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

***Sport for Education and Sustainable Livelihoods in Africa***

Laureus Sport for Good & IOC/Olympism365

***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.*

In June-July 2023, the International Olympic Committee’s (IOC) Olympism365 initiative and the Laureus Sport for Good Foundation orchestrated a series of three virtual roundtable discussions and consultations with 40 key national, global, and continental stakeholders with a good understanding of the potential of sports value chains, the contribution sports-based education and employment interventions can make approaches, and deep knowledge of the African continent.

The outcomes of this process, coupled with a review of existing research and evidence, indicated that purposely designed policies and programmes that use sport as a social development tool with respect to education retention, employability, and livelihoods, can offer cost-effective and scalable interventions for governments, sports supply chains and social development stakeholders while contributing to strengthening the sport and Olympic ecosystem. But that the application of this concept was underdeveloped in Africa, with substantial potential to enhance the role sport-based policy, programmes and enterprise development can play in supporting education, employability, and sustainable livelihood outcomes and strengthening the sport and Olympic ecosystem.

In response to the consultation, Laureus Sport for Good and the IOC’s Olympism365 initiative agreed to invest each 1M USD into a regional Sport for Education, Employability and Sustainable Livelihoods pilot programme, which started implementation on 1st January 2024 and be implemented over 24 months. The intention is to invite other stakeholder to join and endorse the coalition as implementing partners, funders and investors, researchers, policy makers and ambassadors.

The long term objectives for the programme platform, initially planned for two years seed-investment, but with longer term ambitions are:

* Improving access and retention to impactful sport for development initiatives supporting education, employment, and economic participation outcomes
* Increasing the number of Children and Young People being provided with the relevant soft and technical skills required to access better career preparation and development opportunities and/or to develop their own entrepreneurial traits which could inspire them to some day gain an interest in entrepreneurship and transform their ideas into business opportunities with an impact on their wellbeing
* Capacity building educators on strengthening youth employability via sports by embedding the development of transferable skills in sports and educational programs at grass roots and school levels.
* Strengthening institutional capacity, policy frameworks and resource availability to support communities and institutions to deploy sport-based initiatives to contribute to quality education, employment, and economic participation outcomes, including mobilising public and private sector investment in sport and education infrastructure and sport-based small and micro enterprise and supply chains.

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

The seed funding provided by IOC’s Olympism365 initiative and Laureus Sport for Good will run from 1st January 2024 – 31st December 2025,

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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)
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| **Situation** | *What is the challenge or problem that the initiative aims to address?*Sport-based policy, programmes and enterprise development can play a more significant role in the supporting sustainable livelihoods for young people in Africa. Well-thought and purposely designed programmes that use sport as a social development tool offer cost-effective and scalable interventions for governments and social development stakeholders.They can support the acquisition of transferable and job relevant skills and personal competences, improve chances to progress towards further education, and contribute to prosocial development, support monitored in-job learning and internship opportunities and even the creation of entrepreneurial and new job opportunities for youth. Additionally, developing sport-based small and micro enterprise and supply chains is a growth opportunity that offer pro-youth economic participation opportunities.With a focus on UN Sustainable Development Goal 8, on inclusive growth and decent work for all, and Africa Union Agenda 2063 Goal 1, on achieving a high standard of living, quality of life and wellbeing for all citizens, the Sport for Sustainable Livelihoods consortia will focus on delivering clear, measurable, and scalable outcomes for young people including:• Improving access and retention to impactful sport for development initiatives supporting education, employment, and economic participation outcomes• Increasing the number of Children and Young People being provided with the relevant soft and technical skills required to access better career preparation and development opportunities and/or to develop their own entrepreneurial traits which could inspire them to some day gain an interest in entrepreneurship and transform their ideas into business opportunities with an impact on their wellbeing• Capacity building educators on strengthening youth employability via sports by embedding the development of transferable skills in sports and educational programs at grass roots and school levels.• Strengthening institutional capacity, policy frameworks and resource availability to support communities and institutions to deploy sport-based initiatives to contribute to quality education, employment, and economic participation outcomes, including mobilising public and private sector investment in sport and education infrastructure and sport-based small and micro enterprise and supply chains.The reasons for focusing on these areas and testing sport-based responses are clear and well documented at regional and global levels:• Africa has the youngest population in the world, with 70% of sub-Saharan Africa under the age of 30.• Despite economic growth and increased access to education (primary education), formal jobs and wage employment remain elusive.• In some African countries and due to cultural and social factors young women tend to be more disadvantaged than young men in accessing job opportunities in most sectors compared to their male counterparts.• The 2022 Sustainable Development Report (on the impact of the pandemic on global education) states that the pandemic has wiped out 20 years of education gains (where) and will lead to an increase in youth not employed, in school or in training.Despite a growing body of evidence on the efficacy and potential of innovative sport-based interventions supporting employability and economic participation policy objectives, especially for young people, this approach has not been scaled or fully embedded in policy frameworks and development financing mechanisms. |
| **Implementation mechanisms:** | *What are the means/processes of implementation of the initiative?**Grants, technical assistance, learning opportunities and communities, training and capacity building, research, evidence of impact, stakeholder mobilization, communication, and all under the supervision of a steering group formed of regional and national stakeholders committed to harnessing and using the power of sport to advance the SDG’s and the Africa 2063 agenda.**What are the main deliverables/activities involved?** Provide grants and youth-oriented organizations across the continent to deliver sport participation programmes with linked sport-based curriculum that support the development of ‘soft’ vocational, entrepreneurial, digital, socio-emotional and communication skills and re-entry and retention in formal education, through a ‘sport for development’ approach, initially reaching 9000 participants, but with intention to reach larger scale.
* Provide technical assistance, training and capacity building to sport and youth-oriented organizations to strengthen their capability to plan, implement, monitor and evaluate, and scale sport for development initiatives that support education and employability outcomes and strengthening the sport value chain in their community / context, including through organization to organisation links and peer learning between sporting bodies/NOCs, sportfor-development and youth development organisations.
* Review and upgrade curriculums of 5 sport and youth-oriented organizations to support youth skills development in response to the skills shortage of the wider job market, with a focus on the sport value chain.
* Broker and provide technical assistance to integrate these curriculums in the market offer of 3 leading African training institutions.
* Produce a landmark analytical report and associated guidelines, and deliver associated advocacy events and campaigns, on opportunities for public and private sector actors to stimulate the sport and Olympic ecosystem and value chain utilising approaches that support youth and social development outcomes.

*What is the time frame of implementation?*1 January 2024 – 31 December 2025 with the current seed-funding provided by IOC’s Olympism365 initiative and Laureus Sport for Good. The programme will continue beyond 2025. |
| **Target Audience(s):** | *Who are the beneficiaries of the proposed/implemented initiative?*Children and young people in Africa |
| **Partners/Funding:** | *Who are the main organizations/entities involved in the initiative and what are their roles?*Sports-based youth programs are widely implemented, in many countries and contexts. They engage millions of young people every year with a growing body of evidence that well designed initiatives can support wider outcomes and development priorities**. Laureus Sport for Good** and the **International Olympic Committee (IOC) via Olympism365** are two leading sports organisations in this field. Together these two institutions and movements are committed to ensuring that more people benefit from accessing sport for development, and ensure that the benefits of safe, accessible, and sustainable sport participation are better experienced, recognised, and there is more impactful collaboration between the sport movement, social sector, and for-profit business.Furthermore, the partners work with a wide group of sport for development organisations, civil society organisations, grassroots sports, organised sports, corporate partners, intergovernment agencies, bilateral agencies, and development finance institutions.*What are the main sources of funding of the initiative?*Initial funding is provided by the two partners, IOC’s Olympism365 initiative and Laureus Sport for Good. Other funders are welcome to join the SESLA platform. |
| **SDG Alignment:** | *To what SDG goal/target/indicator is this initiative targeted?*Primary SDGs:8 – Decent work and economic growth5 – Gender equality4 – Quality education17 – Partnerships for the goalsSecondary SDGs:10 – Reduced inequalities13 – Climate action (cross-cutting concern)*Please indicate any other national or internationally agreed goals/commitments to which this initiative is aligned.*Africa 2063 Agenda |
| **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 purpose of the SESLA programme is to harness and use the power of sport to move the dial on education and sustainable livelihoods in Africa. As such, the main aspiration is of social and economic nature, and the tools to achieve this are based on sport and physical activity. Laureus has since 2017 developed and implemented key performance indicators to help link interventions in communities across the world with the Sustainable Development Goals, and IOC’s O365 programme has been set up to serve a similar purpose. As such, the SESLA programme started developing an impact measurement framework already in 2023. Therefore, the ambition is to align the intervention with Kazan Action #2, develop indicators for sport’s contribution to the SDGs, particularly focusing on the abovementioned SDGs. |
| **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?*1 – Global framework on sport for development and peace3 – Resource mobilization, programming and implementation4 – Evidence of impact and follow-up*To which action area(s) of the Plan is this initiative designed to contribute?*1a: cooperation and coordination1c: alignment with 2030 agenda3a: sustainable funding and allocation mechanisms4a: evidence of impact and research |
| **Outcomes:** | *What are the expected/actual outcomes of the initiative?*The short term outcomes are expected to be:* Young people facing disadvantage positively engage with and are retained in formal education through sport-based interventions.
* Young people facing disadvantage develop the soft and technical skills required to access employment and formal education through sport-based interventions and in the sport value chain.
* Young people facing disadvantages develop entrepreneurship literacy, which if coupled with access to affordable finance, would enable them to develop sport-based enterprises and social businesses.
* Young people facing disadvantages are provided with work experiences, internships, and mentorships across the sporting ecosystem and sport value chain.
* Sporting bodies and youth development organisations have improved capacity and commitment to deliver sport for development initiatives that support education and employability outcomes, are directly relevant to the African continent, and strengthen the sports value chain.
* Sport for development methodologies and curriculums are integrated into education and training systems in targeted institutions / systems.
* Networks and partnerships are established between sporting bodies and NOCs, sport for development organisations and stakeholders focused on youth development, employment, and economic participation.
* Improved awareness and commitment to action of public bodies and private sector partners to invest in sport-based approaches for education and livelihoods and stimulating the sport value chain in Africa.
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| **Mechanism for monitoring and evaluating implementation:** | *What are the mechanisms for monitoring and evaluating the implementation, outcomes and impact of the initiative?*Indicator framework currently in development based on Laureus and IOC O365’s respective performance and impact indicator frameworks. *What specific monitoring and evaluation tools are involved?*Framework still in development. Will contain an appropriate balance of quantitative and qualitative measures. |
| **Challenges/Lessons learned** | *What have been/were the main challenges to implementation?*The SESLA programme in and by itself is a response to challenges encountered through many years of implementation of education, employability and livelihoods focused, sports-based interventions. The sport and sport for development sector has evolved in silos, every organization fending for themselves. There are a few networks in the sector, but they are not developed for the sake of multistakeholder partnership and collaboration, but rather for sharing information. They have yet to prove there is any scaleability in their efforts.The model developed for SESLA is based on the sector approach and thematic programme approach already adhered to in large scale international development interventions, but it takes these approaches one step further to develop comprehensive programme and public-private sector partnerships, ensuring multi-stakeholder collaboration and offering stronger pathways for young people across Africa in their journey towards creating more sustainable livelihoods for themselves, their families and their communities. And it integrates cross-sector capacity building and training, supporting the sector to evolve and building in mechanisms and tools for its ongoing, self-sustained development and strengthening.Another aspect of where SESLA is a response to challenges is in its strategic guidance. The programme evolved from an extensive consultation process with organisations across Africa, from local community based organisations, to academics, to regional institutions such as African Union and West Africa Development Bank. This has helped anchor the intervention not only in the SDGs, but also the Africa 2063 plan. And it has allowed for setting up a Steering Group made up of regional stakeholders to guide and inform the programme.*What lessons learned have been/can be utilized in the planning of future initiatives?*Break down the silos, collaborate, create pathways, learn from peers, all held together by a comprehensive programme model, anchored in locally informed needs and guide by local stakeholders. Let go of power and influence and create proper local ownership. |