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

***Sport for Gender Equity***

Laureus Sport for Good

***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.*

The programme harnesses and uses the power of sport to advance gender justice by promoting women and girls’ leadership, raising female voices, and ending violence against women and girls. It contributes to:

* Ending violence against women and girls by strengthening young women and girls’ self-confidence and capabilities, building awareness about their rights, and changing individual and collective beliefs, attitudes and harmful practices towards women and girls.
* Girls and young women’s equal and equitable participation and leadership by empowering girls and young women’s individual and collective capacity to challenge gender stereotyping and other societal policies, structures, institutions, decisions, and practices that sustain gender-inequity and inequality.

Laureus does not believe in putting the onus of change on girls and young women only. We recognise that gender-inequity and inequality is systemic, institutional, and cultural and perpetrated through disenfranchising practices of everything from toxic masculinity to everyday discrimination embedded in all layers of society. And as such, it is the responsibility of everyone, from women and men to communities, organisations and companies to governments to challenge ourselves and our beliefs and practices.

Also, while Laureus’ understanding of Gender includes both the binary terms and a wider non-binary spectrum, this specific thematic programme is focused on young women and girls and will work and support sport for development programmes that work directly with young women and girls as well as with wider societal stakeholders and factors that influence in their lives. The programme also engage with boys and young men to challenge and change concepts of masculinity.

The fundamental approach in the programme is Sport for Development, which has proven an effective and cost-efficient tool to support and empower young women and girls to learn, earn and lead. Laureus Sport for Gender Equity:

* Provides grants and technical assistance to deliver sustainable, long-term impact on girls and young women, and in their communities.
* Delivers cutting edge evidence of impact through key impact indicators, facilitate peer learning and sector-growth through a dedicated learning platform and by providing organisation development and institutional strengthening to the sector.
* Develops and rolls out sport for gender equity guides, toolkits, and curriculum in partnership with training institutions.
* Invests in research to help generate better understanding of how sport for development contribute to empowering women and girls.
* Based on programmes support (A) and impact evidence (B), the programme uses Laureus’ purpose network of more than 200 top athletes and corporate partners to influence global and national key stakeholders to develop and invest in the use of sport for development to promote and protect the rights of women and girls.

While Laureus has always supported standalone programmes focused on gender equality and girls and young women’s empowerment, this programme represents the first effort at building cross sector partnerships, coordination, collaboration and shared growth, all in alignment with SDG 17 and with the aim to substantially move the dial on Gender Equity and Equality SDG 5.

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

The programme materialized at the beginning of 2023 and will run through 2030.

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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?** Violence against women – particularly intimate partner violence and sexual violence – is a major public health problem and a violation of women's human rights.
* Global estimates published by WHO indicate that about 1 in 3 (35%) of women worldwide have experienced either physical and/or sexual intimate partner violence or non-partner sexual violence in their lifetime.
* Violence can negatively affect women’s physical, mental, sexual, and reproductive health, and may increase the risk of acquiring HIV in some settings.
* Worldwide, more than 700 million women alive today were married as children (below 18 years of age). Of those women, more than 1 in 3—or some 250 million—were married before 15.
* Specific demographics (e.g. girls and rural children) have disproportionate numbers of school age children not in education. In sub-Saharan Africa, approximately 80% of young women have not completed their secondary education, and one in three young women cannot read.
* Less than 1 in 4 parliamentarians worldwide are women
* On most economic indicators, women are persistently disadvantaged. This includes lower wages for same work (60-75% of what male peers earn in most countries), much more responsibility for unpaid care work, more likely to assume informal low-paid employment, etc.
* 153 countries in the world have laws that discriminate against women, and in 8 countries, men can even legally prevent their wives from working.

While this programme is not only focusing on moving the dial on gender equity in sports, but even more to use sport to move the dial on gender equity and equality in society, it is still worth noting some of the statistics of the extreme gender inequality we experience in sports:* More than 90% of articles about sport in media are written by male journalists, and more than 85% of articles is about men’s sport.
* The most common words associated or combined for women in sport (but not men) are ‘aged’, ‘older’, ‘pregnant’ and ‘married’ or ‘unmarried’. Conversely, the words most chosen to describe men in sport are ‘fastest’, ‘strong’, ‘big’, ‘real’ and ‘great’.
* Girls are almost twice as likely to drop out of sport by the age of 14, compared to boys.
* The average salary for a NBA player in 2023 is USD 9,700,000. The average salary for a WNBA player in 2023 is USD 147,745 (men earn 6465% higher salary than women)
* 26.9% of leadership positions in international sports federations are held by women. 73.1% by men.
* At Tokyo 2020, only 17% of coaches were female.

Sport for development has a long history of success with programmes for young men and boys around the world, but it has been less widely used for women and girls. This is now changing and the empowerment of girls and young women through sport is increasingly becoming a priority for sport for development organisations and funders, as a way in which to tackle a wide range of important issues globally (Dalton, Taylor and Nicholson, 2019).Sport for Development can effectively promote gender equity, equality and justice and has proven to contribute to the empowerment of women and girls (Lindsey and Chapman, 2017; Meyer and Roche, 2017). Getting young people to engage in mixed sport and using well-designed exercises delivered through and alongside sport can help to challenge gender stereotypes among players and athletes, their families, and supporters. These messages are then carried naturally into local schools and community. Girls and women playing sports traditionally preserved for boys and men also helps to express free choice and rights, and it challenges stereotypes about what girls and women should and could do.Using Sport and Sport and Sport for Development to cultivating and creating ‘safe spaces’ in which to trigger discussions on a range of gender-related issues can be seen as a key ingredient in these types of programmes (Spaaij and Schulenkorf, 2014). There are some topics, such as gender-based violence, female genital mutilation, or sexual health practices, that can suffer from taboo status or stigmatize girls and young women in everyday conversation. In the context of sport, it is often possible to open up these subjects for inter-gender discussion.Matches, training, games, programmes and clubs are also great opportunities to develop girls and women as leaders. This is powerful in terms of practical lessons and experience in leadership and also from the knock-on effect of creating examples of female leadership.Vulnerability to sex trafficking is often created by a combination of poverty, absence of effective law enforcement and insufficient community cohesion to protect vulnerable people. Sport can be successfully used as a tool to create community cohesion. Where girls play sport together regularly, it helps to create a bond and increases a sense of belonging, which together help to decrease the vulnerability of girls to being trafficked or coerced into child marriage. |
| **Implementation mechanisms:** | *What are the means/processes of implementation of the initiative?*A Laureus Thematic Programme, which includes a funding instrument, technical support, research and learning, and high-level influencing, is an important next step in the evolution of Laureus and of the wider sport for development sector:* 24 years of grant making, 12 years of hosting summits, 10 years of place-based collective impact programmes, 3 years of Learning Communities have shown us that by working together across and within sectors, we stand stronger, and we provide deeper, more sustainable and better evidenced impact.
* A collaborative partnership, led by leading international SDP partners, involving international organisations, governments, local SDP organisations, and the undergrowth of innovative new projects and initiatives, is more likely to become sustainable than individual stand-alone projects.
* Working together in a structured, purposeful way will create the conditions for achieving a combined impact greater than the sum of its parts.
* It helps take the sector out of its silo-tradition, fostering linkages and collaboration based on what we can contribute with in terms of social change, instead of remaining fixated only on the sports we play.
* Greater chance of impacting at policy level, national and regional, creating more enabling conditions for SDP.
* Programming based on Partnerships, which endorses local leadership.
* As opposed to imposing donor prerequisites (such as finite issue analysis and set targets), it is a conceptual and structural framework that allows the local stakeholders to assume a strong role in setting ambitions and course.
* More structured and purposeful allocation of grants and joined up provision of technical support and capacity building.
* Setting targets at wider thematic and sectoral levels becomes a longer term and more feasible reflection of where the sector as a joined-up effort wish to move, as opposed to adding up individual headcounts.
* Systemic issues are best addressed by systemic interventions.
* Financially more sustainable due to multitude of donor contributions and investments.

*What are the main deliverables/activities involved?*The programme implemens four different workstreams: 1. Funding and technically supporting programmes that aligned with the above strategies aim to raise girls and young women’s voices, build their leadership at all levels, and bring an end to violence against women and girls.
2. Developing guides, toolkits, and curricula and providing capacity-building tools to frontline sport for development organisations, moderating communities of practice and Laureus SportsLABs, and facilitating other learning opportunities from experts and their peers.
3. Investing in research to evidence impact and best practices in using sport for development for advancing gender justice.
4. Influence and support high level decision makers in sport, government and private sector to develop and deliver longer term commitments, action plans and investments to give equitable and equal access to resources and opportunities.

Currently and in addition to standalone grants in several countries across the world, the programme includes four major building blocks all of which have been implemented throughout the 2022-feb2024 period:* Sport for Good City Delhi, which works to reduce violence against women and girls and empower girls in their local community in Seemapuri district in Delhi. Multitude of local partners as well as corporate partners.
* Jugamos Juntas (“we play together”) in Mexico City, which aims to increase girls’ participation in sport and physical activity, engaging with a large number of local partner organisations that learn and grow together, all aiming at substantiating their impact in the community. Multitude of local partners and corporate partners.
* Play Academy with Naomi Osaka is a collaboration between Laureus, a major sport brand and other donors, and a top athlete lending her name and hopes and rolemodel to the programme, the delivery partners and not least the girls and young women participating in programme activities across Japan, Haiti and Los Angeles. The programme aims to empower girls through improving their participation in sport and physical activity.
* SKATE for Social Change is a partnership between Laureus, a major sport brand, REMS (countrywide SDP network) and another top athlete, Reyssa Leal, in Northeastern Brazil, similarly aiming at empowering girls through increase participation in sport and physical activity. This fourth cornerstone of the Sport for Gender Equity programme was launched at the end of 2023.

*What is the time frame of implementation?*2023-2030 |
| **Target Audience(s):** | *Who are the beneficiaries of the proposed/implemented initiative?*Girls and young women, aged 6-30 |
| **Partners/Funding:** | *Who are the main organizations/entities involved in the initiative and what are their roles?*Lead agency is Laureus Sport for Good. To deliver impact in this programme, we collaborate with more than 40 local and global partners across 6 continents. This number will grow as the programme grows in scale and reach.*What are the main sources of funding of the initiative?*The programme works with more than 30 partners that provide financial and technical support. 2/3 of these are funding partners, the majority being corporate. |
| **SDG Alignment:** | *To what SDG goal/target/indicator is this initiative targeted?*SDG 5 – Gender Equality*Please indicate any other national or internationally agreed goals/commitments to which this initiative is aligned.*Beijing Declaration and Platform for Action for Equality, Development and PeaceSport for Generation Equality Framework International Safeguards for Children in SportUN Sport for Climate Action Framework |
| **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?*Laureus has signed a Letter of Intent with UNESCO to collaborate on delivering UNESCO’s Fit for Life programme. This includes extensive collaboration in particular around Gender Equality and Equity. While not yet off the ground, this includes piloting the partnership in Paris, through Laureus’ Sport for Good City Paris programme and in Delhi, taking off from Laureus’ Sport for Good City Delhi programme. |
| **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?*Ultimately, by 2030, aligned with the Sustainable Development Goals timeline, this programme aims to having harnessed and used the power of sport to advance gender justice by promoting women and girls’ leadership, raising female voices, and ending violence against women and girls.  |
| **Mechanism for monitoring and evaluating implementation:** | *What are the mechanisms for monitoring and evaluating the implementation, outcomes and impact of the initiative?*Sport for Gender Equity operates with multiple layers of M&E and Research:* Individual delivery partners employ impact indicators to measure impact
* At the programme level (like PANO, JJ and the Delhi programme), Laureus introduce a layer of more generic, programme specific indicators
* At global level, the Sport for Gender Equity programme employs Laureus’ GOAL framework to evidence impact and manage global impact narrative. The GOAL framework is the second iteration of Laureus’ impact measurement framework, which was introduced in 2018 as one of the first and leading frameworks in the sport for development and peace sector. The GOAL framework was introduce in 2023 and will in 2024 be the basis for global impact reporting.

In addition to M&E, Laureus invests in research. Within the scope of Gender Equity, in recent years, Laureus has published two pieces of research and launched to others within the 2022-feb2024 period:* Empowering Girls and Young Women through Sport for Development, 2018
* Collaboration and Networking as a Catalyst for Gender Equality in Sport for Development, 2019
* Socio-anthropological study of the impact of Sport for Development interventions in the lives of girls and young women, ongoing. Started in 2022 in partnership with Durham University.
* Social Return on Investment into sports-based programmes designed to empower girls and young women, ongoing. Started in 2023 in partnership with University of Southern California.

*What specific monitoring and evaluation tools are involved?* |
| **Challenges/Lessons learned** | *What have been/were the main challenges to implementation?*The main challenge in the sport for development and peace space is that many organisations in both civil society and organised sports still are under the impression that gender equality and girls’ participation is only a numbers game. Our research shows that it’s not about “giving the girls a sport they like”, but more fundamentally about changing the way we deiver sport and physical activity, and that we adapt to the needs of girls and young women, understanding the context of gender inequality, inequity…injustice.*What lessons learned have been/can be utilized in the planning of future initiatives?*As empowering and engaging girls and young women increasingly becomes a priority for sport for development organisations, it is not always clear how organisations can improve in this area and what strategies they can employ. The scientific evidence of the effect of sport for development in the pursuit of gender equity is still in early stages, but indications are strong. And across the sport for development sector, we hear and read anecdotes about innovative or promising practices by organisations that get girls and young women involved in sport, showcase women sports leaders, or push against the boundaries and the limiting stereotypes of gender in their communities (Carney, Chawansky, DiSimone, 2017).In recent years, Laureus and partners have invested more extensively in understanding the types of strategies sport and sport for development programmes and organisations can successfully employ to advance gender equity and equality. And consequently, these strategies are the ones that should be supported and enabled through the Sport for Gender Equity programme. These include, and are not limited to:* Long-term strategies to increase girls and young women’s participation in sport programmes, bringing equal participation beyond the number-games and tick-box exercises.
* Development and implementation of gender-sensitive and adaptable programme models that accommodate to the specific needs of the participants, instead of just assuming that what was good for boys is good for everyone.
* Support the development of female leadership and coaches in clubs and organisations, programmes and projects, following the simple role model logic: “if you can see it, you can be it”.
* Community Outreach, to help challenge stereotypes about girls and young women and change perceptions, and practices about gender and roles in society.
* Collaboration and networking to create stronger platforms from which the sport for development sector can challenge and help change policies, structures, and institutions that currently prevent girls and young women from learning, earning and leading lives free from discrimination and violence.
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