

## Achieving the SDGs through Sports: Partnerships and institutional responses

5 October 2017

### PANEL 2

#### Question 3:

Improving implementation by cooperation between UN Agencies as well as of UN Agencies with outside bodies, in particular the IOC and International Sports Federations:

Is such cooperation beneficial for reaching the SDGs and could/should it be enhanced? Has or would it create more possibilities to support *national* policies on topics in relation with SDGs? How can/could other agencies or outside actors have helped solve problems in implementing strategies, programmes or projects and overcome the obstacles you encountered?

---

#### Statement by Sara Sekkenes, Crisis Prevention and Partnerships Advisor, UNDP Geneva

- Agenda 2030 and the SDGs are a broad and ambitious programme of action that World leaders and the countries they represent set themselves to fulfil in the next 15 years.
- **The SDGs are first and foremost an agenda for governments and citizens to lead.**
- **The 2030 Agenda has universal applicability.** Whilst the MDGs to a large extent were applied towards developing settings, the new Agenda is not framed within overseas development assistance. Governments are the custodians and will have to present the progress made but every one of us, in our civilian capacity as well as in our professional capacity have a contribution to make. It indeed requires an understanding and continued support for the member states that are less resources and face significant challenges but also require self-reflection and a conscious thought on what I can contribute with in my own backyard—changing my consumption pattern, thinking through my investment portfolio and how my decisions contribute to the state of our common future and can directly linked to SDG 12. The UN works alongside national governments and other stakeholders in country to support SDG implementation.
- **The breadth of the agenda requires a whole of government approach** – a new way of formulating, coordinating implementing public policy by governments and leveraging the capacity of other stakeholders in the private sector and civil society in order to meet the ambition of the SDGs.
- **The UN itself has taken steps to better respond to the demands from member states to support SDG implementation improving coordination and coherence in the way we work as a system.** A common approach has been adopted to support SDG implementation called *MAPS for Mainstreaming, acceleration and policy support*. This approach seeks to contribute to countries' own efforts to:
  - Integrate the SDGs in national development policies, budgets and monitoring and evaluation systems –i.e. the SDGs are not understood as a parallel UN-led process but are instead localised to the national context and help drive the achievement of nationally defined priorities, and monitor and report on progress; and
  - Identify and implement measures and programmes which can help accelerate progress across goals and targets, recognising the inter-sectoral linkages and that limited availability of resources –human, technical, financial, etc. requires prioritizing while ensuring progress is achieved across goals.

- Identify, discuss and understand the consequences of trade-offs made when prioritising targets in light of the national context.
- The UN makes available joined up support and expertise across specialised agencies and programmes to assist national stakeholders in the implementation of the SDGs.
- **Significant efforts are being made to assist countries in anchoring the SDG agenda at national level.** Joined UN missions (MAPS missions) to partner countries upon request, are helping them to formulate SDG roadmaps which look at the alignment of national policy frameworks to the SDGs and gaps; institutional frameworks to coordinate SDG implementation; identify acceleration measures; discuss the status of data ecosystems, ability to monitor progress and gaps; options for financing the SDGs, and measures to mobilize and engage citizens for the SDGs. All these areas provide opportunities for the world of sports to cooperate aligning to national priorities as defined by national stakeholders locally.
- **At country level dialogue between the UN, the government and national stakeholders allows identifying the national priorities and areas for UN support which are then captured in the United Nations Development Assistance Framework (UNDAFs).** The UNDAF provides a system-wide overview of key UN activities and functions at country level, that have been discussed and agreed in a consultative process with host government entities and bilateral partners in support of national policies, priorities and plans, while ensuring coordination, coherence, effectiveness and efficiency for maximum impact. New guidance have been issued for a new generation of UNDAFs that reflect the 2030 Agenda.
- **Delivery as One mechanisms**, inclusive of UN Funds at country level and new operational guidelines to UN country teams on business models seek to enhance the coherence and effective role of the UN in assisting partner countries in the implementation of the SDGs.
- **SDG 17 on Means of implementation and partnerships is explicit in recognising the need for governments to work with the private sector and other actors at national and international level in order to fulfil national development objectives.** It is also explicit about the importance of international cooperation and collective action to reach the SDGs – global challenges such as climate change require global responses as embedded in the SDGs and the Paris agreement, for instance.
- The UN is also working towards enhancing partnerships with governments, private sector and civil society at all levels – global, regional, national and local –to help advance the SDGs.
- **The world of sports is already an important partner for the UN and national governments for the implementation of programmes and initiatives in support of sustainable development.** The UN and sports share universal values; sports can contribute to empower people, especially youth and women; can promote inclusion and social cohesion; help expand a culture of fair play and respect for others, etc. The reach of the sports' organizations help amplify UN's messages to a larger audience and make them louder. A few examples of UNDP programmes may illustrate how we work in partnerships with other UN agencies and sports' organizations to support the SDG implementation.
- UNDP's portfolio of partnerships in and through sports to achieve development objectives involves a variety of interventions from Goodwill Ambassadors from the world of sports to anchoring programmes to reduce greenhouse gas emissions in transport systems around preparations for big sport events (e.g. Sochi winter Olympics or Beijing Olympics), youth

and women empowerment programmes and peace and reconciliation, to mention a few. More concretely:

- The Global Goals World Cup. UNDP and the Eir foundation (Denmark) in cooperation with the Danish Ministry of Foreign Affairs, Save the Children, the UN Global Compact, the Global Alliance to for Improved Nutrition, the *International Olympic Committee*, and other UN and non-UN entities globally and at national level, have launched a global initiatives which supports open women's activist soccer tournaments designed to get girls and women engaged in the international development agenda, build a world community of activities for the SDGs and more broadly, expand advocacy for the SDGs. The initiative helps mobilize girls and women's groups of female soccer players to organize national soccer tournaments and choose one of the 17 goals to advocate for. Over the next years the initiative is building a worldwide community of Global Goals World Cup teams, connected by their love of soccer and their desire to change the world. At each tournament, the initiative engages with a local host and recruit a number of companies, grassroots organizations, local and city governments, educational institutions, sport organizations, etc. to a steering group to lead the event locally. Games have been played in Copenhagen, Nairobi, Bangkok and New York and others are planned in the coming months and years. This initiative places especially emphasis on women empowerment and thus Goal5 though it seeks to advocate for all SDGs and mobilize women as agents of development across goals.
- Monaco's partnership with the SDF Fund for linking SDGs and Sports. The Principality of Monaco launched an initiative (December 2016) to support UN and other partners' actions linking sports and SDGs. More concretely, Monaco has made a contribution to the SDG Fund – which finances UN joint programmes and other partners actions in and through sports to achieve the SDGs [actual activities are still being defined but there seems to be a strong focus on advocacy activities and events. FYI – the SDG Fund is also in contact with a reputable sports team to raise funds for activities to promote the SDGs in sport clinics/workshops etc. This is still at very preliminary stage].
- Tokyo Football League in Palestine. UNDP in partnership with the *Palestinian Football Association* and funding from the Government of Japan organised this year the Tokyo Football League II. The final match was held on 11 September 2017 between Rafah and Al Shujaiya teams at the Palestine Stadium in Gaza city. The Tokyo Football League is organized by the Palestinian Football Association for youth under the age of 19 which includes teams from different refugee camps as well as various towns and cities in the Gaza Strip. Over 4,000 people participated in the 2017 Tokyo League II games. Around 5,200 male and female youth participated in Tamkeen's various sports activities across the Gaza Strip. Through this project, partners seek to empower youth by providing them with a mix of sports and life skills that will equip them to take lead in confronting challenges and aspire to be the next generation of leaders. The project is helping build sports' infrastructure by reconstructing and rehabilitating five playgrounds across the Gaza Strip which will benefit the local clubs and sports' associations.
- Peace and reconciliation in Papua New Guinea. In Papua New Guinea and over the last ten years, UNDP has organised fairs and sport events in the Autonomous Region of Bougainville as a tool for peace and reconciliation. The third edition of the Games was held in the southern district of Buin, a location that for many years has been inaccessible and insecure due to activities by former fighting groups. All of Bougainville's districts participated in the competition, including groups the so-called 'no-go areas' of Tabago, Kuono and parts of Buin and Panguna trespassing

roadblocks and orders that limited movements and interactions between communities for almost 20 years. Along with the competing teams, the respective chiefs and supporters, most factional leaders turned up to witness the event organized in their area. In July this year in cooperation with the autonomous government of Bougainville and the *PNG Olympics Committee*, few were able to mobilize prominent sport figures in PNG – so called *SDG Champions* - to visit schools and communities in Bougainville to raise awareness and engage citizens for the SDGs.

- Youth Sports against gang violence in Peru. In 2015, *UNDP joined UNODC, UNFPA, WHO and the UN Regional Centre for Peace and Disarmament* to jointly implement a youth sports programme aiming to enhance community development and reduce crime rates associated with gang violence among teenagers in Peru through sports. The programme provides intensive training for coaches and mentors on sportsmanship, ethics and fair play as a tool to prevent young people from being involved in criminal activities. The initiative helps keep at-risk kids off the streets, and to ultimately reduce crime. The programme intervenes more broadly in crime prevention and criminal justice reform; provides technical advice on community watch programmes; promotes alternatives to youth incarceration, including community service for non-violent offenders, and seeks to enhance vocational and entrepreneurial programmes in poor and crime-stricken areas, particularly for women and adolescents.
- All these examples show the range and scope of programmes UNDP with other UN agencies and partners in Government, the world of sports and beyond, implement in and through sports to support SDG implementation.
- We welcome the Sports Policy Follow Up Framework and the Kazan Action Plan as valuable tools to assist UN agencies and other actors moving towards increasing convergence and enhanced policy coherence in the implementation of sport-related programmes.