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

***Sport section - Impact Investment in Sport (IIS)***

***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): Innovative funding model for sport for development. |
| **Situation** | *What is the challenge or problem that the initiative aims to address?*  Impact Investment in Sport addresses the issue of underfunding in sport for development activities, and the need for the identification of new financial instruments for governments, investors, and donors to recognize to increase their investment that will foster a systematic use of sport as an enabler for sustainable development. | |
| **Implementation mechanisms:** | *What are the means/processes of implementation of the initiative?*  The implementation of the Impact Investment in Sport programme has progressed through several key phases. In March 2023, an advisory panel was convened, leading to the formalization of the expert network and the identification of existing resources for Fit for Life’s IIS. At MINEPS VII a specific side event was organized, and the first IIS Report was launched. Pledges from Member States and partners for IIS pilot projects were secured.  Moving forward to September 2023, a peer learning and expert group was launched, marked by the introduction of a virtual showcase featuring good practices in Impact Investment in Sport and the unveiling of an expert’s roster.  Between end 2022 and throughout 2023, IIS pilot projects were initiated in Azerbaijan and Chile. The data and insights from these initiatives are being compiled in the Fit for Life (F4L) repository. Additionally, efforts are underway for the development of ethical and quality standards.  *What are the main deliverables/activities involved?*  The Impact Investment in Sport initiative has generated the report "Impact Investment in Sport: Innovating sport for development funding," the establishment of an expert advisory group, and the launch of a peer learning group on the margins of MINEPS VII.  Additionally, the Trampolin project, developed with the Ministry of Sport of Chile with the support of the Latin American Development Bank, focuses on fostering disability inclusion through sport in connection with the Pan-American and Para-Pan-American Games 2023.  The IIS pilot project in Azerbaijan aims to promote the physical and mental well-being of vulnerable families and young people through football, gymnastics, and football.  Furthermore, UNESCO and UEFA organized a Workshop (29-30 January 2024) which contributed to strengthen Member States capacity on outcomes-based innovative finance for community sports organizations.  *What is the time frame of implementation?*  This is an innovative workstream that has been developed since 2022. | |
| **Target Audience(s):** | *Who are the beneficiaries of the proposed/implemented initiative?*  The initiative benefits Member States, charitable foundations, and corporations, acting collectively or individually. It also extends its impact to organizations, whether public, private, or part of social sectors, which provide services demonstrating social outcomes. Additionally, social investors, including both institutional and individual foundations, are beneficiaries of the initiative. | |
| **Partners/Funding:** | *Who are the main organizations/entities involved in the initiative and what are their roles?*  The Trampolin project involves several key stakeholders. The Ministry of Sport (MINDEP) of Chile acts as the outcome payer in Social Impact Investment in Sport (SIIS), overseeing policies for sport development. The Development Bank of Latin America and the Caribbean (CAF) plays a vital role, funding and implementing an outcomes-based pilot for the Santiago Pan and Parapan American Games 2023. In Phase I of the project, it serves as a risk investor, providing upfront funding, and transitions to Phase II as a risk investor, reducing government involvement risk. The International Olympic Committee (IOC) engaged in Phase I, extending funding and purview, offering matching funds for the pilot phase, with an emphasis on gender equality. The Metropolitan University of Educational Sciences serves as the main on-the-ground operator and service provider, responsible for programme delivery and data collection, collaborating with local institutions in Phase I. UNWomen has joined the project, contributing a gender equality component.  For the IIS pilot project in Azerbaijan, key stakeholders include the Ministry of Sport of Azerbaijan and UEFA.  Regarding the UNESCO-UEFA Workshop, UEFA co-organized, the Scottish Football Association acted as the hosting entity, and the Government Outcomes Lab produced and presented the latest research on outcome-based funding.  *What are the main sources of funding of the initiative?*  IIS initiatives are funded mainly by implementing partners (government, development banks, etc.). UNESCO contributes to the financing of internal activities with it regular programme budget. | |
| **SDG Alignment:** | *To what SDG goal/target/indicator is this initiative targeted?*  This initiative strategically aligns with Sustainable Development Goals, focusing on Goal **No. 17**, "Partnerships for the Goals," encompassing targets such as **17.3**, **17.9,** and **17.6**. It also contributes significantly to Goal No. 5, "Gender Equality," addressing targets **5.1** and **5.c.** Additionally, it supports Goal **No**. 3, emphasizing "Good Health and Well-Being," and Goal **No. 4**, emphasizing "Quality Education."  *Please indicate any other national or internationally agreed goals/commitments to which this initiative is aligned.*  The IIS initiative also aligns with commitments made by multilateral development banks outlined in the report "Financing the Sustainable Development Goals: The Contributions of The Multilateral Development Banks". It provides a new perspective on Impact Investment, ensuring efficiency and outcomes. This helps alter the perception of sports, emphasizing their potential as an investment tool for sustainable development. | |
| **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?*  Action 1 of the Kazan Action Plan: *Elaborate an advocacy tool presenting evidence-based arguments for investments in physical education, physical activity, and sport.*  Impact Investment is aligned to the goal of the advocacy tool for investments in physical education, physical activity, and sport. The concept of Impact Investment emphasizes measurable social and economic impact, directly addressing the need for evidence-based arguments in the context of public spending. By combining measurable outcomes with economic interests, Impact Investment in Sport mirrors the call for a convincing case, particularly in terms of the "return on investment" (ROI). The evidence-based approach of Impact Investment, focusing on the positive impact of physical education, physical activity, and sport on social development, directly supports the tool's goal of persuading key decision-makers and justifying public funding. Moreover, Impact Investment's capacity to compete successfully for limited public resources aligns with the advocacy tool's emphasis on the need for a convincing case amid competing priorities. The integration of Impact Investment in Sport into national policy agendas can contribute significantly to overcoming the identified shortcomings in previous initiatives, ensuring a more comprehensive, effective, and globally accessible advocacy tool for the advancement of investments in 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?*  Impact Investment in Sport aligns with the third thematic: Resource mobilization, programming, and implementation.  *To which action area(s) of the Plan is this initiative designed to contribute?* | |
| **Outcomes:** | *What are the expected/actual outcomes of the initiative?*  Firstly, the programme aims to establish Impact Investment in Sport (IIS) as a viable and wide-ranging tool capable of enhancing the lives of individuals, particularly those in developing contexts.  Secondly, the initiative seeks to elevate the profile of sport for development funding. The objective is to shift its status from an under-utilized investment class to that of systematic, accessible, and cross-sectoral development funding.  Additionally, the initiative emphasizes the confirmation of the academic and practical validity of Fit for Life's upcoming standards, tools, and advocacy related to impact investment.  Furthermore, the initiative aims to ensure the successful implementation of Fit for Life's pilot projects through the establishment of a roster of experts available to Member States interested in implementing Impact Investment in Sport. | |
| **Mechanism for monitoring and evaluating implementation:** | *What are the mechanisms for monitoring and evaluating the implementation, outcomes, and impact of the initiative?*  The assessment of the impact of investment in sport involves a comprehensive evaluation framework that considers both quantitative and qualitative dimensions. Key performance indicators (KPIs) are established to measure outcomes aligned with the goals of the initiative, such as increased sports participation, improved health indicators, and socio-economic progress in the contexts and projects in which we intervene.  Surveys, assessments, and case studies provide valuable insights into behavioral changes and impacts at the individual or community level. This also involves our data collection approach at an international level to measure progress between initial and post-intervention situations. Regular feedback from partners and stakeholders, adherence to ethical standards, and compliance with quality criteria regarding data collection and processing contribute to a holistic evaluation.  Expert groups and working sessions provide an opportunity to debate and integrate the initiative into a continuous improvement approach. The evaluation also considers the alignment of the initiative with sustainable development goals, its contribution to societal goals, and the establishment of partnerships for sustainable impact.  *What specific monitoring and evaluation tools are involved?*  In assessing the impact of investment in sport, a variety of monitoring and evaluation (M&E) tools are employed to ensure a comprehensive understanding of outcomes. **Case studies** dive deep into specific examples, helping us better understand the details and context, and adding valuable insights to the overall assessment**. International-level data collection** from different contexts to track progress from the start to the end of the projects. **Ongoing feedback** from partners and stakeholders to keep evaluating and understand the overall impact better. | |
| **Challenges/Lessons learned** | *What have been/were the main challenges to implementation?*  The implementation of Impact Investment in Sport encounters various challenges. These include the complexity of defining and measuring social impact, as it requires appropriate metrics and specific evaluation methods. The lack of standardization poses another obstacle, with the absence of consistent criteria for assessing impact. Balancing financial returns with social impact proves to be challenging, requiring careful alignment. Additionally, adapting global learning and strategies to the specific needs of local territories, along with raising awareness about Impact Investment in Sport and its components, presents further challenges that need to be addressed.  *What lessons learned have been/can be utilized in the planning of future initiatives?*  The lessons learned that can be utilized in the planning of future initiatives include ensuring adaptability and community engagement by engaging local entities with regional stakeholders to foster more responsive projects. Sharing insights and best practices with other regions to encourage the adoption of similar outcomes-based approaches. Continuous monitoring and assessment of the long-term impact of the project should be emphasized to refine future initiatives. Additionally, advocating for policy changes that support SIIS principles in sports development is essential for success. | |