**TEMPLATE FOR REPORTING ON RECENT INITIATIVES ON SPORT FOR DEVELOPMENT AND PEACE**

***Olympism365-UN Women Bridging Project – Leveraging sports for gender equality, human rights and a life free of violence***

***Task:*** *Provide a summary of the initiative, including a brief overview, proposed/actual outcomes and an assessment of any lessons learned and the way forward.*

***Timeframe:*** *Please only include initiatives that fall within the reporting timeframe of January 2022 – February 2024*

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| **Please provide more details on each initiative including items below:** |
| **Objective(s):** | *Please indicate which, if any, of the following fall among the main objectives of the initiative:* |
| * **Ensuring no one is left behind (advancing empowerment, inclusiveness and equality through sport)**
 | * Eradicating poverty and promoting prosperity
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| * Leveraging sports events to promote action to combat climate change, advance peace and/or sustainable development
 | * Conflict prevention/peace building
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| * Research development, data collection and/or data dissemination
 | * Safely harnessing sport for sustainable development, peace and wellbeing in the context of the COVID-19 pandemic, including through the use of technology
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| * Reinforce the 2030 Agenda and eradicate poverty in times of multiple crises, leading to the effective delivery of sustainable, resilient, and innovative solutions
 | * Safeguarding sport from corruption and crime
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| * Strengthened global framework on sport for development and peace
 | * Other (please specify): Awareness raising and advocacy contributing to the elimination of the underlying causes of gender discrimination faced by diverse women and girls in sports and beyond.
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| **Situation** | *What is the challenge or problem that the initiative aims to address?*The project aims to address underlying gender biases in society, including in sport, exacerbated by the social and economic crisis triggered by the Covid-19 pandemic, directly and negatively impacting women and girls’ opportunities to fully enjoy their rights and develop their potential.It also aims at developing girls’ and women’s capacities to raise their voices to advocate for their rights in and through sport, and at increasing capacities of State and organizations from the sport and social impact ecosystems to formulate, implement and monitor policies, laws and strategies to advance gender equality through sport. |
| **Implementation mechanisms:** | *What are the means/processes of implementation of the initiative? What are the main deliverables/activities involved?*The Bridging Project contributes to the Sport, Equality and Inclusive Communities portfolio of Olympism365, the IOC’s strategy to strengthen the role of sport as an important enabler of the Sustainable Development Goals (SDGs). The portfolio focuses on promoting the contribution sport and Olympism in society makes to improving equality, diversity and inclusion across communities, challenging all forms of discrimination, and improving access and opportunities. Key activities that will enable the achievement of the outputs are focused on the following areas: • Support capacity development of girls from Latin America and the Caribbean, and the Asia Pacific regions by delivering trainings and on-line sessions on advocacy and political participation so that they can raise their voices to advocate and participate in decision-making processes regarding their rights at subnational, national, regional and cross-regional levels. • Carry out a comprehensive advocacy and communication strategy at national, regional and cross-regional levels with a strong engagement with the media to raise awareness on how the transformative power of sport can be harnessed to promote gender equality. • Implement an intra and cross regional knowledge sharing strategy to allow the exchange of good practices on sport and gender in Latin America and the Caribbean and the Asia-Pacific regions. A comprehensive toolkit for organizations on how to design and implement sport-based programmes to promote gender equality will be developed based on best practices carried out in the Latin America and the Caribbean, and the Asia Pacific regions.***What is the time frame of implementation?***The project timeframe is 12 months. (1 July 2023-1 July 2024) |
| **Target Audience(s):** | *Who are the beneficiaries of the proposed/implemented initiative?*Girls and young women; State institutions, organisations from the sport and social impact ecosystem and the media |
| **Partners/Funding:** | *Who are the main organizations/entities involved in the initiative and what are their roles?*The project will partner with a diversity of national and subnational governments and the Parliament in Brazil and Argentina, civil society organizations, private sector companies, the National Olympic Committees of Brazil, Argentina, Vietnam and Fiji, regional sport and gender-related fora and platforms from Latin America and the Caribbean, and Asia Pacific . Through the bridging project UN Women will continue partnerships with Empodera (Brazil), and Fundación SES (Argentina).Implementing partners: UN Women Country Office in Brazil, Argentina, Regional Offices in Latin America and the Caribbean and the Asia-Pacific. *What are the main sources of funding of the initiative?*The project will be co-funded by the International Olympic Committee (IOC) that is contributing 72% and UN Women with 28% to the budget for the duration of 12 months. UN Women Country Office in Brazil will function as the management unit for the cross-regional bridging project. |
| **SDG Alignment:** | *To what SDG goal/target/indicator is this initiative targeted?** SDG 3: Ensure healthy lives and promote well-being for all ages

SDG 5: Achieve gender equality and empower all women and girls* SDG 10: Reduce inequality within and among countries

SDG 17: Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development.*Please indicate any other national or internationally agreed goals/commitments to which this initiative is aligned.*The proposed project contributes to achievement of the following global UN Women results: **UN Women Strategic Plan 2022-2025 Outcome 3**: Positive social norms, including through engaging men and boys; More men and boys and women and girls adopt attitudes, norms and practices that advance gender equality and women’s empowerment, including those that promote positive social norms. **UN Women Strategic Plan 2022-2025 Output 3**: Changes attributed to UN Women in skills or abilities and capacities of individuals or institutions and/or the availability of new products and services contributing to positive social norms, including through engaging men and boys |
| **Alignment with global frameworks:** | *How does this initiative align with/contribute to the objectives of the* [*Kazan Action Plan*](https://en.unesco.org/mineps6/kazan-action-plan)*,* [*WHO Global Action Plan on Physical Activity*](https://apps.who.int/iris/bitstream/handle/10665/272722/9789241514187-eng.pdf) *or other related internationally agreed frameworks on sport and/or physical activity?*The initiative aligns with the Kazan Action Plan’s first main policy area of developing a comprehensive vision of inclusive access for all to Sport, Physical Education and Physical Activity, sub-point 5 on enforcing gender equality/empowering girls and women; and its second main policy area, sub-point 6 to maximise the contributions of sport to sustainable development and peace by advancing gender equality and empowering all women and girls. |
| **Alignment with United Nations Action Plan on SDP:** | *Which of the four thematic areas of the* [*UN Action Plan on Sport for Development and Peace*](https://www.un.org/development/desa/dspd/wp-content/uploads/sites/22/2018/06/14.pdf) *is this initiative designed to align? To which action area(s) of the Plan is this initiative designed to contribute?*1. **Global framework for sport for development and peace**

(a) improve cooperation and coordination to create a common vision of the role of sport for development and peace, particularly relating to the 2030Agenda, and to contribute to the achievement of universally agreed development goals through sport, in particular the Sustainable Development Goals(b) encourage and support communication and information sharing among sport for development and peace stakeholders;(d) support and develop leaders and role models who encourage and facilitate action in sport for development and peace.1. **Policy development**

(a)\_support the systematic integration and mainstreaming of sport for development and peace into the development sector and into international, national and subnational development plans and policies1. **. Resource mobilization, programming and implementation**

(b) identify and tackle negative effects associated with sport contexts from a collaborative approach among parties involved1. **Evidence of impact and follow-up**

 (a) Support the provision and dissemination of research, monitoring and evaluation, and measurement tools with regard to sport as a tool for development and peace.  (b) Encourage platforms and networks for the delivery and sharing of evidence on sport for development and peace policies and programmes that encourage academic, empirical and practical research leading to enhanced action and sport’s contribution to development and peace  |
| **Outcomes:** | *What are the expected/actual outcomes of the initiative?*The project results are designed to create change in four interconnected areas:1. **Improving access to sport:** the project will continue to gather and leverage a network of diverse partners that will create new opportunities for underserved communities including women and girls to access quality sport in Latin America and the Caribbean, and Asia Pacific2. **Creating a place to belong**: the project will build on existing and identify new innovative partnerships to sustain and to create safe, inclusive and equal sports communities for women and girls. One of the strengths and good practices generated by the IOC’s One Win Leads to Another (OWLA) programme in Brazil and Argentina (on which this Bridging Programme builds) was sustainable connections between girls and young women from vulnerable communities, strengthening their sense of belonging and building a supporting network to prevent violence and discrimination. Asia Pacific will consolidate best practices and lessons learned from efforts to prevent and respond to VAWG in and through football and Rugby. Both Latin America and the Caribbean, and Asia Pacific regional offices will develop an advocacy and communication campaign to promote and give visibility to girls and organizations advocating for gender equality through sports in the scope of the project. 3. **Ensuring opportunities to fully benefit from sport**: the project will synthesize the knowledge, tools and good practices developed in Latin America and the Caribbean, and Asia Pacific to leverage the full power of sport to promote gender equality through sports, including physical and mental well-being. From the Latin America and the Caribbean side, UN Women will provide inputs on knowledge and learning from networking and leadership trainings provided through OWLA Brazil and Argentina to share with the Asia Pacific region. The project will also analyse and synthesize learning from strategies, approaches and programmatic interventions implemented in Asia and the Pacific, with a special focus on Get into Rugby PLUS program and the partnership with Oceania Football Confederation to make football more accessible for women and girls. 4. **Strengthening local and global connection:** the project will facilitate diverse groups of girls and young women, public and private entities, and sports organizations to connect, share best practices and experiences, and collectively build innovative solutions to promote gender equality through sport.  |
| **Mechanism for monitoring and evaluating implementation:** | *What are the mechanisms for monitoring and evaluating the implementation, outcomes and impact of the initiative?**What specific monitoring and evaluation tools are involved?*The monitoring and evaluation framework for this initiative draws on Olympism365’s shared measurement approach, and is underpinned by a Theory of Change, and a Results Framework that sets out the intended short-, medium- and long-term results, as well as indicators to measure change across five levels:1. **Participants** who are regularly involved in sport-based programmes, with focus on measuring the change in attitudes, behaviour and circumstances of young girls and women reached through weekly sport and life skills training sessions.
2. **Practitioners** including coaches, educators, community workers, athletes and young leaders, with a focus measuring changes in their capacity to deliver sport-based programmes that promote the gender equality
3. **Organisations** including NOCs and sports federations, local government departments, youth development organisations with a focus on measuring changes in capacity to deliver sport-based programmes that promote the gender equality
4. **Policy** development including measuring policy-level changes that promote gender equality in and through sport
5. **Social attitudes** that are influenced through campaigns, knowledge exchange and digital engagement.

The Results Framework also outlines a set of learning and evaluation questions associated with each of these levels of change, and across thematic areas, setting out what knowledge and insights Olympism365 aims to generate by collecting and analysing data for each indicator. It has been designed to enable the monitoring and evaluation of processes, outcomes and return on investment.Supported by Worldwide Olympic Partner Deloitte, the IOC, through Olympism365, has built a fit-for-purpose impact measurement tool utilising the [Amp Impact / Salesforce](https://ampimpact.org/) platform. Key functionalities of this tool include: tracking of programme implementation; access to real-time impact data by the IOC and its collaborators; qualitative and quantitative data collection, aggregation, analysis and visualisation; and multilingual usage. *What specific monitoring and evaluation tools are involved?*A suite of monitoring, evaluation and learning toolkits includes guidance for Olympism365 collaborators to develop a Theory of Change and Results Framework, and to select indicators from a comprehensive “bank” that will allow for alignment, aggregation and comparison across Olympism365 programmes and thematic areas.  |
| **Challenges/Lessons learned** | *What have been/were the main challenges to implementation?*Changes in political leadership, resulting in less support for the gender equality agenda have had a significant impact on the mobilisation of national actors and planned activities in 2024 in both Brazil and Argentina. *What lessons learned have been/can be utilized in the planning of future initiatives?*Working through a collective action approach with multiple stakeholders requires increased coordination, communication and regular exchanges to ensure coherence and leverage synergies. In that sense, the project coordination team has initiated periodic meetings to exchange more frequently on activities and challenges to ensure project implementation is on track.Considering complex political contexts that are not favourable to a gender equality agenda, it is important to actively seek different points of entry for partnerships, especially with state institutions. |