restrictions, members of the sport community have innovated rapidly. While these online tools have proven invaluable, COVID-19 has brought to the fore how precarious access to ICTs is in many parts of the world.

Safeguarding participants

The complex task of safeguarding participants and spectators at major sports events has been complicated by COVID-19 health precautions. This could cause a change in how future events will be organised. In this context, it is crucial that standardized and evidence-based approaches are adopted to decide if and how an event should proceed.



Extending safe participation beyond the professional sphere, it is important to recognise the role of coaches and other sports professionals. Many vulnerable participants have experienced periods of isolation and they need stronger engagement. Sports organizations should raise standards in child protection and the safeguarding of sport participants, particularly those in vulnerable situations.

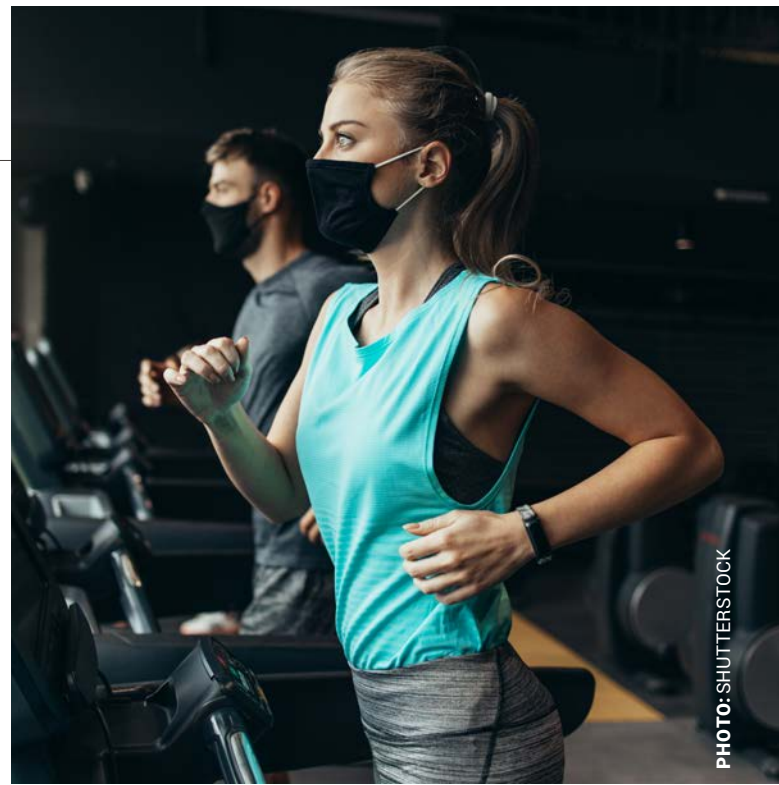
Ensuring integrity

Ensuring that the integrity of sport is at the centre of efforts aimed at “recovering better” is essential for sport to be able to continue advancing the Sustainable Development Goals and to ensure that it emerges from the pandemic as strong as possible. It is therefore important that actions taken by governments, sport organizations and relevant stakeholders are focused on tackling corruption and crime both in and through sport.

Fit for Life⁴ - prioritizing activities

UNESCO’s Fit for Life⁴ initiative uses sport to drive health, education and equality outcomes by strengthening intersectoral cooperation, increasing grassroots participation in sport and documenting intervention impact. The Flagship, led by UNESCO’s Social and Human Sciences Programme, has UNESCO’s Fit for Life initiative uses sport to drive health, education and equality outcomes by strengthening intersectoral cooperation, increasing grassroots participation in sport and documenting intervention impact. The Flagship, led by UNESCO’s Social and Human Sciences Programme, prioritizes activities which:

1. increase grassroots participation in sport, quality physical education (QPE) and physical activity (PA);
2. build the capacity of key national stakeholder groups (policy makers, educators and civil society) to deliver high-impact activities and values-based curricula which enhance the physical and mental wellbeing of participants;



UNESCO’s QPE data on sport participation in schools during COVID-19

1. Student wellbeing and return to school:
 - a. 74% and 77.5% respondents claimed that student’s mental and physical wellbeing deteriorated.
 - b. Weight gain, lower engagement in PE classes and lower confidence were the primary consequences of lower physical activity.
 - c. High stress, anxiety and loneliness among student groups was noted by half of the respondents.
2. Mode of lessons:

A majority of lessons were held online: ~66.4% claimed that PE classes were held online. Only 1% PE lessons were held in person. However, respondents identified the following challenges:

 - a. One in three teachers complained of lack of access to internet.
 - b. Lack of access to internet, lack of equipment (i.e., computers) followed by the lack of practical guidance were the main causes for the cancellation of PE lessons.
3. 80.4% teachers claimed that COVID-19 negatively impacted PE provision

3. support Member States to develop inclusive sport and physical education (PE) policies informed by data and knowledge of good practices;

4. systematize smart investments in sport policy, grassroots projects and related infrastructure, and advocate for the use of outcome-oriented measurement methodologies.

Fit for Life⁴ activity areas are structured around two themes: people and society. People-centred interventions focus on promoting human rights and enhancing the wellbeing of athletes and grassroots participants in sport and PE, particularly the most marginalized groups such as women and girls, persons with disabilities, displaced people and other disadvantaged populations. Society-centred interventions focus on enhancing the systems and infrastructure needed to increase grassroots participation in sport, PE and PA, with particular attention to policy frameworks and implementation models which leave “no one behind”.

Powered by a compact of partners, Fit for Life⁴ will provide a practical, sports-based framework to implement existing international policy calls to action including the SDGs, the Kazan Action Plan, Education 2030, the Global Action Plan on Physical Activity, and Generation Equality. The Flagship activities connect international, regional and national stakeholders to accelerate COVID-19 recovery and enhance the wellbeing of all people, beginning with youth. Planned interventions are evidence-based and will support integrated action from the development of inclusive sport

Take-away¹⁸

- UNESCO: QPE tools.¹⁶
- UNESCO: Impact investment in sport: innovating the funding of sport for development.¹⁷
- UNESCO/ UN Women: Tackling Violence Against Women and Girls in Sport.¹⁸
- Daily physical activity can result in healthcare savings of around 2,741 USD per person/per year.
- Join UNESCO and international champions in promoting Fit for Life.⁴ objectives and activities through events, online campaigns and advocacy initiatives.⁴

Richmond: Minoru Seniors Society goes online

The Minoru Seniors Society has a straightforward mission statement: ‘We improve the quality of life for seniors’. The registered non-profit society has been active in the Richmond Community since 1986, with the mandate to enhance the quality of life for Richmond seniors through the provision of ongoing recreation opportunities and services. The Society operates in partnership with the City of Richmond, and has a large volunteer base.

Switching to online

As simple as it may sound, when the COVID-19 pandemic reached the shores of Richmond, Canada, the Minoru Seniors Society had to adapt. A lockdown prevented members from visiting the newly built Minoru Centre for Active Living. At the Centre the Society organised many programs, workshops, support groups, activities and events offered for all levels of interest, also operating a full-service cafeteria with special pricing for Seniors Facility Pass holders.

Tap Dance on Zoom

Despite not being able to organise in person programs and events at the Centre anymore, the Minoru Seniors Society quickly switched to servicing its members online. An example of an online program were the Tap Dance classes. “Although I was initially sceptical about tapping in a small space in my kitchen, it has worked,” said Munjeet Booton, Director of the Minoru Seniors Society. Booton’s mother benefitted from the online Chair Fitness Classes as well as a Parkinson’s Exercise Class. In addition, she participated in a monthly Parkinson’s Support Group meeting.

The Minoru Seniors Society paid special attention to the registration process providing an online registration service, but also making sure to help the elderly with a phone service.



03 SOCIAL ENVIRONMENT



policies to the delivery of sports and quality physical education (QPE)¹⁶ curricula in schools and communities.

Fit for Life⁴ will scale the impact and inclusive methodology of UNESCO’s Quality Physical Education project, which was deemed ‘one of the most remarkable and significant global initiatives in physical education of the last century’.

The scope of Fit for Life⁴ has expanded beyond COVID to improve education, employment, health and equality outcomes through smart investments and sport interventions. Collective action, inter-ministerial collaboration and bringing together cross-sectoral stakeholders including private sector, NGOs, societies and of course governments is recommended.



The authority promised to provide football pitches, referees and technical support for the tournament while sponsors such as Team Chairman MK Project (a community organisation in Western Uganda) donated funds along with 72 balls and jerseys for the teams.

The cohesive power of sport



The city of Izmir, Turkey

PHOTO: SHUTTERSTOCK

"I believe football can change life," says Denis Onyango. "I want to help the youth believe it is possible." Onyango is a professional footballer for Mamelodi Sundowns FC in the South Africa Premier Soccer League, but began life in the slums of Nsambya in Uganda's capital city Kampala.

His story shows how sport can not only transform lives but also inspire hope, which can transform a community.

This is particularly true for countries, cultures and communities affected by urban changes such as Uganda, who host the largest number of refugees in Africa and with Kampala having 70%

Related UNESCO activities and potentials

- Kampala is currently the lead city of the Coalition of African Cities against Racism and Discrimination
- Konak is a member of the European Coalition of Cities against Racism (ECCAR), an initiative which is expressly supported by the UN High Commissioner for Human Rights and the world's largest organisation of municipalities, United Cities and Local Governments (UCLG).
- ECCAR Toolkit for Equality: provides valuable guidance to city administrations, stakeholders, including civil society actors in successfully countering racism and racial discrimination, drawing on the wealth of experiences, practices and expertise of European cities. Sport can be used as a bridge between cultures, religions and ethnicities it has a high potential as a means to combat all forms of discrimination and to promote social inclusion.
- UNESCO and UNHCR call for the inclusion of refugees in the post-COVID-19 education effort. Through the Global Compact on Refugees, UNHCR shares good practices of Integration of Refugees through the Sport Networking Platform.





of its population comprising young people, or Turkey, who in 2020 became host to the largest refugee population in the world with the mass migration of Syrians.

Improving live standards

In 2022 the executive director of Kampala Capital City Authority, Dorothy Kisaka, launched the annual Sevo Cup football and netball tournament aiming to promote talent, unity, sports development and entertainment. There are 16 public markets under the authority who were each represented by a team, with the winners taking the prize of a bus or Coaster. The authority promised to provide football pitches, referees and technical support for the tournament while sponsors such as Team Chairman MK Project (a community organisation in Western Uganda) donated funds along with 72 balls and jerseys for the teams. At the launch of the Cup tournament Michael Nuwagira, the brother of Uganda President Yoweri Museveni, praised organisers for their work in improving the living standards of Ugandans.

Similarly, the Game Connect programme, also serving Kampala as well as other districts in Uganda, was developed by the Olympic Refuge Foundation with the aim of using sport to improve the mental health and wellbeing of over 10,000 young refugees who often feel disconnected from their host communities.

Access to safe sport for 1 million people

The foundation, together with UNHCR, the Uganda Olympic Committee, Right to Play, Youth Sport Uganda and the AVSI Foundation, hope to achieve this by 2023 and then to have 1 million young people having access to safe sport by 2024.

This is to be implemented by:

- Improving the availability and access to safe spaces to play sport in youth centres, sports clubs, primary and secondary schools, refugee settlements, host communities and the slums in Kampala.
- Creating a contextualised 'Sports for Protection' curriculum.
- Developing the capacities of coaches, youth leaders and peers.

The Olympic Refuge Foundation hopes that other policy makers will use this approach in content and delivery of their own initiatives, and ultimately adopt sport as a means to protect and empower young refugees and help them feel more connected with their host communities. Turkey, with its long history of hosting refugees, particularly from Syria, has also used sport as a solution for creating this connection and helping maintain social harmony. According to a report compiled by Prof. Dr. Ayhan Kaya, in August 2020 there were over 4 million refugees in Turkey – over 3.6m of whom were Syrians under temporary protection.

“Onyango’s story shows how sport can not only transform lives but also inspire hope, which can transform a community”

“The Game Connect programme was developed with the aim of using sport to improve the mental health and wellbeing of over 10,000 young refugees”

And since the report went on to state that, relative to other countries, the world is largely unaware of Turkey's success in managing mass immigration, there is a lot that can be learned from them. They have done this largely with their own resources but also through the use of international financial aid.

Reducing inequalities

There was an influx of Syrians after 2015 due to the cultural similarities and its place in the world of Islam. The municipality therefore made a special focus on women's participation in sport and physical activity, where they could create safe spaces in swimming pools and fitness centres which would not only be open to women refugees but to all female residents. This provided facilities where Syrian and Turkish women could interact and learn about each other's cultures and lifestyles.

Another municipality with a large population of Syrians, Konak, also took this intercultural approach. Through their neighbourhood centres established by the Women and Family Services Section, they organised sports alongside educational and hobby activities which were open to migrants along with local families and vulnerable groups.

With the help of other non-governmental organisations, academic and scientific institutions, and the media, Konak was also able

to reduce inequality in the community and at the same time foster good health and wellbeing and sustainability.

Therefore, for policy makers and organisations looking for an innovative solution to creating social cohesion – and to do this in line with the UN Sustainable Development Goals – they can look no further than sport.

Take-aways

- Set up sports tournaments to establish local teams and involve community sponsorship for facilities, equipment and incentives to help promote talent and create unity.
- Create safe spaces for sport and improve its availability and accessibility.
- Take an intercultural approach to encourage social integration between different groups such as refugees and residents and social cohesion.
- Source funding through sponsorship from organisations, community projects or international financial aid.
- Find additional support for sports projects in non-governmental organisations, academic and scientific institutions, and the media.



In short, the Olympic and Paralympic Games can be used as a catalyst for the social integration of disabled people (...) The Olympic and Paralympic Games were a golden opportunity to not only change public perception towards people with an impairment but also to make Japanese citizens realise that social inclusion is essential for Japan's future society.

The Game Changer Project: the local legacy of Tokyo 2020

As with all Olympic and Paralympic Games, a promise is made within a city's bid to provide a legacy to increase sports participation by making it accessible for all. Therefore, when Tokyo had its turn in 2020 – or 2021 as it turned out due to the COVID-19 pandemic – the Game Changer Project joined forces with them to help keep this promise, since disabled citizens were not a common sight in public places, let alone sports arenas, in Japan prior to the Games.

The project, brought to life by the Japan Sport Council, the Dutch Embassy in Tokyo and the Netherlands Olympics Committee (NOC*NSF), was carried out in three Tokyo districts: Adachi City, Edogawa City, Nishitokyo City. It was

created to integrate people with disabilities into Japanese society through sport. Specifically, by providing opportunities for school children, teachers and local communities to meet, play and learn from Paralympic athletes and



PHOTO: NOC+NSF

The Gamechanger Project

coaches. Each of the three municipalities vary in size, population density and resources but were ultimately able to tailor the Game Changer approach to fit with their own needs but also to learn how to do this from each other, so that they could eventually become self-sufficient from the programme.

Initially, the municipalities were presented with an event-based programme whereby a non-disabled audience was presented with Paralympic sport through an athlete or coach to help change perspectives about disability and sport. This then progressed to focusing on providing local disability sport through experience-based content and infrastructure. People with disabilities were included in activities and the experience of teachers and coaches was built upon to help address the problem of inaccessibility – and each municipality chose to do this in different ways.

The Game Changer Project in practice

Edogawa City decided to use a ‘top-down approach’ with the ‘Edogawa Sports Concierge’ – where facilities can connect with citizens through municipality-based service points – and allowed a place for those citizens to come for a consultation. Local policy makers, professionals and volunteers were able to ask people with mental impairments what their needs and wishes were and one of the results was to establish a basketball club for children with a mental impairment or behavioural challenges.

This provided the development of a structural solution for accessibility issues for disability sports and is a good practice for other municipalities to follow. Furthermore, the Para-sport Ambassador programme was also established, to attract valuable volunteers and provide education on disability sports.



Adachi City on the other hand, chose the reverse with a 'bottom-up approach' connecting first with local sports clubs, coaches and disabled facilities. The Game Changer Project helped to provide workshops on different teaching methods for disability sports and included the presence of disabled students and athletes. Similarly, Nishitokyo City used workshops along with connecting existing clubs and facilities, due to its limitations in size and budget. And while stakeholder integration had improved in recent years through this method, the City then decided to learn from Edogawa and go one further in implementing the service point strategy to structurally improve accessibility to disability sports.

Working as one

The other benefit of so many departments working together in this way – especially those disabled services and non-disabled services – have included empowering families, who would normally rely on special education services, to



The Gamechanger Project



The Gamechanger Project

increase the quality life for disabled children through receiving the wider support of their communities. Not having had this level of support in the past could often lead to social isolation for those children.

There was also an improvement in the relations between municipalities as a result of the Game Changer Project, as they would often share sports equipment for different stages of the programme which they would not have done prior to the project.

A study on the Game Changer Project found that leveraging the Paralympic Games in the host community, as the three municipalities have done, is more effective, as opposed to a national legacy-based approach which has been the traditional way of thinking at previous Games. For example, each municipality connected local organisations with existing sports facilities rather than building whole new infrastructure for disability sports.

Additionally, research has shown that facilitating disability sport into schools in Japan in order to create inclusive communities has relied on

teaching experience and structural opportunities – this is central to the Game Changer Project and helps prove why it has been the success that it has. In short, the Olympic and Paralympic Games can be used as a catalyst for the social integration of disabled people, as Yasushi Yamawaki, former Vice President of the Tokyo 2020 Organising Committee puts it: “They were a golden opportunity to not only change public perception towards people with an impairment but also to make Japanese citizens realise that social inclusion is essential for Japan’s future society.”

Take-away

- Make projects more sustainable by creating flexible programmes which can be tailored to a municipality based on their size, population density and budget.
- Create learning communities with local organisations to learn from each other, share resources and help develop more effective programmes.
- Decide on a specific approach at the start – either ‘top-down’ whereby citizens are the first point of contact for organising a programme or ‘bottom-up’ where organisations and facilities are firstly considered – to help find the most appropriate strategy for a local authority when taking on a sports initiative.

Other examples and best practices

TRUST: With funding from the Democratic and Inclusive School Culture in Operation (DISCO) program of the EU and Council of Europe, the UNESCO Chair, and key partners, are developing TRUST – The Rights Understanding in Sport - as a training module for use in schools, colleges, clubs and the wider community, providing resources for teaching human rights in and through sport and for embracing a human rights approach to sport education. It includes theoretical and practical resources that will help foster effective rights-based sport education and delivery practices. TRUST also delivers advocacy and audio-visual materials to help raise awareness of the role that sport can play in promoting these rights, particularly when addressing the needs of all in sport, including minority groups such as people with disabilities. A draft for review is currently available and opportunities for dissemination of this resource are ongoing.

- TRUST Ireland: This project funded by the Irish Human Rights and Equality Commission aims to:
 - Increase understanding among state actors, the sports sector and grassroots organisations of sport both as a human right and as a tool for human rights promotion, including within the context of Irish reporting to UN human rights mechanisms.
 - Ensure that grassroots organisations can articulate to the State their contribution towards implementing human rights through sport on the ground and hold the State to account regarding their human rights treaty obligations related to sport and facilitate conversations between all actors.
 - Facilitate conditions for better engagement between all actors on human rights, sport reporting and policy development.
- iPEPAS: iPEPAS is a blended learning, training and education resource which inclusivizes physical education, physical activity and sport (PEPAS) training and education, increasing the capacity of practitioners to operate inclusively. iPEPAS enables PEPAS-related training and education providers to increase the capacity and self-efficacy of their learners (i.e. pre-service or

in-service practitioners) to operate inclusively. iPEPAS adopts an intersectional approach to inclusion, while focusing on the inclusion of people with disabilities. It is currently being piloted with the Mauritius Institute of Education.

- The Inclusive Martial Arts Platform, developed by the UNESCO Chair in collaboration with UNESCO ICM (International Centre of Martial Arts for Youth Development and Engagement), provides educational resources for martial arts educators. An innovative online educational course has been designed for increasing self-efficacy among martial arts instructors, preparing them to work with women and girls effectively, people with disabilities and other marginalised groups.
- Plan2Inclusivize (P2I) is an active and participatory approach developed to promote social inclusion of children with disabilities through inclusive sports and play. It aims to encourage and contribute to mainstreaming inclusion in development and humanitarian programming to build inclusive societies. Plan2Inclusivize strives to improve the inclusion of children with disabilities in education and communities by increasing the capacity of practitioners and volunteers to deliver inclusive physical education and sport & play programmes as well as to facilitate children with disabilities to empower themselves by providing them with opportunities to experience inclusive sport and play. P2I is a five-day training course. It has been successfully piloted in several development and humanitarian settings in collaboration with Plan International and International Needs.
- Universal Fitness Innovation & Transformation (UFIT) is a social movement led by the UNESCO Chair building capacity in the fitness industry to mainstream diversity through local partnerships in a lifelong, life-wide manner for greater well-being. There are currently over 100 fitness clubs involved with UFIT across USA, Ireland, UK, Portugal, Spain and Peru.



Leaving a legacy through the Youth Olympic Games

You don't get much better endorsements in sport than from one of its biggest names, but that is exactly what one project in Buenos Aires has achieved after winning praise from none other than Argentinian soccer star and UN ambassador Lionel Messi.

In April 2018 the city, together with Club Atlético Boca Juniors, formed La Liga del Potrero Femenina for girls and young women aged between 13 and 18 from informal settlements. It attracted 300 regular players who were helped with their educational, social, personal and family needs through football. And this is just one of the projects set up by the city, in line with creating a legacy from their hosting of the 2018 Youth Olympic Games.

Urgency

As one of the many projects, it was set up in response to the astonishing price tag caused

by 81% of 11 to 17-year-olds worldwide and 23% of adults who do not meet the WHO (World Health Organisation) recommendations of physical activity needed for basic health. It is estimated that 54 billion US dollars is spent on global healthcare due to physical inactivity every year. And that is without the further cost of 14 billion USD through lost productivity.

WHO has put in place the Global Action Plan on Physical Activity 2018-2030, with a target of reducing this problem in adults and young people by 15% by 2030. With international guidelines stating that adults should perform



The Youth Olympics in Buenos Aires

150 minutes of moderate physical activity per week and adolescents 60 minutes per day, many cities have looked to find a means to achieving this by joining the Active Wellbeing Initiative (AWI). As part of the Global Active Cities²¹ programme, it aims to overcome the barriers that citizens in urban areas face such as lack of opportunities, accessibility, or infrastructure, if not more social issues such as poverty or crime.

Alliance building in Buenos Aires

Buenos Aires has made a real success of AWI, becoming one of the first certified Global Active Cities²¹ having been involved since the beginning, and by creating 'Ciudad Activa'. Playing host to the 2018 Youth Olympic Games (YOG) also allowed Ciudad Activa to be used as part of the Games' legacy. As a result, the city built an alliance between residents and over 200 neighbourhood sports clubs, offering the clubs both administrative and financial support to invest in sports facilities as well as train over

Take-away

Healthy stations around Buenos Aires provide health and nutritional advice to local people, who can also receive free health checks, rather than setting up appointments with their usual health practitioner. Since the start 2013 there have been 3.8 visits per person on average.

1,000 health and physical activity professionals in sports science and Ciudad Activa's goals.

Since 2013, 1.15 million people have used one of the 40 'Estaciones Saludables' or 'healthy stations' set up around the city as part of the initiative, to provide health and nutritional advice to local people, who can also receive free health checks, rather than setting up appointments with their usual health practitioner. On average, there have been 3.8 visits per person.



The Vice-Mayor of Buenos Aires, Diego Santilli, told Olympic Review of the reasons for adopting Ciudad Activa in the lead up to the Games: “We saw this event [YOG] as an opportunity to build a lasting legacy that benefits all of us, spreading the philosophy and the values of the Olympics, and generating an active and healthy environment for our residents. At the same time, it was very important for the city to reverse the impact of sedentary lifestyles on public health. NCDs (non-communicable diseases), such as cardiovascular diseases, chronic respiratory diseases, diabetes and cancer represent the main causes of death in the big cities of the world and we, in our city, are not unaware of this problem.”

However, this was not without its challenges: “It is about creating long-term cultural changes, aimed at improving all our lives,” added Santilli. “Today’s challenges require healthy bodies and active minds. The 21st century demands a more dynamic and energetic society, to think about how to solve the problems of the future. Cities that have healthy and energetic people focus on the sustainable development of their communities and create new possibilities to have better lives.”

Empowerment

The Youth Olympic Games, together with joining the Global Active Cities²¹ movement, also provided many advantages to Buenos Aires. “We are using the opportunity of hosting the Games to accelerate and reinforce existing programmes and kick-start new projects. In addition, Buenos Aires 2018 is an opportunity to get closer to young people and the community

in general. An example of this is the thousands of children who have taken part in educational activities and summer camps, the tour of the Olympic flag and flame around schools and local sports clubs, activities to encourage the practice of sports, and talks that promote the Olympic values of friendship, respect and excellence.

“While it is an honour to be one of the first cities in the world to be certified with an internationally-recognised standard, the most important point is to promote and empower young people, families and communities to make beneficial decisions in terms of lifestyles and habits. Keeping us healthy is fundamental, because it allows us to study and work in better conditions and alleviates the economic and social costs generated by NCDs. In addition, programmes such as the Global Active City movement are an ideal way to promote major sporting events, reaching the whole of society.”

And these advantages become explicit when looking to cities such as Buenos Aires, who are now reaping the rewards years on from the start of those projects, as Santilli concludes: “Being part of a network of cities is very beneficial because it promotes good practices, motivates us to open up and to share experiences, and allows us to learn from each other and through the annual audits. The AWI helps us to maintain our public policies to international standards. In addition, it helps us to strengthen the capabilities of citizens, creating cities that are more advanced and sustainable.”

Buenos Aires is a member city of ICCAR/LAC.

EUROPE - AMERICA - ASIA - AFRICA - AUSTRALIA

ALL OVER
THE
WORLD

aces
WORLDWIDE





Removing the eight ball: Increasing sports participation in indigenous populations Down Under

“If we want to pursue equity, equality diversity and inclusion, then putting people behind the eight ball from the start is a big problem,” says Hans Westerbeek, Director of Physical Activity and Sport Insights (PASI) and Professor of International Sport Business at Victoria University in Melbourne, Australia. This, unfortunately, has been the reality for indigenous populations in Australia and New Zealand which has resulted in lower levels of sports participation.

You only have to think of the legendary All Blacks or dominance of the Baggy Greens to see those two nations as sporting powerhouses, but the reality is that sports participation lower down the chain – and particularly in the indigenous

demographic – does not reflect what we see on the world stage.

“Both countries have reasonable levels of participation but it is fair to say that exact



PHOTO: SHUTTERSTOCK

The Maori Haka at the 2007 Rugby World Cup

statistics are still hard to find,” says Westerbeek. “In Australia there is no national approach to monitoring club-based participation and many sports collect their own stats.

“Census-based club statistics are collected in the state of Victoria across 12 different sports, [through] *PASI*. From that research it can be argued that most participation is between six to 14 years of age and then rapidly drops to much lower levels in adulthood.”

If that is the case for the general population then the signs are not good for other sections of society, such as the estimated 798,400 Australians, or 3.3% of the total population, that identified as indigenous (as of 2016).

Westerbeek says: “Without having formal statistics on this, but extrapolated from other social, education and health indicators, indigenous participation [in sport and physical activity] will be significantly lower than levels

Auckland Sport and Strategic Action Plan

This plan identifies a growing problem with obesity and ill-health in Auckland, and highlights that it is “most prevalent in Maori, Pacific peoples and populations living in deprived areas”. Therefore, the Maori plan was developed which summarises their aspirations and will then help to deliver actions and initiatives with the outcomes of health and wellbeing for the next 30-years.

This will be done by Auckland Council partnering with regional Maori sports organisations to identify opportunities to increase sports participation. Two examples of initiatives to promote a healthy and active lifestyle in Maori communities are He Oranga Poutama and Leaders of the Future (or ‘He Manukura Āpuarangī’).

He Oranga Poutama works to increase opportunities for whānau (families) to not only participate in sport but to develop traditional Maori sport and physical activity, and to help Kaiwhakahaere (administrators) be involved as leaders in their communities.

Similarly, the Leaders of the Future youth programme has been introduced to 50 secondary school students aged 12 to 16 years to, according to the report, focus on “leadership and governance in relation to wai (water), whenua (land) and whetu (the stars)”. A further 280 students aged between 10 and 16 years from 14 schools then took part in the Mauri Tū (Maori weaponry in mainstream schools) programme.



PHOTO: SHUTTERSTOCK

Cricket



Maori weaponry training

of the general population, simply because indigenous populations are at a disadvantage across the whole of the social, education and health spectrum.”

And why the disadvantage? “If you don’t get an equal chance in society in general then sport puts up similar barriers of costs, inclusion, diversity,” adds Westerbeek.

While this picture appears to paint a gloomy forecast for indigenous people in society, there are some promising signs across both Australia and New Zealand through several projects and platforms including the Strategic Action Plan in Auckland and the Clearinghouse for Sport in Australia.

Local Government New Zealand, Auckland Council and Australian Local Government Association are a member of ICCAR/APCAD.

Maori weapons training in schools

According to Teara [teara.govt.nz] (The encyclopedia of New Zealand) part of Maori tradition would be to prepare children for warfare from an early age, which meant teaching skills such as boxing, wrestling and stick throwing. Weapons made of wood, stone and bone were also shown how to be used in combat together with skillful footwork. Battle formations, attack and defence moves would be recreated in mock battles using reeds instead of weapons. Real weapons however included short, one-handed versions held in one hand or two-handed, long weapons with a flat blade and a sharp pointed end.

Kura Kaupapa Māori o Bernard Fergusson is one of five schools that takes part in traditional Māori weaponry. There they see distinct changes in the students after the course. The aim is to build resilience by passing on knowledge, customs, stories and the customs of Tūrangawaewae Marae to the children by educating them with the gift of the old, from Māu Rākau to karakia, and some traditional Māori games as well. These lessons are intended to feed students with the many gifts of Tūmataunga but also to build students’ resilience after the pandemic.

Take-away

- Use data and policy-relevant analysis of research relating to sport and active recreation, with regard to its value to the community. Preventable illness and mental wellbeing are great examples.

Clearinghouse for Sport

Clearinghouse is an information and knowledge sharing platform, using Sport Australia as a coordination point, for news and insight on performance and physical activity. And while one area of delivery is purpose-built for the high-performance sector and is restricted to staff, service providers and elite athletes, it also provides databases and journals, online archives, member networks and events for the sports industry who play, coach, study, teach, officiate or organise sport.

The latter also provides all levels of Australian government with “policy-relevant analysis of research relating to sport and active recreation, and its value to the community”. And with indigenous culture dating back 50,000 years, this level of expertise is significant.

The Australian Institute of Health and Welfare (AIHW) published the *‘Physical activity across the life stages’ report* in July 2018 which stated children between the ages of five and 17 from aboriginal and Torres Strait islander communities were significantly more likely to meet the physical activity guideline for moderate-to-vigorous activity than children in the wider population.

Despite this, Clearinghouse identified that: “In 2018-19 aboriginal and Torres Strait islander individuals experienced a burden of disease that was 2.3 times the rate of the wider Australian community. They can expect to live eight to 15 years less than other Australians, with those living in very remote regions having the lowest life expectancy.

“Aboriginal and Torres Strait islander people experience higher rates of preventable illness such as heart disease, kidney disease and diabetes. Deaths by suicide are also nearly double those of the wider community.”

Furthermore, key findings from the National Aboriginal and Torres Strait Islander Health Survey in December 2019* found:

- 46% of people had at least one chronic health condition (an increase from 40% in 2012-13).
- 17% of people two years and over had anxiety and 13% had depression.
- 37% of children aged two to 14 years were overweight or obese (an increase from 30% in 2012-13).
- 71% of people aged 15 years and over were overweight or obese (almost 29% were overweight and more than 43% were obese).
- 89% of people aged 15 years and over did not meet the physical activity guidelines for their age.
- More than 22% of people aged 15 years and over had done no physical activity at all in the last week.

Again, to bring some harsh statistics into a more positive light, there are many sports offering programmes specifically targeted at indigenous individuals. The Australian Football League (AFL), for

example, had 11% of its players list from indigenous backgrounds, which is a higher representation than the percentage of indigenous people in the wider population..

Programmes Australian Football League

Some of those programmes in the AFL** include:

- **Jim Stynes Scholarship:** funded by the Federal Government and supported by the AFL and The Reach Foundation to assist in providing both a pathway to employment and a pathway to develop skills in youth aged 13 to 19 from a socially isolated community.
- **Next Generation Academies:** a joint initiative between the AFL and AFL clubs to increase opportunities for young indigenous people of any skill level aged 11-18 years to learn about and play the game of Australian rules football. Targets those who may not have as much opportunity to be involved in football programmes, or who have limited understanding of the game.
- **Footy Means Business:** providing education, training and employment opportunities for 50 young indigenous men from across Australia with two one-week residential camps exposing them to the environment of a professional AFL player, including high-performance testing, training and conditioning as well as leadership development. This includes the opportunity to play the curtain-raiser for the AFL match between Richmond and Essendon.
- **AFL Cape York:** uses AFL as a vehicle to create personal and community change, encouraging participants to go to school, say no to substance abuse and discuss the negative effect violence is having on communities. Annually, AFL Cape York engages over 12,000 participants face to face.
- **Aboriginal Power Cup:** run in partnership with the South Australian Aboriginal Secondary Training Academy it was established in 2008 with funding from the government of south Australia. The grand finals of the Cup are played as a curtain-raiser to a Port Adelaide game but, to reach the final, teams must meet the 80% minimum school attendance requirement and rank highly in both the academic and behavioural components of the programme.
- **Nicky Winmar Carnival:** an annual round robin tournament targeting aboriginal and Torres Strait islander male youth aged 13 to 15. It provides opportunities to participate in a structured WA football marquee event, achieve coaching and umpiring accreditation, re-engage with educational and sport participation programmes, connect with AFL/WAFL mentors and role models and potentially be identified for WAFL development pathways.

*All survey percentages taken from clearinghouseforsport.gov.au

**All programme references taken from clearinghouseforsport.gov.au



People who suffer from dementia, struggle with memory, but they often do remember a lot from long ago. ADO Memories connects those people by sharing memorable moments from the ADO past.



ADO Den Haag connecting elderly people

“Longer lives are one of our most remarkable collective achievements. They reflect advances in social and economic development as well as in health, specifically our success in dealing with fatal childhood illness, maternal mortality and, more recently, mortality at older ages. A longer life is an incredibly valuable resource. It provides the opportunity for rethinking not just what older age is but also how our whole lives might unfold”

Decade of Healthy Ageing 2020-2030¹⁹

As a household name in Dutch professional football, ADO Den Haag is a trailblazer when it comes to corporate social responsibility (CSR). Last year the club celebrated the tenth anniversary of 'ADO Den Haag in de Maatschappij'. This foundation connects the club, football and sports to society with CSR-projects. Elderly people are one of the target groups in projects like 'OldStars' and 'ADO memories'. The latter is specifically aimed at people who suffer from dementia. "It's all about connection," says Anton Nijboer, project manager at 'ADO Den Haag in de Maatschappij'²⁰.

Using football memories to battle dementia

ADO Memories was borrowed from Glasgow Rangers, who organized a similar project. Nijboer: "People who suffer from dementia, struggle with memory, but they often do remember a lot from long ago. With ADO Memories, we connect those people by sharing memorable moments from the ADO past."

For the 'ADO Memories' project the foundation liaises with skilled nursing facilities in the region. "The health professionals take care of transport, to get the participants to the ADO Den Haag Stadium," Nijboer explains. "It's great to have these people in the real football environment to trigger memories, with old photos, newspaper articles, football scarfs, shirts, and other memorabilia." Club historians Frans Leermakers and Jan Klijn, accompanied by former ADO Den Haag-players Lex Schoenmaker en Jacques Smit, share stories from the past with the participants.

Professionals from the nursing facilities were surprised to see how much energy and joy the participants took in sharing football memories.

Nijboer: "These elderly people are constantly confronted with their loss of memory. They often shy back of talking at all. The football memories often gave them the confidence to share stories themselves. It really helped them to speak, connect and laugh."

The first ADO Memories meeting was in March 2020. Unfortunately COVID-19 and the subsequent lockdowns have put the project on hold for more than a year. Nijboer: "The feedback from participants and the professionals from the nursing facilities was overwhelmingly positive, and we're looking into ways of organising new meetings in a safe and COVID-19 proof way."

OldStars connection

Ben van Kampen (80) is a volunteer with the ADO Memories project. Some five years ago a friend invited him to join his walking football team in the 'ADO OldStars' project, which was established in 2013. In cooperation with the municipality ADO Den Haag has setup several OldStars groups in The Hague and neighbouring suburbs.



PHOTO: ADO DEN HAAG

Van Kampen told his story to reporter Lisa Koolhoven in an article on the website of the ADO-foundation. He suffered from a back injury, when COVID-19 struck and playing with the OldStars was put on hold due to the lockdowns. 'ADO Den Haag in de Maatschappij'²⁰ got Van Kampen back on his feet. "They arranged transport to the clinic for me. A team mate from OldStars drove me in an ADO-van," he says. It's all about connecting people: "The solidarity in our OldStars group is enormous. I'll be back on the pitch as soon as the covid-restrictions are lifted."

OldStars not only connects people, it also hands the opportunity to keep in shape physically. Rob Gaspers told reporter Lisa Koolhoven about his recovery after a pulmonary embolism: "I've played walking football

“It's all about connection”

Anton Nijboer

with OldStars since 2013. When I suffered a pulmonary embolism two years ago, I was back on the pitch after about four weeks. My doctor told me that some people in their forties need over ten months to recover and I was in my early seventies at the time.” When there are no covid-restrictions, Gaspers trains every Thursday morning with OldStars. “We’ve got a group of about thirty players and we’ve got a professional trainer from ADO Den Haag. The exercises are adjusted for our age group, to improve balance and keep in shape.”

‘ADO Memories’ and OldStars are just a few of the many CSR-projects initiated by ‘ADO Den Haag in de Maatschappij’. The foundation, which is affiliated to the football club but operates independently, focuses on all ages. “We want to use ADO Den Haag as a vehicle to discover and develop talent and to help people use their talents,” Nijboer says.

“The right to healthy serve as the basis for achieving healthy lives through physical activity and sports. Sports encourages individuals, including the elderly, to adopt activity lifestyle”

Cited from Sports for SDGs



PHOTO: ADO DEN HAAG



PHOTO: ADO DEN HAAG



Global active cities²¹

Tafisa, The Association for International Sport For All, has a triple framework for global active cities²¹: active cities – active communities – active citizens. This has been aligned with a model for the Active Well-being Initiative, together with Evaleo, a fellow non-profit organisation in the field of health and physical activity.



PHOTO: SHUTTERSTOCK

Liverpool, also a Global Active City

This initiative can not only be helpful for cities needing assistance in the pursuit of reaching an activity standard and becoming a Partner Global Active City, but also aspiring to become successful in bringing health and joy to its citizens as Ljubljana, Lillehammer and Lausanne have.

We profile the latter three cities across Slovenia, Norway and Switzerland respectively, as each have successfully achieved Global Active City status, and the ways in which they deliver varying programmes for their communities.

From integrating special needs demographics and providing accessible activity and tourism

How Global Active City status deliver programmes for communities

- Identify priority areas with homelessness, drug addiction or youth crimes
- Provide access to free public infrastructure like open/outdoor gyms in parks
- Provide training and coaching of local youth to encourage active community participation within their networks
- Encourage community clubs and government schools to serve as alternative sports facilities in the evenings/post-school hours
- Encourage collaboration with civil society organisations or local NGOs.

in Ljubljana or a pop-up mobile playground for children in Lausanne to developing young leaders through the Youth Olympic Games in Lillehammer, these cities have found tangible outcomes in the desire to improve the lives of their citizens through sport and physical activity.

Lausanne

“Like a magic box, the playful elements unfold in a jiffy,” is how the official website of the city of Lausanne in Switzerland describes the Akabane. It is essentially a shipping container that, much like a character from the Transformers films, morphs into a mobile games unit by unpacking slides, tunnels, huts, climbing structures, a sandbox and balance course.

This is ideal for areas of the city that have no dedicated areas for children to play, such as the central shopping district, or whose sites are not suitable for traditional, permanent playground structures.

Each district can simply request the use of the Akabane for several months, which was custom-built in Germany by architects, artists, carpenters and pedagogues. It has been in use since 2017 and is the first of its kind in French-speaking Switzerland, with Lausanne being one of the first cities in the world to use a mobile playground.

As it can be constructed in just a few hours with the help of a crane truck, “the Akabane thus creates a surprise by offering new activities in unexpected places in the city,” according to Lausanne.ch.

“The innovative project is part of the municipal desire to work on the quality of its public spaces and make them more attractive to families and children.”

Lausanne is a member city of ICCAR/ECCAR.

Take-away

- For city areas that have no dedicated places for children to play, a mobile playground such as the Akabane, is an ideal solution.²¹



Lausanne



PHOTO: SHUTTERSTOCK

Lillehammer

Ten years before the 2016 Youth Olympic Games (YOG) in Lillehammer, Norway, a plan was devised to leave a sporting legacy from the Games, much like the one left following the last time the municipality held the YOG in 1994. One of the key components of the YOG, distinct from other youth sports competitions, is that educational programmes become part of its proposition. One of the key areas of focus for this includes assisting athletes outside of sport.

The plan therefore involved training 200 young leaders to offer support to volunteers during Games time but, more importantly, to encourage them to pursue careers in sport long after the 2016 fireworks had faded and Olympic torch extinguished.

With the YOG targeting athletes aged between 15 to 18, the educational programmes allow those young adults to develop the skills needed to become ambassadors of their sport, through learning about Olympic values and exploring other cultures. This is implemented through interactive activities, team-building exercises and workshops.

“Many of the young leaders are now board members of their local clubs or regional sports administrations,” says Kathrine Godager, Youth Sport Advisor at the Norwegian National Olympic Committee. “They feel their major task is to ensure that youth sport remains open for everyone, not just for people who want to compete.”

In remaining open for everyone, Lillehammer, being an ALLEMED municipality, also works in accordance with the Leisure Declaration, which “aims to allow all children to participate regularly in an organised leisure activity, regardless of their parents’ socio-economic status”.

Within the municipality, the ALL MED tool is used to realise this Leisure Declaration in local communities allowing for young people to become involved in sport and leisure.

Furthermore, this has been adapted for use in non-government organisations, much like the programmes instigated by the YOG.

Take-away

Encourage youth to pursue careers in sport by helping them with an educational programme so they can develop their skills and become an ambassador for their sport.



PHOTO: SHUTTERSTOCK

The Olympic Games in Lillehammer



Ljubljana

Ljubljana

“Basketball has no borders.” That is how Boštjan Nachbar, Project Leader for the Life is Basketball project, describes the scheme for special needs citizens in Ljubljana in Slovenia. This is one of the many projects in the municipality, helping communities through providing accessible means to sport and exercise.

“We made a new step in the direction of accepting people with special needs within our community and once more proved, that basketball really has no borders,” said Nachbar. “I believe that we will continue to be a part of many unforgettable moments and that together we will achieve new heights in the area of helping the people who need us the most.”

And it doesn't stop there. Accessible infrastructure and initiatives have been comprehensive in Ljubljana, to provide an active lifestyle and social inclusion for its citizens.

Here are some of the opportunities available in Ljubljana...

- More than 230 kilometres of designated cycling paths, which is being expanded, along with bike rental
- A 32.5 km recreational walking trail encircling Ljubljana, The Path of Remembrance and Comradeship follows the route of the barbed wire perimeter of the city during the Second World War. An organised hike takes place every year on the first Saturday after 9 May (Ljubljana's civic holiday) along this route
- Stand-up paddleboards or canoes can be used through the heart of the city, while adventure sports such as mountain biking, white-water rafting and family kayaking provide tourist attractions at their doorstep
- Green spaces for outdoor leisure have also been renovated, such as the basketball court and children's playground in the Savsko naselje neighbourhood, and a hill above a bomb shelter and lawns were redesigned through a citizens' initiative

- Free transport around the city by electric car, referred to as Kavalirs (Gentle Helpers), are especially useful for the elderly, mobility-impaired and visitors who may ordinarily find travel availability or costs a barrier to participation in leisure activities
- Calisthenics stations, or outdoor gyms, which are accessible for everyone
- WalkBus (Pešbus) and BicyTrain (Bicivlak), coordinated by schools, sees groups of children following a path from home to school accompanied by volunteer parents
- A free regular exercise programme for homeless people run by non-government organisation Kralji ulice (Kings of the Street), provides hiking, football, table tennis, swimming, women-only stretching and martial arts
- The 'Sport Day' event where local clubs present their sport to locals and invite them to join them during the European Week of Sport
- Summer sports camps during weekdays 8am-4pm during the summer school break which is free for children from socially-deprived areas.

The municipality of Ljubljana has helped these projects come to fruition by co-funding many of them, sometimes with the Ministry of Health, to provide facilities, transport and initiatives free of charge to vulnerable social groups (such as elderly, socially-deprived, children or people with disabilities) or to athletes in competitive sport, if not all citizens. This has also included the co-funding of salaries for coaches and trainers working with children and adolescents, and working with schools and sports clubs to achieve the ultimate goal of increased participation.



PHOTO: SHUTTERSTOCK

Buenos Aires, Global Active City

Creating a better world through sport and physical activity

Tafisa (The Association For International Sport for All²²) and Evaleo are two not-for-profit organisations which have joined forces to create the Global Active Cities²¹ movement which Tafisa's Junior Director, Jean-François Laurent, says has the aim of creating "a better world through sport for all and to have as many people as possible be physically active".

This is achieved through both organisations having a network of members which range from Olympic Committees, sports ministries, national sports federations, universities and municipalities. And to reach their aim, Laurent says that they have learnt over the years that: "It is good to have the sport system and to rely on it, however we need to also find other ways to reach out to people who are inactive. There are a lot of people who are not interested in playing basketball or to join a sport club, so then what can we do for these people?

Bringing sport to people

"We realised it's not enough to bring people to sport. You have to bring sport, and especially physical activity, to people. And how do you do this? You need to include it in their everyday life. If you look at people's everyday lives, if they are kids they go to school, if they are adults they go to work, if they are older they are at home or at some associations, and inbetween they commute and they have leisure time.

"And what is the common denominator of all of this? Everybody lives in a local government

area, everybody lives in a municipality or a city, so [this is] where there is huge potential to increase people's participation in physical activity. And this is where the idea for Global Active Cities²¹ came in."

In 2014 the United Nations stated that 54% of the world's population lived in urban areas and that by 2050 that proportion would rise to 66%. And while the idea for creating Global Active Cities²¹ was devised prior to 2015, that year saw pilot cities taking up the model and by 2018 the first cities, such as Buenos Aires, were achieving the label of being a Global Active City. "We thought we need to create something, a programme, a framework, a model, where we empower cities across the globe because they are the places where people live, to promote physical activity and to reach out to everyone to increase the opportunities for them to be active," says Laurent.

Further to this, the Active Well-being Initiative was set up as an independent body to provide support with the audits in qualifying cities to achieve the Global Active Cities standard. An expert group from various sectors is involved to review the standard and guidelines which is also based on the International Organisation of Standardisation (ISO).

Model of governance

"I think the big strength of Global Active Cities²¹ is that it provides a model of governance," says Laurent. "We are telling cities what to do but not how to do it. We believe that if a city puts the right governance in place, puts physical activity within a strategy including a cross-sectional approach with various city departments, not only in sport but also in health, parks and in urban design – once you get this base then the right programmes, the right initiatives the right strategies will come together. But if you have a random strategy and you don't have the governance that supports it then you have a higher risk that after two years it's gone or

when you have a new mayor come in, or political change, things go down.

"They need to create an alliance of partners and those partners they can choose themselves – it can be clubs, it can be hospitals, it can be firefighters, it can be local Non-government Organisations. And when I say we don't give the how, the reason for that is if you talk to New York or Bristol, or if you talk to a city of 10,000 people, these cities face very different realities. You can't tell them how, as they face very different needs and expectations.

Guidelines

"So we provide them with a model, with the guidelines, with criteria and they receive a label after an audit once they have put together and created this model of governance. We are not measuring how many kilometres of cycling lanes they are having, we are not measuring how much infrastructure they do. So you don't need to invest millions of Euros to be a Global Active City. Otherwise it would not be something that is reachable for cities. That would be a barrier. We do not tell them you need to have that many kilometres of cycling lanes per inhabitants – this is something that they need to define for themselves."

Laurent also expresses that Tasifa and Evaleo are keen to collaborate with other frameworks such as PACTE (Promoting Active Cities Throughout Europe) and that their aim is not to make every city in the world a Global Active City as you might expect: "We see ourselves as complementary to other initiatives – there are World Capitals of Sport or Healthy Cities – we are not here to compete, we are here to work with cities which have an interest in our field, we are here to advocate as well.

Physical activity, a solution

"It is important to convince cities to see yes, physical activity is something that matters. Sometimes it is not considered as something



PHOTO: SHUTTERSTOCK

so important. There was a survey [by the PASS project] of local decision-makers and 66% was the figure that shocked us a little bit – but 66% of local decision-makers at local level do not know the figures of obesity in Europe and 84% of policy-makers do not know the figures of overweight people in their cities. So if you don't know this how can you place physical activity as a priority, as a solution?"

"We hope for the future to continue advocating, to raise awareness, to help local decision-makers realise that physical activity is a

solution to many issues they may have in the city, be it health, be it economic or financial, because it's a clear benefit of physical activity that you have less health expenses – you can make huge savings at a local level.

"To receive the Global Active City label or not is not the most important I would say, we really see it as a step-by-step process. First realise it, then hopefully they create something and if they want to have the label great, if not at least they have put something together and we are supporting them.

Recommendations²³

The International charter of Physical Education, Physical Activity and Sport² states that sport is a fundamental right for all and it emphasizes the many benefits of sport for society. The many examples of sports projects around the world in this publication show the tremendous power of sport and the various ways in which it can elevate society. This final chapter sums up lessons learnt in a thematic list of recommendations derived from the beforementioned examples. Many of the recommendations are not limited to just one category, but can be applied in interventions in various categories.

General

Why we need inclusive sports

- Whatever you do, should be in line with the local circumstances.
- Local and regional sports policy should primarily be focused on a range of sports that is accessible to everyone.
- Facilitating sports locally often starts with urban design; designing public space in a way that provides room for exercise and sports, such as running and cycling routes, or playgrounds for both adults and children.
- Involve sports in all policies

Non-discrimination, refugees and migrants

Cali Acoge Welcomes sport for all

- With your sport activities, connect with other projects or activities to build awareness, such as the Week of Sexual and Gender Diversity.
- Organise a city walk or something similar to celebrate diversity.

Indigenous people

From conflict to calm: Transforming Port Moresby

- Sport programmes can have a much greater effect than just the benefits of physical activity. They can also bring about behaviour

change to underprivileged youth, providing the opportunity for social engagement.

- Training programmes as part of local activities can help youth to progress to becoming a teacher, earn an income and eventually create their own initiatives.

The cohesive power of sport

- Set up sports tournaments to establish local teams and involve community sponsorship for facilities, equipment and incentives to help promote talent and create unity.
- Create safe spaces for sport and improve its availability and accessibility.
- Take an intercultural approach to encourage social integration between different groups such as refugees and residents and social cohesion.
- Source funding through sponsorship from organisations, community projects or international financial aid.
- Find additional support for sports projects in non-governmental organisations, academic and scientific institutions, and the media.

Removing the eight ball: Increasing sports participation in indigenous populations Down Under

- Use data and policy-relevant analysis of research relating to sport and active recreation, with regard to its value to the community. Preventable illness and mental wellbeing are great examples.

Persons with disabilities

The Game Changer Project: the local legacy of Tokyo 2020

- Make projects more sustainable by creating flexible programmes which can be tailored to a municipality based on their size, population density and budget.
- Create learning communities with local organisations to learn from each other, share resources and help develop more effective programmes.
- Decide on a specific approach at the start – either ‘top-down’ whereby citizens are the first

point of contact for organising a programme or 'bottom-up' where organisations and facilities are firstly considered – to help find the most appropriate strategy for a local authority when taking on a sports initiative.

Women empowerment

International women's day⁸ celebrates women athletes

- Increase the visibility of women in sport on 8 March, International Women's Day⁸. Do this by working together with local sport clubs to give athletes, trainers, coaches and other staff members centre stage.

Jemna - Menzel Abderrahmane, Tunisia

- Together and better: organize and stimulate inclusive governance, let the voices of people be heard.
- Create a link between sport and accessible public services

Exceeding targets: Melbourne

- Increase sport participation (for women) with various courses, such as coaching and umpire courses to improve personal, social, emotional, intellectual and tactical skills.

Road to recovery: Madrid

- Acknowledge what sport, rowing and other disciplines, can do for recovery and use them as 'prescription'.

Challenging stereotypes: Christchurch

- Attitudes can be a barrier (for Muslim women) when participating in sport is and understanding by the sector itself can help a great deal.
- Provide cultural competency training and education for sports facilitators to truly welcome everyone.
- Creating a community through sports is good for integration, mental health and social networking

Youth

FireFit Hub combines fire station with youth hub

- Use role models to your benefit, such as fire men and women.
- Get youth really involved, for instance by creating a youth board.

Global active cities²¹ – Lillehammer

- Encourage youth to pursue careers in sport by helping them with an educational programme so they can develop their skills and become an ambassador for their sport.

Youth-led integrated vision building between sport-education-health communities of practice will be fundamental to successfully achieving your QPE¹⁶ policy advocacy objectives. Sharing knowledge and strengthening cross-sectoral networks can facilitate a sense of solidarity and cohesive identity, support intersectional learning and build trust between youth-sport-education-health stakeholder groups.

Fit for Life⁴

An integrated framework to amplify impact

- Daily physical activity can result in healthcare savings of around 2,741 USD per person/per year.
- Join UNESCO and international champions in promoting Fit for Life²¹ objectives and activities through events, online campaigns and advocacy initiatives.
- Consult UNESCO's QPE Policy Guidelines, and related resources, to ensure national policies and frameworks are inclusive, high-quality and based on evidence .
- Establish a framework for collective action that involves policy-makers, educators, practitioners, and students⁵

Urban Spaces

Via Recreativa – Guadalajara, Mexico

- Work together with civil society groups and make the most of the momentum.
- Bring transportation, education, public security, and health sectors together to plan a ciclovía-style road closure, promoting active mobility and healthy living. This way, you can also contribute to a better environment.

Leaving a legacy through the Youth Olympic Games

- Healthy stations around Buenos Aires provide health and nutritional advice to local people, who can also receive free health checks, rather than setting up appointments with their usual health practitioner. Since the start 2013 there have been 3.8 visits per person on average.

Global active cities²¹ – Lausanne

- For city areas that have no dedicated places for children to play, a mobile playground is an ideal solution.

How can UNESCO help?

Sport interventions should always be in line with the local circumstances, building on local initiatives and rooted within the community. Yet there's a lot of international expertise that may be of great value to local initiatives. UNESCO provides a range of networks, toolkits and activities to enhance the impact of sports interventions around the world. Furthermore to be able to learn from projects around to world, UNESCO wants to reiterate the importance of setting standards keeping international/universal trends in mind while adhering to local/contextual needs to create and adapt benchmarks and a set of indicators. By data collection and sharing it's possible to generate evidence-based policies that measure outcomes and impact and to solidify the case to attract smart investments in sport.⁴

- # Promoting Quality Physical Education Policy²⁷
- QPE tools, Impact, Data-driven approach¹⁶
- Impact investment in sport: innovating the funding of sport for development²⁸

How to scale up sport initiatives:

- Standard setting: Reiterating the importance of setting standards keeping international/universal trends in mind while adhering to local/contextual needs to create and adapt benchmarks and a set of indicators.
- Data collection and sharing: Evidence-based policies that measure outcomes and impact and to solidify the case to attract smart investments in sport.
- Capacity building: training of city level officials, sport coaches, PE teachers etc.⁵
- Advocacy: Communication and advocacy at both local and international levels can bolster the support for sport for development and attract government, civil society and private players to invest in sport and physical education.
- Collective action: cross-sectoral and interministerial collaborations to amplify impact of sport for development projects.
- How to promote inclusion through sport?
- Train the sport trainers on means of achieving social inclusion through sport and develop their level of knowledge about topics such as gender, equality and social cohesion.
- Provide volunteering opportunities for youth, especially refugees interested in designing and implementing sports programs, to make use of their skills and talents (leadership, mastering particular games, and peer-to-peer communication) to serve the program.
- If needed, set different sport activity times for girls and boys, provide female trainers, and allow girls to play in comfortable or culturally appropriate clothing.

UNESCO projects and toolkits

- UNESCO's sports flagship, Fit for Life⁴, includes equality as a priority outcome area, alongside education and wellbeing. Activities are designed to scale smart investments in community level programming, curriculum design and evidence-based policy-making.
- UNESCO is developing the Fit for Life Sport and Gender Equality Game Plan²⁶ to practically support the design and delivery of inclusive sport policy and programmes which drive equality outcomes, share checklists to encourage female participation in sports and coaching, and tackle violence against women and girls (VAWG). Implementation of the Gameplan and Toolkit will be supported in countries and cities through a series of pilot projects.
- UNESCO and UN Women launched a Toolkit on Addressing Violence against Women and Girls in Sport (VAWG). The Toolkit spotlights issues and opportunities to address violence against women in sport, alongside tailored recommendations for tiered stakeholder groups (public policymakers, sports organizations and grassroots delivery partners).
- www.unwomen.org/en/digital-library/publications/2023/07/tackling-violence-against-women-and-girls-in-sport-a-handbook-for-policy-makers-and-sports-practitioners stakeholder groups (public policymakers, sports organizations and grassroots delivery partners). Complementing the VAWG Toolkit.

Inclusive sports

Inclusive sport involves making sport accessible and welcoming to everyone regardless of age, ability, socio-economic status, cultural background, ethnicity, gender or sexual orientation. It is premised on the belief that every person should be treated with respect and dignity and protected from discrimination, harassment and abuse. Sport can be an enabler of social inclusion through building social networks and having a sense of connectedness with the community.

Being socially included can mean things such as:

- Experience a sense of belonging
- Acceptance within their communities
- Meaningful roles in their communities
- Participate actively in their networks

Inclusive sport policy development should be guided by the following principles:

- Local ownership: policy should meet the local needs and work within local processes.
- Participation: all relevant stakeholders should be encouraged to participate in the policy development process.
- Inclusiveness: all should feel they have a stake in the policy, including representatives of disadvantaged populations.
- Gender and disability sensitivity: policy development should be viewed through a gender lens and accommodate those with special needs."

Online sources

- 1 <https://en.unesco.org/mineps6/kazan-action-plan>
- 2 <https://www.unesco.org/en/sport-and-anti-doping/international-charter-sport>
- 3 https://www.kenniscentrumportenbewegen.nl/kennisbank/publicaties/?werkzame-elementen-kader-van-kenniscentrum-sport&kb_id=24196
- 4 <https://www.unesco.org/en/fit4life>
- 5 <https://unesdoc.unesco.org/ark:/48223/pf0000385925>
- 6 <https://www.unesco.org/en/articles/unesco-global-sports-conference-mineps-vii>
- 7 <https://www.unesco.org/en/sport-and-anti-doping/cigeps>
- 8 <https://www.internationalwomensday.com/>
- 9 <https://genderequalitysport.org/en>
- 10 <https://sportnz.org.nz/resources/building-cultural-inclusion-in-active-recreation-and-sport>
- 11 <https://www.activecityportmoresby.com/>
- 12 <https://www.activecityportmoresby.com/impacts/>
- 13 https://publications.gc.ca/collections/collection_2021/canadacouncil/K34-7-2019-eng.pdf
- 14 https://publications.gc.ca/collections/collection_2021/canadacouncil/K34-8-2019-eng.pdf
- 15 <https://unesdoc.unesco.org/ark:/48223/pf0000379910>
- 16 <https://www.unesco.org/en/quality-physical-education#the-qpe-tools>
- 17 <https://unesdoc.unesco.org/ark:/48223/pf0000386193>
- 18 <https://unesdoc.unesco.org/ark:/48223/pf0000385850.locale=en>
- 19 www.who.int/initiatives/decade-of-healthy-ageing
- 20 <https://adodenhag.nl/nl/maatschappelijk/>
- 21 <http://activewellbeing.org/global-active-city/>
- 22 <http://tafisa.org/>
- 23 <https://unesdoc.unesco.org/ark:/48223/pf0000231101>
- 24 <https://unesdoc.unesco.org/ark:/48223/pf0000386119>
- 25 <https://www.unwomen.org/en/digital-library/publications/2023/07/tackling-violence-against-women-and-girls-in-sport-a-handbook-for-policy-makers-and-sports-practitioners>
- 26 <https://unesdoc.unesco.org/ark:/48223/pf0000386119>
- 27 <https://www.unesco.org/en/quality-physical-education>
- 28 <https://unesdoc.unesco.org/ark:/48223/pf0000386193>



