

Seminar "Achieving the SDGs through sport: partnerships and institutional responses for greater coherence and effectiveness"

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World Sports Alliance: an intergovernmental initiative for the sustainable financing of youth sport

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Abstract

The WSA Intergovernmental Organization, which brings together thirty-three Member States, is linked to the United Nations system but remains politically autonomous. Since 2007, it has been mandated by the international civil society to educate youth and train their staff to the MDGs through sport. Considering that the universal is as much the global objectives as the result of the shared situations, it wanted to take action to reduce the inequalities of access to physical education, physical activity and sport and contribute to sustainable development of developing countries. During the two eras of the MDGs (2000-2015) and the SDGs (2015-2030), the communication analyzes the context, policy, investment and performance evaluation. Experience has led to the identification of four challenges for SDP organizations to ensure the transformation of the world desired by the United Nations: coordinate, finance, evaluate and govern.

The World Sports Alliance (WSA) is an intergovernmental organization (IGO) of the Sport, Development and Peace (SDP) sector, founded in 2007, privately owned, linked to the United Nations system but politically autonomous.

Currently comprised of thirty-three (33) Member States, mainly in the developing countries of the global South, it has been given the task of educating young people and training their staff in the Millennium Development Goals (MDGs) through sport. Its objective is to use sport as an initiator and driver of sustainable development projects. It mainly targets the reduction of inequalities in youth access to physical education, physical activity and sport.

In reference to the United Nations 2030 Agenda, our experience is presented according to the two MDGs and Sustainable Development Goals (SDGs) eras, each in four stages: 1. Global Framework for Sport for

development and peace. 2. Policy development. 3. Resource mobilization, programming and implementation. 4. Evidence of impact and follow-up.

I. The MDGs era (2000 – 2015)

1. Global framework

The IGO-WSA is one of some seven hundred initiatives that swarm in the SDP sector from 2003 onwards in the globalized public space of sport. Why one more initiative? What distinguishes us, but might we also unite with others?

1.1. Genesis

The initiative has its roots in the nebula of so called international civil society (ICS). In 2005, the ICS, recognizing the slow MDGs implementation, demands that they must be the object of an acceleration process of education of youth and training of their executives. The transmission of the MDGs culture to the first concerned public, i.e. the masses, must be achieved through the establishment of national centres of excellence in MDGs education.

In the field of sport, the mission is entrusted to the WSA Foundation. The latter charges us with developing programs for youth education and staff training for the MDGs through sport, which are tested in Africa. They are validated by the ICS at a seminar in situation where WSA is constituted in IGO. In July 2007, UN-ECOSOC in Geneva validated the process.

These programs are guided by a principle of reality. To avoid an idealistic conception of the MDGs, it is essential to embody them in concrete situations with the help of children and young people. In other words, the universal of the MDGs defined by the United Nations must also be understood as the universal of the result of common actions and shared situations. The global must be built locally.

1.2. Context

What is the context of the SDP programs in 2007? Between the fall of the Berlin Wall and the Wall Street crisis, the spread of neo-liberalism led the states to policies of economy, even austerity. Social policies, particularly in the areas of physical education, physical activity and sport, are being cut. Throughout their world summits, intergovernmental organizations, such as UNESCO, fear regression and call for action. The countries of the South, which depend on the structural adjustment programs of the international financial organizations, are particularly affected.

In 2007, in our view, if it was important to keep advocating physical education, physical activity and sport for the MDGs, it was essential to take

action. Ours would be as specific as it is ambitious: to take initiatives for the sustainable financing of youth sport, mainly in the countries of the South. This meant defining a policy.

2. Policy development

The development of our organization's SDP policy stems from our analysis of the issue of sustainable development and our ethics of SDP programs.

2.1. Development

While all organizations that promote SDP programs are sports specialists, they are distinguished by their relationship to development and peace. Many SDP organizations seem to retain an analysis and intervention strategy designed in the North and applied to the South, which do not seem to give real priority to development and its sustainability.

Yet, when you work in synergy with scientists, notably economists, but also politicians, trainers or sports coaches from the South, you are swiftly prompted to radically change your point of view. In a way, you are prompted to move from a conventional approach, sport for development and peace (SDP) to the reverse approach, development and peace through sport (DPS). Let me explain!

From our discussions over 15 years with our partners in the countries of the South, we remember this. There is no sustainable peace, without sustainable development and therefore no health and well-being of the populations, especially sport education or the development of sports recreation.

For these observers and national actors, sustainable peace would therefore only be the result of sustainable development. What do they mean? In developing countries, particularly in Africa, the process to ensure the sustainability of the process is well known: agricultural development, rural development, energy supply and the development of communication routes. These four basic projects are generating jobs, thus economic development and wellbeing of the populations. Poverty reduction, eradication of hunger, employment, as the first elements of sustainable development are the conditions for the stabilization of populations, thus the cornerstones of a sustainable peace.

Yet, even at the beginning of the twenty first century, most African states are not able to launch such a process. They remain dependent on the global economy, on the influence of the North on the South. They are particularly dependent on the support of the major international financial institutions set up after the Bretton Woods agreements, which outlined the international financial system in 1944. When the International Monetary Fund (IMF) assists in the functioning of States, the World Bank (WB) funds major

infrastructure projects. But the development of the economic fabric that leads to the creation of jobs remains a minor point, even forgotten by these large financial organizations.

Seen from the South, sustainable development therefore necessarily involves the mobilization of funds likely to favor the financing of economic projects: development of agriculture, electrification, urban sanitation, regional planning, construction of administrative or sports infrastructures, means of communication. Initiatives that will lead to the creation of SMEs and SMIs, support for professional projects of women's groups, the launching of micro-credits for young people, and the promotion of sports initiatives.

Thus, if there is sustainable development in developing countries, it can only be by financing integral development that combines economics and finance, youth education and management training, but also sport seen in Africa as a means of stabilizing youth.

2.2. SDP Ethics

If working with the South implies a conception of development, it must be accompanied by an ethics. All SDP organizations explicitly or implicitly define a way to direct their conduct. The IGO-WSA is responsible for educating young people and training their staff in a kind of global sporting citizenship, which is developed along the eight universal goals, through physical education, physical activity and sport.

Our ethics develop the general principle that we have affirmed before ICS and the United Nations and extends our analysis on sustainable development: never the universal of the MDGs voted by heads of State at the UN without the universal coming out of local communities, local actions and shared situations. In physical education, physical activity and sport we have developed this principle according to four arguments:

- (a) Use a bottom-up rather than top-down approach with local context and in situ sport pedagogy as starting points;
- (b) Beware of the risk of universality in sport, especially football. This meant that we could offer a variety of sports activities, but also physical, formal and informal, considering the diversity of cultures and local representations of body, physical activity and sport;
- (c) Target inequalities in and among countries in physical education, physical activity and sport. This obviously concerns the inequalities of gender, social status, capacity, etc. This mainly concerns inequalities in access to physical education, physical activity and sport for all. One of the major issues to be resolved is the

sustainable financing of youth sport and its corollary, the construction of local infrastructures;

- (d) Assist in the development of strong institutions and good governance in the field of sport. This also involves budgetary support to the Ministries of Youth and Sports issued from calls for projects.

2.3. SDP Policy development

Based on these considerations of development and ethics, considering the risks of inaction that led to a steady decline in confidence, so as not to remain on the pole of global advocacy or recommendation to states, we chose to take action by adopting an ambitious policy strategy that was probably not the easiest: raise funds for youth sport while responding to the major challenges of the MDGs period.

Goals

As part of this strategy, the eight (8) MDGs and their targets remained too general, perhaps even idealist, and called for a specific translation appropriate to the world of physical education, physical activity and sport.

Let us summarize this translation into five objectives:

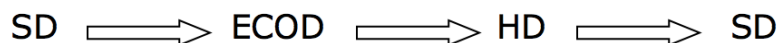
- (a) Address the issue of inequalities in access to physical education, physical activity and sport;
- (b) To do so, to address the issue of economic development, to demonstrate the contribution that sport can make to sustainable development in a country and to propose the creation of a sport for all financing model;
- (c) To organize the cooperation of the various sectors of SDP: governmental organizations, private sector companies, NGOs, but also social movements;
- (d) In the context of calls for projects financed by our organization, to build polyvalent sport for all infrastructures in the countries or regions which are lacking, particularly in sensitive urban areas and in rural areas;
- (e) Educate youth on the benefits of sport on issues of health and well-being, gender, social integration, volunteerism and management of organizations;
- (f) An education which should address the issues of job training in sport and youth assistance in finding employment in their country.

Partnerships

To implement this policy, we relied on one of Kofi Annan's initial recommendations at the beginning of the MDGs era. "Good governance" must be the key to the success of the MDGs. In order to compensate for government budgetary restrictions, public-private partnerships (PPPs) are considered vital for this cause. By involving central and local governments, civil society and business, they form meaningful and productive partnerships.

By adopting this strategy recommended by the United Nations, we created a dynamic that combines the three types of development - economic (ECOD), human (HD), sport (SD). Thus, the promotion of sport can initiate and contribute to national economic development, thereby enhancing human well-being and human development and ultimately benefiting the national sport.

Diagram: a dynamic of development



In interpreting MDG 8, we organize economic partnerships, for which the mobilization of all national policy makers is essential. The choice of the sectors of partnerships presupposes successively the commitment of the ministers of the government, the Prime Minister and finally the Head of State, without whom no arbitration can be made.

To meet national needs, as part of national poverty reduction strategies, the IGO-WSA proposes partnerships that are in line with government priorities: agricultural and rural development, urban sanitation and management, sustainable energy, infrastructure, communications networks, telecommunications, health, housing, etc.

Once the partnership sector has been selected, the IGO-WSA mobilizes international actors. Contracting contractors with the IGO-AMS, who comply with the UN Global Compact, build industrial and sports infrastructures. Investors - banks, investment funds, sovereign wealth funds - mobilize funds for the implementation of PPPs negotiated and concluded with the State.

This political, economic, industrial and financial interpretation of MDG 8 has implications for the other seven MDGs, and consequently for human development and sport development in the Member States. The funds raised by the PPPs allow the construction of administrative - for example the National Institute of Sports - and local sports infrastructures, the

allocation of budgets to the Ministry of Youth and Sports, the implementation of educational programs and training.

3. Resource mobilization, programming and implementation

While the mobilization of human resources was fairly easy, the mobilization of financial resources was not an easy path.

3.1. Human resources

The mission received from ICS and UN-ECOSOC was clear, though complex: to establish a global centre of excellence for physical education, sports, leisure and MDG (WCEPESL-MDGs). In 2007, we have set the following objectives:

- Establish National Centres of Excellence in the National Sport Institutes and the Sports Science Faculties of the WSA's Member States;
- Establish a network of PESL-MDGs experts in the WSA's Member States of and in the candidate countries;
- Establish PESL-MDGs training and response teams capable of responding to requests from Member States or candidate countries;
- Develop and implement training seminars to disseminate pedagogical modules on MDG education through sport;
- Provide National Centers of Excellence with documentation on MDGs education through sport;
- Identifying, disseminating and exploiting the information, knowledge and best practices in education for the MDGs through sport;
- Educate young people and train managers to the MDGs through physical education and sport.

When you have completed your professional career in physical education, physical activity and sport, and then in sports sciences, these tasks certainly require specific skills, but above all include a certain obstinacy and a broader humanist point of view. We therefore organized a series of partnerships involving professors, coaches, sports scientists, decision makers from all sorts of organizations, entrepreneurs and publishers.

This collaboration has resulted in the creation of four programs with several book collections, showing and explaining the contribution of physical education, physical activity and sport to the MDGs, dedicated to youth, students, teachers, coaches and decision makers.

To achieve its objectives, the WCEPESL-MDGs has designed the "Sports & Development" program. This program is divided into four specific sub-programs. The first - "Sports, Training & Development" - aims to organize train-the-trainer seminars on the training modules on education for the MDGs through sport, validated by the United Nations and ICS. The next two - "Sports, Education & Development" and "Sports, Science & Development" - aim to disseminate the training modules in the national centres in paper and print versions. The fourth - "Sports, Societies & Development" - aims to collect information, knowledge and good practices on education for the MDGs through sport in the WSA's Member States.

The training modules, programs and their works cover all MDGs. For example: equal access to sporting activities, sports employment, integration and inclusion through sport (MDG 1), physical education and school sport in the education system (MDG 2), the question sport, employment and responsibilities, discrimination in sport (MDG 3), prevention of physical inactivity and diseases through sport (MDG 4-5-6), availability of sports facilities, facility construction programming, environmental sustainability (MDG 7), partnerships for sport, volunteerism, sport management and governance (MDG 8), etc.

3.2. Financial resources

The implementation of the development model presented above encountered a number of difficulties. The example of a Member State of the IGO-WSA alone summarizes an adventure punctuated by the jolts inherent in the implementation of an innovation.

In July 2012, following intense negotiations, the government of Burundi and the executive bodies of the IGO-WSA signed partnership agreements for the sanitation of the Capital city Bujumbura, sustainable energy production from biomass, as well as agricultural and rural development.

The construction of a national pilot center for 300 young people, the launch of a program for the construction of local sports centers, equipped with libraries and various workshops, the construction of a new National Institute of Physical Education and Sport were the main benefits for the Ministry of Sports.

Other ministries were also beneficiaries through the construction of industrial waste processing units, organic fertilizer production, port facilities, buildings to house administrative buildings, a technical school and an industrial fruit processing unit.

After the usual closing negotiation processes with the international financial organizations that develop programs in Burundi, the Minister of Finance inscribed the program in the 2013 budget. The President of the Republic signed the implementing decrees. But finally, the budget decided by

Burundi to implement the program was refused by the IMF which threatened the country with sanctions if it persisted in implementing the program signed with the IGO-WSA.

Burundi was our first tutorial exercise on the IMF's role. If we were warned of the role of the Bretton Woods process born institutions, we could see all the directivity and power there. Thereafter, the government's attempts to guarantee the costs of the program, not on the national budget but on the resources of the subsoil, could not succeed. The IGO-WSA, self-financed and funding its programs through the UN-recommended PPPs, found that the implementation of MDG 8 and its partnerships could lead to dead ends.

4. Evidence of impact and follow-up

During the MDG era, we have spared no effort in implementing this international mobilization project for sustainable funding for youth sport. But as we have mentioned, our efforts have been more numerous than our successes.

On the way, we have retained the traces of these efforts which are summarized in a few figures. We have phoned a lot and communicated by e-mail: to build a network of 600 sports sciences experts, mainly in the education, health and gender sectors, to create 33 NCEPESL-MDGs, to monitor diplomatic relations with thirty-three (33) Member States with more than twelve thousand (12000) interventions on the network of experts and ministers, created by the General Secretariat, to inspire the curiosity of thirteen thousand (13000) followers on social networks. We talked a lot: thirty-three (33) key notes and lectures to explain our model and our actions. We wrote a lot: a logbook of three thousand two hundred (3200) pages; four (4) Sport-MDG programs on youth education and management training; five (5) collections of books on sports education, sports sciences and WSA Member States; eighteen (18) articles in international journals; twenty-two (22) articles on the blog titled *Give some Oxygen* (www.wsaigo.info).

We must face the facts. At the end of the MDGs era, we will not have produced the necessary oxygen to finance youth sport in the thirty-three (33) member states of the organization. Undoubtedly, in our turn, we could not avoid the trap highlighted by the ministers at the Punta del Este summit in 1999: less talk and more action.

From this experience of the MDG era, we draw two conclusions. The first is that our reflection, our analysis and our writings, our tireless convictions and will must imperatively lead to the capacity to act, in this case our ability to mobilize investments to finance the physical implantation of our projects. As long as there is no investment in youth sport, is it reasonably useful to always discuss the imperative of the urgent need for development or write about the announced precariousness?

The second is to admit that our PPPs financial model is not sufficiently adapted to the global economy. It was illusory to consider that the signing of PPPs with developing countries could circumvent the arbitration of the justice of the peace, the international financial institutions. We have often drawn attention to the dependence of most of our member states on international financial institutions, a dependence that limited their margins of freedom and their power to sign these partnerships.

We have heard the analysis of African economists. After 1971, the IMF and the WB negotiated and implemented structural adjustment programs aimed at necessary reforms in countries facing severe economic difficulties to overcome their crises.

By providing low cost, but still repayable, loans to contracting countries, IMF programs help to make government services work, for example paying public servants, whilst the WB financed infrastructure projects, for example, dams, communication routes, etc.

Through these programs, the major financial institutions from Bretton Woods support the indebted economies. But over time, they have also become a means of controlling states and seeking to avoid any other indebtedness beyond their control.

This control has at least two disadvantages. The first is that it jeopardizes the development of public services, particularly education and training. For example, the IMF may request the cessation of the recruitment of officials or require the dismissal of some of them. The second is that it does not really allow the fledgling of developing states, by continuing to leverage countries and not allowing genuine economic development by supporting the private sector.

Our experience has the merit of making us become a citizen of the world, an observer of the negative remains of colonization, of a persistent dependence of the South towards the North, of the temporary impossibility of certain countries to get out of their crisis situation. The North continues to control the development of the South, by the markets it creates for its enterprises, by the control of currencies, for example the CFA Franc aligned with the Euro. All have said so. To escape this control, developing countries will have to gain autonomy, no longer depend on the outside world, but on their natural or human resources.

Indeed, the goal of the MDGs era was not that we became a global citizen and that we were inducted into the mysteries of the global economy, but that we were acting to contribute to sustainable funding for youth sport. That is why we have had to adapt our strategy to the SDGs era that is beginning as part of the 2030 agenda.

II. The SDGs era – 2015-2030

Taking into account the situation of the MDGs era and the current context, we present here the key parts regarding the updating of our initial vision.

1. The SDGs context

The challenges of the SDGs era are now well known. The UN 2030 program is part of a global context in which stakeholders have no alternative but to address the major challenges facing the world. A context that also concerns the actors and organizations of the sport sector and necessitates a renewal of the SDP programs.

The 2030 Program for Sustainable Development, which aims to "transform our world", was adopted by the United Nations General Assembly on 25 September 2015. To achieve this transformation, seventeen (17) SDGs were adopted by one-hundred and ninety-three (193) countries. They are integrated and indivisible and balance the three factors of sustainable development: environmental, social and governance (ESG). They include one-hundred and sixty-nine (169) targets and two hundred and thirty (230) indicators for achieving and measuring results.

The 2030 program is a challenge but above all an opportunity, the most constructed to date, of transforming the world for at least three reasons: it is the fruit of an unprecedented diplomatic exercise; it brings the awareness that the planet needed; it is a way for the United Nations to renew its universal mission of harmonization and aid of the world.

The promoters of *United Nations Global Sustainability Index Institute (UNGSII) Foundation* have shown how the 2030 agenda comes at the right time. The eight (8) MDGs and their fifteen (15) targets had remained too general, even idealistic. However, in the early 2000s, unrestricted development was taking place, suggesting that governments and corporations could dispense with ESG ethics and policies.

This resistance to change, showing certainties of untouchability, has led to the successive financial and economic crises that we know. These depressions led to a meltdown in confidence in the governance principles of business leaders, bank managers, government officials and leaders of major international organizations.

There was evil for good. Crises have also raised awareness of the need for acute accountability of all actors and stakeholders, whether at the level of governmental or intergovernmental organizations, companies, NGOs or social movements.

The time has therefore come to encourage this set of actors to define ethics and define ESG policies that are better articulated with the SDGs, their

targets and their indicators. But it will not be enough. The time has also come to mobilize investment capital that can help solve the world's major problems. The challenges are enormous. The projected costs of achieving SDGs are over US \$ 120 trillion.

It is therefore understandable that the ethical and political ESG contribution, but above all financial, of all stakeholders will be necessary to bring concrete responses to global challenges, regain global trust and potentially envisage a therapy for our world.

As the WB points out, the private sector will have to mobilize to raise funds and thus strengthen the efforts of international policy and international civil society. This will require governments, international organizations, NGOs, companies, social movements and fora to coordinate to achieve the global goals.

This detour through the stakes of the SDGs period - 2030 leads us to take another look at the SDP sector, for two reasons. The first is that, unlike the MDGs era, the SDGs era now explicitly associates sport with Article 37 of the 2030 program. The second is ethical in the conduct of sports affairs and policies. In the field of sport, as in all sectors of the global economy, states, transnational corporations, large sports organizations or federations have been plagued by crises and scandals.

For all sports organizations, Article 37 offers a tremendous opportunity to revive the SDP programs. Better yet, the analysis of the MDGs era, our experiences and the new global context, must lead us to change our view on SDP programs. The time has come to propose new approaches, new SDP governance, new ways of coordinating all actors, new ways of helping governments, new strategies to involve the masses. In short, a new vision and action plans that are more consistent with the ambitious goal of transforming the world.

Such a renewal obliges us and can only be effective if all the SDP stakeholders do not remain at the stages of global advocacy or recommendations to states. Governmental, intergovernmental, non-governmental, transnational corporations, social movements and fora, we need to collectively review our successes and failures to design a new governance of the SDP sector. Governance that can lead and coordinate the implementation of the SDP sector. Governance that coordinates partnerships and relationships in this sector. And above all, a governance that can take on the issue of human and financial resources.

2. SDP Policy

Developing countries will always be our target because the major stakes for achieving SDGs are in these countries, for these populations. One of the consequences of population growth in these countries is that one in three young inhabitant of the earth, aged 15 to 29, will live in Africa in 2050. These young people would be entitled to have access to development, just as in the American dream. This will not be possible because the planet will no longer be able to produce and consume at the same rate. Impossible, because Africa will not be able to continue to populate without addressing the issue of food and employment for these young people, and therefore the sustainable development issue of developing countries.

More than ever, we must carry a development project through sport, even if it is now a utopia of the possible. However, we think we are on the right track. Indeed, our SDP model of the MDGs era is somehow confirmed by the 2030 program and the seventeen (17) SDGs.

Our objectives now appear as follows:

- (a) Address the issue of inequalities in access to physical education, physical activity and sport;
- (b) Educate young people about the benefits of sport on issues of health and wellbeing, gender, social integration, volunteering and management of organizations;
- (c) Raise the questions of job training in sport and assistance to young people to find employment in their country, but also to strengthen sports institutions;
- (d) Raise the question of economic development, show the contribution that sport can make to sustainable development in a country and propose the creation of a model for financing sport for all;
- (e) Build, through calls for projects financed by our organization, polyvalent sport for all infrastructures in the countries or regions which are lacking, particularly in sensitive urban areas and in rural areas;
- (f) Organize the cooperation of the various sectors of SDP: governmental organizations, private sector companies, civil society, but also NGOs and social movements;
- (g) Negotiate partnerships in sectors that contribute to sustainable development: renewable energies, clean water, industry and

infrastructure, responsible consumption and production, but also terrestrial life and marine life, climate action.

These objectives will lead to actions directed towards the masses, to educate young people, to financially support their access to employment and to train managers. If action towards the masses is to be deepened, our multi-sectoral approach needs to be rethought to avoid the deadlocks of the MDGs era.

To achieve them, we will continue or intensify our actions towards governments, NGOs, but above all companies.

With governments, we will continue to pursue partnerships involving the private sector. African decision-makers, accustomed to the budgetary constraints imposed by the Bretton Woods institutions, have recommended the solution: in short, to develop the subsoil, equip the ground and help the people's well-being.

NGOs are the subject of two major challenges for the sustainability of their SDP programs. The first issue is global and is concerned with the international coordination of institutions. The second is local and depends on the capacity to organize SDP local solidarities by a mesh of all the actors with a given public. We will continue our policy of cooperation with local NGOs.

Transnational corporations and companies are far from spontaneously adopting ESG programs, including SDP in our field. We believe that ESG programs, integrating the SDP dimension, should become essential elements of the future corporate culture. But integrating the SDGs into the corporate culture will not be enough. Financial commitment will be inevitable, companies will have to make smart investments to help improve global goals.

Educating youth, training managers, helping governments, coordinating NGOs, mobilizing companies in their campaigns to promote SDGs, the task is ambitious. We will have an opportunity to report on this ambition and the progress of our work each year at the annual conference in New York, as an introduction to the UNGSII's Global Goals Conference which will bring together heads of state, ambassadors, business leaders, leaders of large sports organizations, high level athletes and, of course, representatives of our Member States.

3. Funding

We underlined it! The countries of the global North are gradually disengaging from the financing of access to physical education, physical activity and sport. For their part, the countries of the global South are facing a double penalty: difficulties in ensuring sustainable economic development

in an autonomous way in the face of structural adjustment programs and the reduction of public services.

The consequence is known, public funding regressing drastically. Other solutions need to be found. The WB stresses that funding for the 2030 program and the MDGs will only come from coordination between the public and private sectors, even requiring a strong contribution from it. In this context, the financing of article 37 on sport will involve taking the necessary steps. In a scenario of the utopia of the possible, it will be necessary to ask, if not resolve, the question of a sustainable financing of youth sport which can no longer rely solely on public funding.

In this perspective, companies are an important source of funding for sport. They can actively contribute to this, although this is not the usual practice or rule in most countries. As mentioned above, sport sponsorship through Corporate Social Responsibility (CSR) or ESG is an important potential for development and can be accelerated by advantageous tax regimes. The example of Solar Equity in partnership with NPO-WSA-USA shows procedures that can be generalized and applied more widely to the SDP sector. In addition, the sport industry is a strongly developing sector that will need to be further leveraged to support overall objectives and SDP programs.

Companies must find a space between the special interest of the brand in the form of sponsorship and the defence of the general interest in the form of patronage. By adopting ESG policies, integrating the SDP dimension, companies would benefit from committing themselves to a kind of citizen sport sponsorship enabling them to benefit from tax advantages.

The financing of sports projects by crowd-funding can also be an interesting solution. By putting a project on line, an athlete, a club, a federation, a municipality can gather the necessary funding for the success of a project.

Decline in public funding, the importance of the local level, innovation through the fiscal interest of citizen sponsorship, or crowd-funding, whatever may be in the future for sport, as for any economic activity, it will be necessary to spend in a more economical, rational and efficient way. This will involve the creation of new financial institutions specific to the financing of sport - such as a World Youth Sports Development Centre, an investment fund and a micro-credit fund -and better evaluation of all stakeholders in the design and implementation of SDP programs.

4. Evidence of impact and follow-up

The economic and financial crises of the 2000s formed the backdrop to the creation of the UNGSII foundation. As we have seen above, the great generality of the MDGs, the quest for exponential growth, the dream of a

second virtual planet has increased the risk of untouchability of companies and states.

To combat such untouchability, UNGSII's main mission is to collect data or to implement measures for achieving SDGs, either through the CSR filter or the ESG filter, with businesses and governments. Based on this data, UNGSII develops tools to provide recommendations and comparative analysis to companies and stakeholders, including investors, to encourage progress. We will bring to UNGSII our expertise in the field of sport to assess the achievement of SDGs in relation to SDP programs.

Conclusion

In the mid-MDGs era, we were commissioned with accelerating the implementation of the MDGs by educating young people and training their staff to contribute to global goals. But we wanted to go one step further. To address the inequalities of access we have raised the question of sustainable development through sport.

In this original SDP dynamic, we have developed a multi-sectoral approach by engaging governments, soliciting business and financial institutions, working with local NGOs. But we have stumbled on the constraints of the international financial institutions and the structural adjustment programs that deprive governments of all independence.

The SDGs era changes the situation. If the MDGs remain too general and ultimately unattractive to all stakeholders, the SDGs invite the world to transform itself. Governments, companies will need to step up their ESG policies to help achieve SDGs by 2030.

For our part, we will continue the path of sustainable funding for youth sport. We will continue to collect and transfer knowledge on the contribution of sport to SDGs in our Member States. We will renew our approach to sustainable development financing by involving governments more closely. We will mobilize companies from the sports industry, but also from other sectors, who through their ESG policies, integrating an SDP dimension, will be able to participate in the achievement of the global objectives. We will strengthen our relations with local NGOs that are closest to the masses, the first to be affected by the achievement of the SDGs. This policy should lead to the creation of new tools, such as the World Youth Development Centre, an investment fund and a micro-credit fund. The partnership with UNGSII will help develop the Global Sustainability Index in the sports sector.

Overall, the SDP sector must cope with this vast transformation of the world by addressing four challenges:

First challenge: coordinating

The sustainability of the SDP sector depends more on the coordination of existing organizations than on the increase in their number. The coordination of the SDP sector should lead to two types of action:

- Organize regular feedback to share policies and actions and learn from each other;
- Create synergies between the different stakeholders SDP - governmental organizations, NGOs, companies, militant movements.

Second challenge: financing

- Organize synergies in fundraising between governments, businesses, financial institutions, NGOs;
- Build tools, such as a World Youth Sports Development Centre, an investment fund and a micro-credit fund;
- Define a sustainable funding strategy for physical education, physical activity and sport, particularly for developing countries and vulnerable groups;
- Pursue action for sustainable development through sport.

Third challenge: evaluate

- Evaluate the commitment of governments, companies, and organizations involved in supporting SDP programs;
- Link the SDP sector to the measurement of the growth of the Global Sustainability Index created by UNGSII.

Fourth challenge: Governing

Coordinating, financing and evaluating inevitably raise the issue of SDP sector governance:

- Conduct a regular analysis of the overall context, set a course, involve all partners and assess the progress towards achieving the SDGs, particularly Article 37.

The UN's will to transform the world will require a transformation of SDP organizations at the local, national and global levels so that together we can transform access to physical education, physical activity and sport of the greatest number. To transform access to sport, the SDP sector will undoubtedly have to reinvent itself.