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

***UNICEF & ICC (International Cricket Council) Partnership***

***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) – Specifically GIRLS**
 | * 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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| **Summary & Situation** | **Summary:** Cricket is the second most played and watched sport in the world, after soccer, and has a following that verges on the fanatical, especially in South Asia. To capitalise on this, UNICEF has partnered for the last decade with the International Cricket Council (ICC) to promote gender equity and contribute to a sustainable and equitable world fit for all. Both organizations have used the power of cricket to deliver important messages that promote the rights of children and ‘empower women and girls through cricket’.  During 2022-24, our partnership spanned World Cup events in Australia, South Africa, and India, including both men’s and women’s tournaments, which were each watched by over 1 billion people.The participation of girls in every walk of life through sports depends on creating mass awareness and slowly changing behaviors and mindsets through the influence of sports, sportspeople, and broadcasters.**Situation:**As part of the ICC Cricket World Cup 2023, UNICEF undertook an extensive and comprehensive initiative to advocate for girls’ rights.1. Involvement of strong UNICEF celebrity engagement.
2. Development of CRIIIO4GOOD modules.
3. Development of Change the Game Campaign.
4. Roll out of Cricket4Good Clinics with children and cricketers.
5. Engagement around OneDay4Children is dedicated to promoting the rights of children.
6. World Cup 2023 Semifinal involvement with UNICEF GWA.
7. Development of flagship video featuring top cricketers promoting girl child rights.
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| **Implementation mechanisms:** | **Implementation and Impact:** 1. **CRIIIO4Good Life Skill Modules**: UNICEF produced eight animated high-quality modules on critical life skills themes with gender equity and sport at their core, themes such as teamwork, leadership, and decision-making, using entertaining cricket-related stories anchored by vice-captain of Indian Women Cricket team, Smriti Mandhana. Each module was launched in four languages, with more to follow as other countries adopt the modules. These modules were added to the national curriculum in all 1.4m schools in India.
2. **A star-studded launch of CRIIIO4Good life skill modules:** UNICEF and ICC launched the CRIIIO4Good life skill modules at a spectacular event attended by the Cabinet Minister of Education, Secretary of BCCI and other top officials at the Ministry of Education and BCCI. All senior functionaries from the Ministry, BCCI, and ICC tweeted about the event.
3. **‘Change the Game’ campaign**: ICC and UNICEF together launched a creative campaign aimed at mobilizing pledges in support of the campaign. More than 100,000 individuals pledged support: including top commentators and cricketers.
4. **8-point framework:** to ensure relevance when promoting gender equality in every playing cricket country, including both industrialised and programme countries,
5. **Strong UNICEF celebrity support:** UNICEF Global Goodwill Ambassador David Beckham, Regional Goodwill Ambassador Sachin Tendulkar, Australian men’s captain Pat Cummins, and vice-captain of Indian women’s team Smriti Mandhana all showcased UNICEF support for the premier global cricket event, whilst Bollywood superstars Ayushmann Khurrana, and Amitabh Bachchan supported through social media posts.
6. **One Day 4 Children:** The high-profile World Cup matches between India and Pakistan (Melbourne 2022), and India and Sri Lanka (Mumbai 2023) were dedicated to child rights. UNICEF Regional Ambassador Sachin Tendulkar was the brand ambassador for the events. At the latter match, 45,000 people in the Stadium signed up for the UNICEF pledge through digital wristbands worn by everyone in the audience, turning the inside of the stadium blue.
7. **Global video:** A high-quality global video 13 top cricketers featuring top cricketers from across the world was produced by DGCA and was broadcast on all ICC and UNICEF social media platforms.
8. **ICC Cricket Clinics: Over 1,000** children from across Australia, South Africa, and India met and trained with players from the top international cricket teams, raising awareness of the rights of girls.

**Timeframe: January 2022-December 2023** |
| **Target Audience(s):** | The main beneficiaries are girls in cricket-playing countries, but boys also benefit from more informed gender views and from greater participation in sports. |
| **Partners/Funding:** | *Who are the main organizations/entities involved in the initiative and what are their roles?*The ICC is the main partner, but UNICEF also engaged with ICC partners and took the outputs of the partnership to our government and private-sector partners.*What are the main sources of funding of the initiative?*The ICC funded the production of all gender materials, promotional assets and media spend. |
| **SDG Alignment:** | *To what SDG goal/target/indicator is this initiative targeted?*SDGs 3, 5, 10, and 17 |
| **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?* |
| **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?* |
| **Outcomes:** | *What are the expected/actual outcomes of the initiative?* **Actual Outcomes:**1. The CRIIIO Modules reached more than 65 million students and 1.37 million schools, the Ministry of Education in India hosted their 8 CRIIIO modules on the DIKSHA, PM E-Vidya, and social media platforms.
2. This partnership created strong UNICEF brand-building with global cricket fans, with the UNICEF logo viewed by 364.2 million viewers.
3. UNICEF created amplified the discourse on girl rights issues, especially equity, with hundreds of millions of spectators, viewers, and fans.
4. Millions of young minds engaged with UNICEF messaging on participation.
5. One thousand children had a once-in-a-lifetime opportunity to meet national players.
6. UNICEF leveraged ICC funding of over US$500,000 for partnerships.
7. Stronger partnerships were forged with Governments, the Indian Ministry of Education, and cricket boards in Australia, India, South Africa, and England, with new commitments to future partnerships.
8. Multiple celebrities engaged with UNICEF’s brand, including David Beckham, Sachin Tendulkar, India’s Women’s Vice-Captain Smriti Mandhana, and publicity was featured on over 75 media outlets with a combined reach of 170 million.
9. Launched the flagship video and hashtag for #BeAChampion for girls.
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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?*UNICEF monitored viewership and number of pledges signed, and will record with the Indian Ministry of Education the number of children engaging with the life-skills modules. |
| **Challenges/Lessons learned** | *What have been/were the main challenges to implementation?***Lessons Learned and Challenges:**1. Integrate line Ministries from the beginning of the project.
2. Carry on the momentum of the successful campaign.
3. Stronger internal coordination
4. Pledge couldn’t be promoted widely because of lack of coherent push.

*What lessons learned have been/can be utilized in the planning of future initiatives?*We have used the lessons from this initiative to develop our proposal for the new upcoming partnership period with ICC, 2024-2027 |