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

***The Game Plan: Plan of Action to Counter Hate Speech through Engagement with Sport***

***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)
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| **Situation** | *What is the challenge or problem that the initiative aims to address?***The Game Plan is a Plan of Action developed with sports leagues and clubs to counter proliferation of hate speech by engaging with and through sport, and to foster community outreach harnessing the unifying power of sport. The Game Plan stems from the discussions held at the Eradicate Hate Global Summit, founded by Pittsburgh community leaders to drive cross-border and cross-discipline solutions that would help protect other communities from the kind of hate that was experienced when their city saw one of the deadliest anti-Semitic attacks in United States history, back in 2018 (the Tree of Life Synagogue attack). Following her participation at the first 2021 Summit and keynote on countering hate speech, the UN Special Adviser on the Prevention of Genocide proposed a dedicated discussion on engaging with the sport community, based on the expressed solidarity and the seen outreach and support which came from the local sports leagues and clubs following the tragic 2018 attack. The UN – Eradicate Hate Global Summit Sport Working Group was soon established, and the Game Plan was officially launched by the Secretary-General on 9 December 2022/International day of Commemoration and Dignity of the Victims of Genocide and of the Prevention of this Crime.** **The Game Plan identifies strategies to speak openly and honestly about hate speech with athletes, employees, the public, and those who are targeted by hate speech; promote positive messages, practices, polices, and procedures to foster genuine respect and counter hate speech; organize specific outreach to communities of fans and players (from back yards to stadiums) to educate them about hate speech and its consequences and to try to intervene before violence and messages of hate that may lead to incitement of violence can take root; recognize, reward, and report success stories and positive impacts of athletes and sports figures who join the Game Plan; and train at all levels to identify and address hate speech. It is aligned to the UN Strategy and Plan on Hate Speech, for which the Office of the Special Adviser on the Prevention of Genocide is the UN-system wide focal point.**  |
| **Implementation mechanisms:** | *What are the means/processes of implementation of the initiative?***The initiative is implemented primarily through the UN – Eradicate Hate Global Summit Sport Working Group, which counts over 30 members (more info in section below), coming from different sports leagues and clubs. Each has taken the Game Plan on board to align its policies with it and to further localize it within their respective communities of engagement.***What are the main deliverables/activities involved?***For the reporting period, the main activities involved:*** **Setting up the UN – Eradicate Hate Sports Working Group**

**Development and launch by the SG of the Game Plan (on 9 December 2022I, International day of Commemoration and Dignity of the Victims of Genocide and of the Prevention of this Crime, and Anniversary of the Genocide Convention)*** **Introducing the Game Plan within each of the leagues and clubs represented in the Sports Group**
* **Localizing the Game Plan in different regions/countries, piloted in the United Kingdom under the convening of the Liverpool Football Club in April 2023 (over 100 representatives of UK leagues and clubs have taken the Game Plan on board to align their policies and community outreach, and have committed to report back); similar localization initiated by the Boston Red Sox in August 2023**
* **Introducing the Game Plan to relevant national stakeholders, during high-level engagements of the Special Adviser on the Prevention of Genocide**
* **Social media outreach presenting the Game Plan**
* **Development of a detailed implementation plan, including training segments (in process)**
* **Development of a joint communications campaign (in process)**

*What is the time frame of implementation?****Launched in 2022. Implementation begun in 2023 and is ongoing.*** |
| **Target Audience(s):** | *Who are the beneficiaries of the proposed/implemented initiative?** **Staff at sport leagues and clubs, including coaching staff and players**
* **Supporter/fan clubs**
* **Wider community around sport clubs and leagues**
* **Sport-related policy-makers**
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| **Partners/Funding:** | *Who are the main organizations/entities involved in the initiative and what are their roles?***The UN – Eradicate Hate Sports Working Group is the main implementation and advocacy body for the Game Plan, with the main members including: the Pittsburgh Steelers, Major Legal Baseball, Boston Red Sox, Fenway Sports Group, Buffalo Bills, Major League Soccer, National Football League, Buffalo Sabres, United States Women's National Soccer Team, the Pittsburgh Penguins, the Pittsburgh Pirates, the National Association for Stock Car Racing (NASCAR), Major League Soccer (MLS), National Basketball Association (NBA), Women’s National Basketball Association (WNBA), Ultimate Fighting Championship (UFC), the National Hockey League (NHL), and Pegula Sports and Entertainment, the Anti-Defamation League Sports Leadership Council, and CNX Sports, and outside of the U.S. - the Liverpool Football Club.***What are the main sources of funding of the initiative?***The Eradicate Hate Global Summit, and individual Sport Working Group members.** |
| **SDG Alignment:** | *To what SDG goal/target/indicator is this initiative targeted?***Goal 4 Quality Education; target 4.7. (education for sustainable development, human rights, peace, non-violence, appreciation of cultural diversity)****Goal 16 Peaceful and inclusive societies: target 16.1 (significantly reduce all forms of violence and related****death rates everywhere)***Please indicate any other national or internationally agreed goals/commitments to which this initiative is aligned.***Directly linked/falls under the UN Strategy and Plan of Action on Hate Speech**  |
| **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?***It relates to the Kazan Action Plan under its Sport Policy Follow-up Framework, more specifically the second policy area on Maximizing the Contributions of Sport to Sustainable Development and Peace. It also contributes to the third policy area on Protecting the Integrity of Sport.**  |
| **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?***It contributes to the “Global framework for sport for development and peace action” line area, primarily.** |
| **Outcomes:** | *What are the expected/actual outcomes of the initiative?***Expected outcomes primarily include sport clubs and leagues in different regions to localize the Game Plan and/or align their existing policies with it, and further train their staff and relevant actors on countering hate speech.****Furthermore, as per the Game Plan, key expected outcomes in 2024-2026 include:*** **Developing training materials/courses for all levels of operation in sport leagues, clubs, communities on recognizing and countering hate speech.**
* **Developing positive messaging frameworks for teams and leagues to communicate to players, partners, and fans the “core values” of inclusion and acceptance that the global sports’ community stands for; which includes developing model language for fan codes of conduct on hate speech and creating mechanisms for teams and leagues to enforce their fan codes of conduct;**
* **Fostering community outreach of fans and players, which uses the influence of professional athletes to educate organizations, players, and fans about hate speech, including its root causes ad impacts on societies, and ways to counter it in their communities, while respecting the right to freedom of expression.**
* **Behavioral communications campaign, educating on hate speech, while also promoting success stories, positive outreach messaging and first-person narratives from people who have been victims of hate speech across the spectrum of the sports community – from players to fans, and everyone in between. These narratives will draw attention to the problem of hate speech in ways that shows hate speech and its impact in relatable terms.**

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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?**What specific monitoring and evaluation tools are involved?***The UN – Eradicate Hate Sport Working Group is the primary implementation and monitoring body for the GAME PLAN and it reports back to the Eradicate Hate Global Summit each year (first public briefing on the progress and results was at the September 2023 Global Summit in Pittsburg). The Office plans to develop specific ToR, standardizing the monitoring and evaluation in 2024.**  |
| **Challenges/Lessons learned** | *What have been/were the main challenges to implementation?**What lessons learned have been/can be utilized in the planning of future initiatives?***The initiative is still in its initial stage, and main challenges thus far have been moving the activities from the level of sports leagues currently involved, further down at the level of directly including individual sports clubs and individual athletes. The Sport Working Group plans to work on this approach (of engaging individual athletes and players, especially in communication outreach) in this second year of implementation of the Game Plan.**  |