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

***Fit for Life sport initiative – Gender Equality workstream***

***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?*  Fit for Life (F4L) considers **gender equality** and **tackling violence against women and girls in sport** as priority action areas.  Globally, adolescent girls are far less active than their male peers: 85% of adolescent girls are insufficiently active according to WHO data. This physical activity gap is connected to broader educational, socio-economic, geographic and cultural gender divides. It is also mirrored in sporting structures, where disparities in coaching and administration result in systemic inequalities in the design and delivery of sport and physical education programmes. There is mounting evidence demonstrating that sport is not only critical to good physical and mental health, but also a powerful tool to drive equality outcomes and change mentalities. For example, for 80% of young women, participation in sport has led to an increase in confidence and a decrease in anxiety. Similarly, it is noteworthy that 80% of female Fortune 500 executives played competitive sports.  In addition, one in three women worldwide has faced some form of physical or sexual violence in her lifetime, and athletes are no exception. Across all sports and all continents, female athletes face significant risks of abuse. Traditionally male- dominated environments, combined with ineffective governance structures, a lack of transparency, and the prioritization of sport profits over individual well- being contribute to deeply rooted power imbalances, negative gender stereotypes, and the normalization of abusive practices and cases of violence. | |
| **Implementation mechanisms:** | *What are the means/processes of implementation of the initiative?*  In addition to increasing girls’ and women’s participation in sport, Fit for Life activities scale the use of sport to upskill and empower girls and women through sports-related trainings, and support decision makers effectively measure the positive impacts of this across society.  Fit for Life also works in and through sport to upend the root causes of male violence against women and girls in collaboration with partners from public, private and sport sectors. Its focus is twofold: to promote and enhance survivor- centered policies and regulatory frameworks which prevent and respond to violence, and to engage with athletes, coaches, and other members of the sports community, empowering them to recognize and end it.  To consult on priority needs, UNESCO gathered over 70 stakeholders from government, civil society, the sport movement and the private sector for the “Fit for Life Workshop: Empowering Girls and Young Women Through Sport” in November 2022. During this workshop, consensus was reached on the need to harmonize approaches to the development, design and measurement of inclusive sports initiatives at the levels of policy and practice. Several calls to action were made, including:   1. the urgent need for shared metrics to advance outcome-oriented measurement, to inform advocacy and scale smart investments in sport as a driver of sustainable development; 2. the importance of participatory development processes and the use of an intersectional lens to support inclusive, relevant and gender-transformative policies, curricula and projects; 3. the need to prioritize capacity-building and communications to promote the value of investing in grassroots sport to advance equality outcomes, and to accurately measure social and economic returns on investment; 4. the identification and promotion of mechanisms for collective action to ensure engagement and ownership from diverse public, private and civil society stakeholder groups, including those outside of the sport sector, alongside core constituencies such as athletes and sport media.   *What are the main deliverables/activities involved?*  The [Fit for Life Sport and Gender Equality Game Plan](https://unesdoc.unesco.org/ark:/48223/pf0000386119) is being designed to respond to these calls to action. Its practical content will support national decision makers to better use sport as a tool to advance gender equality and sustainable development. Chapters will outline the rationale for increased investment in sport as a driver of equality and signpost key resources to consult further. The key stages of effective policy-making and related implementation will be covered, including practical checklists and good practice examples to inspire action.  In parallel, UNESCO has been working with UN Women and the UN Spotlight Initiative on a [Handbook on Tackling Violence against Women and Girls in Sport](https://unesdoc.unesco.org/ark:/48223/pf0000386159), which was launched at MINEPS VII in June 2023 during a side event featuring survivors of violence, athletes, academics and activists, and promoted during a side-event of the 54th Human Rights Council. The Handbook contains practical recommendations for policy makers and sports practitioners to enhance legal frameworks, trainings, independent reporting systems and trauma centred approaches to violence prevention and remedy measures.    ***What is the time frame of implementation?***  To support the development of the Game Plan, UNESCO has established and held several rounds of consultation with a Group of Friends for Sport and Gender Equality (GoF), which includes over 90 members, including technical experts and Member States. The Group agreed on the importance of developing a Global Sport and Gender Equality Game Plan to provide practical guidance to policy makers on upgrading and aligning GE components of sport policies and strategies with global good practice, as well as recommendations on using sport as a tool to empower women and drive equality outcomes beyond the sport sector. UNESCO has developed a Theory of Change and indicators for the Game Plan, which were presented during a high-level stakeholder meeting convened by the Global Observatory on Gender Equality and Sport and hosted at UNESCO HQ in November 2023. The Game Plan will be launched in July 2024 at a Global Sports Conference that UNESCO will be hosting in the run up to the Paris 2024 Olympics (23-24 July) and rolled out in national and city settings as part of Fit for Life’s global implementation. Implementation of the Game Plan will then be supported in countries and cities through a series of pilot projects, focused on data and research, participatory policy making, capacity building, resource management and fundraising, intersectional impact measurement, and advocacy and communications.  To support the implementation of the recommendation of the Handbook, UNESCO has just concluded the first phase of a research and capacity-building pilot project on sports media and gender equality, in collaboration with UNESCO's Field Office in Beirut and the Thomson Foundation, and is now planning a dedicated Policy Roundtable for policy makers and sports practitioners in Spring 2024. | |
| **Target Audience(s):** | *Who are the beneficiaries of the proposed/implemented initiative?*  The target audience of the Game Plan and the Handbook are policy makers and sports practitioners / decision makers in sports organizations. The beneficiaries of the implementation of both toolkits will be girls and women in different cities and countries around the world where gender-equality pilot projects are currently being advanced with the support of key partners and the members of the Fit for Life Global Alliance. | |
| **Partners/Funding:** | *Who are the main organizations/entities involved in the initiative and what are their roles?*  The Handbook has been developed jointly and co-published with UN Women and the Spotlight Initiative.  The Game Plan is being developed by UNESCO iteratively with the Group of Friends to reflect the needs and perspectives of policy makers, women and girls. The Group of Friends is made of a wide range of experts from the sports ecosystem, including several UN agencies and NGOs, as well as representatives of Member States.  *What are the main sources of funding of the initiative?*  The development of the Handbook was funded by UN Women, UNESCO and Spotlight. The development of the Game Plan and its implementation is funded by UNESCO. | |
| **SDG Alignment:** | *To what SDG goal/target/indicator is this initiative targeted?*  This initiative targets SDG 5: Achieving gender equality and empowering all girls and women.  *Please indicate any other national or internationally agreed goals/commitments to which this initiative is aligned.*  • Beijing Declaration and Platform for Action  • Brighton plus Helsinki 2014 Declaration on Women and Sport  • IOC Gender Equality and Inclusion Objectives 2021-2024  • IOC Strategic Framework on Human Rights  • MINEPS VI Sport Policy Framework (Kazan Action Plan)  • MINEPS VII Outcome Document (Baku Fit for Life Alliance)1  • UN Convention on the Elimination of All Forms of Discrimination Against Women  (CEDAW)  • UN Convention on the Rights of Persons with Disabilities (CRPD)  • UN Human Rights Council Resolution 40/5 on the Elimination of Discrimination Against  Women and Girls in Sport  • UN Women and WHO RESPECT Framework to prevent VAW  • UN Women Sports for Generation Equality Principles  • UNESCO International Charter of Physical Education, Physical Activity and Sport  • WHO’s Global Action Plan on Physical Activity 2018-2030 | |
| **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 has been specifically designed as a part of the follow-up of MINEPS VI and the implementation of Action I.5 of the Kazan Action Plan, in line with the continued commitment and strengthened mandate for UNESCO to drive gender equality in and through sport as outlined in the MINEPS VII Baku Outcome Document. It is also aligned with GAPPA’s guiding principles and four main action pillars. | |
| **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?*  Fit for Life in its entirety and its gender equality workstream in particular aligns seamlessly with the four main line of actions of the UN Action Plan on Sport for Development and Peace. Fit for Life has been specifically designed to scale smart investments in sport for development (resource mobilization), support policy makers design and deliver inclusive and impactful sport and PE policies (policy development) and is underpinned by the support and mobilization of the members Fit for Life Global Alliance (global partnerships), as well as a data collection and measurement framework to measure and evidence the value of sport in delivering non-sport outcomes (evidence of impact).  The Sport and Gender Equality Game Plan is also being developed based on these four pillars, as it will contain the following chapters:   1. Data and Research 2. Integrated and Participatory Policy Making 3. Capacity Building and Delivery 4. Policy Sustainability and Financial Management 5. Communications and Advocacy 6. Evaluating and Measuring Impact | |
| **Outcomes:** | *What are the expected/actual outcomes of the initiative?*  Both the Handbook and the Game Plan will be promoted globally, with the support of the members of the Fit for Life Global Alliance, for pick-up and implementation by policy makers, sports practitioners and media professionals around the world. UNESCO will support Member States roll-out Fit for Life pilot projects specifically designed to operationalize the contents of these toolkits, in partnership with global and local partners. | |
| **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 Game Plan is underpinned by a Theory of Change and a related framework of gender equality indicators, to which a select number of members of the Global Alliance and the Group of Friends have contributed. These indicators, designed to be used by the entire sport for development ecosystem but also sports organizations and ministries, will also inform the impact measurement of Fit for Life pilot projects. The Game Plan indicators are intended to provide a unified framework for data collection and impact measurement to evidence the power of sport for gender equality at a global level. | |
| **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 main challenge relating to the development of the Game Plan has been to collect and reconcile coherently the wide range of perspectives and needs of as many key stakeholders of the sports ecosystem as possible. While many consultations and ample data collection exercises have been undertaken to ensure that the case studies, tools and recommendations presented in the publication speak the language of its target audience, policy makers and sports decision makers, but also and most importantly, respond to the needs of its intended beneficiaries, girls and women, in particular those disadvantaged or marginalized. | |