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

Fit for Life Label for Sustainable Major Sport Events (MSEs)

***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 |
| * **Leveraging sports events to promote action to combat climate change, advance peace and/or sustainable development** | * Conflict prevention/peace building |
| * 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 |
| * 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 |
| * **Strengthened global framework on sport for development and peace** | * Other (please specify) |
| **Situation** | *What is the challenge or problem that the initiative aims to address?*  While Major Sport Events (MSEs) can be the source of significant positive social, economic, social, and environmental impact, they also leave behind negative social and environmental legacies, stemming from potential human rights violations, labour abuses, substantial ecological footprints and excessive financial burdens. By creating objective impact measurement criteria for the social and environmental legacy of MSEs, Fit for Life will equip decision makers with the necessary tools to design and organize sustainable and effective events, driving local and national development through sport while safeguarding environmental and societal welfare.  Moreover, the label should bring together existing frameworks on sustainable event management (e.g. OECD guides on “how to measure the impact of culture, sports and business events”, ISO 20121, etc) and harmonize recommendations on how to invest in elite and grassroots sport, to drive environmental and social impact. This will help host actors have a clear vision about policies and legacy plans that boost social and environmental sustainability. | |
| **Implementation mechanisms:** | *What are the means/processes of implementation of the initiative?*  This initiative is being implemented in close partnership with Paris 2024. The Label will therefore be launched during the UNESCO’s Global Sport Conference to be held at UNESCO headquarters ahead of the 2024 Paris Olympic and Paralympic games (23-24 July).  *What are the main deliverables/activities involved?*  This initiative will create objective, feasible, and legitimate impact measurement criteria, to increase accountability in the planning of MSEs, to improve the general credibility of sport, and to provide tools for the design and organization of more effective events. This holistic set of indicators will be accompanied by an impact-oriented programme (i.e. global database of good practice and impact organizations and professionals), an impact and legacy funding platform for the coordination and implementation of public and private funds as well as a set of recommendations to create an overarching, long lasting legacy governance structure. In parallel, this initiative will deliver a report which will assess the measures taken by the Paris 2024 organizing committee with regards to their impact and legacy, applying our indicators and granting them the first edition of the MSE label.  *What is the time frame of implementation?*  The current set of indicators, along with our proposals for the three other components of the label, will be revised by a UNESCO-led taskforce between February and May 2024. In parallel, the report will be written. The Label and the report will be presented at the UNESCO Global Sport Conference (23-24 July 2024). Throughout the process UNESCO has been engaging its Member States and the upcoming CIGEPS session (3-4 April 2024) will assess the advancement of this workstream. | |
| **Target Audience(s):** | *Who are the beneficiaries of the proposed/implemented initiative?*  The main beneficiaries and audience for this label will be the Member States/host actors. This initiative should notably encourage countries that are not yet organizing major sport events (e.g. low and middle-income countries) and support them build their capacity to host these events and ensure that they drive sustainable impact and legacies. Eventually, the label should engage all stakeholders involved in the organization of MSEs (e.g. sport governing bodies, sponsors, etc). | |
| **Partners/Funding:** | *Who are the main organizations/entities involved in the initiative and what are their roles?*  UNESCO is steering and coordinating the initiative and developing the conceptual framework. The research institute Sciences Po Paris has contributed with an analysis and proposal of suitable social, environmental, and governance indicators that would be suitable for the proposed Label. OECD is also providing inputs on the indicators considering its existing work in that area. The Paris 2024 organizing committee is collaborating on a report that will provide further insight into the suitability of the indicators through hypothetical application to Paris 2024. A Task Force of Member States, hosting entities for MSEs, and other relevant experts will be convened to provide input on the indicators and other aspects of the MSE Label.  *What are the main sources of funding of the initiative?*  So far, UNESCO’s regular programme budget | |
| **SDG Alignment:** | *To what SDG goal/target/indicator is this initiative targeted?*  *Please indicate any other national or internationally agreed goals/commitments to which this initiative is aligned.*  The initiative of the MSE Label is targeting a number of SDG indicators, in particular Good Health and Well-being (Goal 3), Quality Education (Goal 4), Gender Equality (Goal 5), Decent Work and Economic Growth (Goal 8), Reduced Inequalities (Goal 10), Sustainable Cities and Communities (Goal 11), Responsible Consumption and Production (Goal 12) and Partnerships for the goals (Goal 17).  As mentioned above, this initiative also closely aligns with and builds on existing frameworks for sustainable event management such as the OECD guides on “how to measure the impact of culture, sports and business events”, ISO 20121 and ASOIF “common indicators for measuring the impact of events”. | |
| **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?*  This initiative closely aligns with the Kazan Action Plan's objective of developing a comprehensive vision of inclusive access for all to sport, physical education and physical activity as well as maximizing the contributions of sport to sustainable development and peace. Indeed, the MSE label will encourage Member States to invest in MSEs to achieve social impact, notably by advancing equality and inclusion, providing quality education and employment opportunities and by building effective, accountable and inclusive institutions at all levels.  Moreover, through its numerous indicators focused on improving health and well-being of all, this initiative will also contribute to the WHO Global Action Plan on Physical Activity. | |
| **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?*  This initiative will contribute to all four thematic areas of the UN Action Plan on Sport for Development and Peace. First, the holistic criteria and indicators will provide a globally-recognized impact measurement framework to assess the social and environmental legacies of MSEs. Secondly, it will support policy development, by inciting member states and stakeholders to invest in MSEs as part of national development strategies. Thirdly, the impact and legacy funding platform for the coordination and implementation of public and private funds will facilitate resource mobilization by enhancing and securing sustainable funding mechanisms and investment and resource allocation to events impact and legacy. Lastly, by encouraging host actors to establish an overarching, long lasting legacy governance structure, the MSE label will promote independent monitoring and follow-up. It will also facilitate information-sharing as it will gather evidence on the impact of the MSE, to then serve as a model for future hosts, providing Member States access to a knowledge base to maximize the impact of MSEs. | |
| **Outcomes:** | *What are the expected/actual outcomes of the initiative?*  The introduction of the F4L label leads to increased capacity and a change of paradigm in the organization of MSEs. Encouraged by the incentive of the label, host actors scale investment into grassroot sports and development programs as part of national development strategies, towards greater physical and mental health, inclusion and equality as well as education and employability. They also take action to preserve biodiversity and limit events’ carbon footprint. | |
| **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 F4L Label will have a specific monitoring system once established. | |
| **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 work is still ongoing, and it would be possible to discuss more about challenges in future editions of this report. However, so far, the main challenge has been related to the positioning of the Label amongst similar existing certification systems (ISO, GRI) and ensuring the value proposition is accepted by Member States, future organizing committees and MSEs owners. | |