

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

### *Initiatives: Sporting Culture among Malaysian*

Provide a summary of the initiative, including a brief overview, proposed/actual outcomes and an assessment of any lessons learned and the way forward.

<b>Please provide more details on the initiative below:</b>									
<b>Objective(s):</b>	<p>Please indicate which, if any, of the following falls among the main objectives of the initiative: (<i>Malaysia's objectives are highlighted in yellow</i>)</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; vertical-align: top;"> <ul style="list-style-type: none"> <li>• <b>Ensuring that no one is left behind</b></li> </ul> </td> <td style="width: 50%; vertical-align: top;"> <ul style="list-style-type: none"> <li>• Eradicating poverty and promoting prosperity in a changing world</li> </ul> </td> </tr> <tr> <td style="vertical-align: top;"> <ul style="list-style-type: none"> <li>• Transformation towards sustainable and resilient societies</li> </ul> </td> <td style="vertical-align: top;"> <ul style="list-style-type: none"> <li>• <b>Empowering people and ensuring inclusiveness and equality</b></li> </ul> </td> </tr> <tr> <td style="vertical-align: top;"> <ul style="list-style-type: none"> <li>• Research development, data collection and/or data dissemination</li> </ul> </td> <td style="vertical-align: top;"> <ul style="list-style-type: none"> <li>• <b>Preventing and fighting corruption in sport</b></li> </ul> </td> </tr> <tr> <td style="vertical-align: top;"> <ul style="list-style-type: none"> <li>• <b>Conflict prevention/peace building</b></li> </ul> </td> <td style="vertical-align: top;"> <ul style="list-style-type: none"> <li>• <b>Strengthened global framework on sport for development and peace</b></li> </ul> </td> </tr> </table>	<ul style="list-style-type: none"> <li>• <b>Ensuring that no one is left behind</b></li> </ul>	<ul style="list-style-type: none"> <li>• Eradicating poverty and promoting prosperity in a changing world</li> </ul>	<ul style="list-style-type: none"> <li>• Transformation towards sustainable and resilient societies</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Empowering people and ensuring inclusiveness and equality</b></li> </ul>	<ul style="list-style-type: none"> <li>• Research development, data collection and/or data dissemination</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Preventing and fighting corruption in sport</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Conflict prevention/peace building</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Strengthened global framework on sport for development and peace</b></li> </ul>
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<b>Implementation mechanisms:</b>	<p><b>What are the means /processes of implementation of the initiative?</b></p> <p><i>In order to ensure effective implementation of the initiative:</i></p> <p>i) <i>All activities/ programmes are planned to be aligned with/ contribute to the objectives of the initiative in terms of inclusivity of participation, empower women, types of activities (sports, fitness/ exercise and recreation) to suit the targeted group, monitoring and evaluation (research), multi-stakeholder partnership and promotion.</i></p> <p>ii) <i>Implementation of the initiative is at large and it involves various levels; national, states and districts and sports associations/ clubs/ NGO level.</i></p>								

	<p><b>What are the main deliverables/ activities involved?</b></p> <p><i>Below are the programmes planned and implemented in order to achieve the objectives of the initiative;</i></p> <ul style="list-style-type: none"> <li><i>i) National Sports Month</i></li> <li><i>ii) Fit Malaysia</i></li> <li><i>iii) Sports League For All</i></li> <li><i>iv) Women in Sports (WIS) programs</i></li> <li><i>v) Recreational and extreme sports</i></li> <li><i>vi) Motorsports</i></li> <li><i>vii) E-sports</i></li> <li><i>viii) Sports programmes at Rural Areas and People’s Housing Project</i></li> <li><i>ix) Sports programmes for communities and the elderly</i></li> <li><i>x) Sports programmes for the disabled</i></li> </ul> <p><b>What is the time frame of implementation?</b></p> <p><i>The time frame of implementation is based on the following:</i></p> <p><u><i>11<sup>th</sup> Malaysian Plan: 2016-2020</i></u></p> <p><i>Chapter 3 – Focus Area F: Promoting Sports for Healthy Living and Unity</i></p> <p><u><i>Mid-Term Review of 11<sup>th</sup> Malaysia Plan: 2016-2020</i></u></p> <p><i>(New Priorities and Emphasis, 2018-2020)</i></p> <p><i>Chapter 11 Pillar II: Enhancing Inclusive Development and Well-being</i></p> <p><i>Priority Area B: Improving Well-being for All</i></p> <p><i>Strategy B5: Promoting Noble Values and Active Lifestyle (Promoting active and healthy lifestyle)</i></p> <p><u><i>12<sup>th</sup> Malaysian Plan: 2021-2025: currently in process.</i></u></p>
<p><b>Target Audience(s):</b></p>	<p><b>Who are the beneficiaries of the proposed/ implemented initiative?</b></p> <p><i>Mass population of Malaysian comprises of:</i></p> <ul style="list-style-type: none"> <li><i>i) Children</i></li> <li><i>ii) Teenagers</i></li> </ul>

	<ul style="list-style-type: none"> <li>iii) <i>Adult</i></li> <li>iv) <i>Elderly/ Senior Citizens</i></li> <li>v) <i>Disabled persons</i></li> <li>vi) <i>Women</i></li> </ul>
<p><b>Partners/Funding:</b></p>	<p><b>Who are the main organizations/ entities involved in the initiative and what are their roles in development and/or implementation?</b></p> <ul style="list-style-type: none"> <li>i) <i>National Youth and Sports Department (headquarters) and all 15 branches of National Youth and Sports Department (states level)</i></li> </ul> <p><i>Roles:</i></p> <ul style="list-style-type: none"> <li>a) <i>to execute the strategies stated in National Sports Policy which include implementing programmes or provision of infrastructure (youth and sports facilities);</i></li> <li>b) <i>to plan and develop Sports for All programmes to be implemented at grassroot levels and national levels; and</i></li> <li>c) <i>to provide financial allocation and infrastructure to develop the Sports for All and High Performance Sports programs.</i></li> </ul> <ul style="list-style-type: none"> <li>ii) <i>Sports clubs/ associations</i></li> <li>iii) <i>Fitness Clubs/ Associations and activists</i></li> <li>iv) <i>Recreational Clubs/ Associations and activists</i></li> </ul> <p><i>Roles for (ii-iv):</i></p> <ul style="list-style-type: none"> <li>a) <i>to act as service providers in the service delivery systems of Sports for All programmes; and</i></li> <li>b) <i>to generate and create public opportunities to participate in Sports for All programmes</i></li> </ul> <p><b>What are the main sources of funding of the initiative?</b></p> <ul style="list-style-type: none"> <li>i) <i>Government of Malaysia; and</i></li> <li>ii) <i>Private Sector/ NGO contributions</i></li> </ul>

<p><b>SDG Alignment:</b></p>	<p><b>To what SDG goal/ target/ indicator is this initiative targeted?</b></p> <p><i>SDG 3: Ensure healthy lives and promote well-being for all at all ages.</i>  <i>SDG 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.</i></p> <p><b>Please indicate any other national or internationally agreed goals/ commitments to which this initiative is aligned.</b></p> <p><i>i) National Sports Policy 2015;</i>  <i>ii) 11<sup>th</sup> Malaysian Plan (2016-2020); and</i>  <i>iii) 12<sup>th</sup> Malaysian Plan (2021-2025.)</i></p>
<p><b>Alignment with global frameworks:</b></p>	<p><b>How does this initiative align with/ contribute to the objectives of the Kazan Action Plan, WHO Global Action Plan on Physical Activity or other related internationally agreed frameworks on sport and/or physical activity?</b></p> <p><i>This initiative aligns with/contribute to the Main Policy Areas of the Kazan Action Plan:</i></p> <p><i>i) Developing a Comprehensive Vision of Inclusive Access for All;</i></p> <p><i>ii) Maximizing the Contributions of Sports to Sustainable Development and Peace (II.1, II.4, II.6); and</i></p> <p><i>iii) Protecting the Integrity of Sport (III.3).</i></p> <p><i>This initiative also aligns with/ contributes to the Vision, Mission and Objectives of WHO Global Action Plan on Physical Activity:</i></p> <p><i>i) Vision: More active people for a healthier world;</i></p> <p><i>ii) Mission: To ensure that all people have access to safe and enabling environments and to diverse opportunities to be physically active in their daily lives, as a means of improving individual and community health and contributing to the social, cultural and economic development of all nations; and</i></p> <p><i>iii) Objectives:</i></p>

	<ul style="list-style-type: none"> <li>a) <i>Create Active Societies;</i></li> <li>b) <i>Create Active Environments;</i></li> <li>c) <i>Create Active People; and</i></li> <li>d) <i>Create Active Systems.</i></li> </ul>
<p><b>Alignment with United Nations Action Plan on SDP:</b></p>	<p><b>Which of the four thematic areas of the UN Action Plan on Sport for Development and Peace is this initiative designed to align?</b></p> <p><i>This initiative aligns with four Line of Actions of the UN Action Plan on Sport for Development and Peace:</i></p> <ul style="list-style-type: none"> <li>i) <i>global framework;</i></li> <li>ii) <i>policy development;</i></li> <li>iii) <i>resource mobilization and programming; and</i></li> <li>iv) <i>evidence of impact</i></li> </ul> <p><b>To which action area(s) of the Plan is this initiative designed to contribute?</b></p> <p><i>This initiative also contributes to the UN Action Plan on Sport for Development and Peace:</i></p> <ul style="list-style-type: none"> <li>i) <i>global framework</i> <ul style="list-style-type: none"> <li>a) <i>improve cooperation and coordination to create a common vision of the role of sport for development and peace;</i></li> <li>b) <i>encourage and support communication and information sharing among sport for development and peace stakeholders; and</i></li> <li>c) <i>support and develop leaders and role models who encourage and facilitate action in sport for development and peace.</i></li> </ul> </li> <li>ii) <i>policy development</i> <ul style="list-style-type: none"> <li>a) <i>support the systematic integration and mainstreaming of sport for development and peace into the development sector and into international, national and subnational development plans and policies.</i></li> </ul> </li> <li>iii) <i>resource mobilization and programming</i></li> </ul>

	<ul style="list-style-type: none"> <li>a) <i>enhance and secure sustainable funding mechanisms and investment and resource allocation to sport for development and peace, including multi-stakeholder arrangements and different sectors at all level; and</i></li> <li>b) <i>integrate relevant thematic areas and crosscutting issues in sport for development and peace programmes, including the allocation of dedicated resources.</i></li> </ul> <p>iv) <i>evidence of impact</i></p> <ul style="list-style-type: none"> <li>a) <i>support the provision and dissemination of research, monitoring and evaluation, and measurement tools with regard to sport as a tool for development and peace; and</i></li> <li>b) <i>encourage platforms and networks for the delivery and sharing of evidence on sport for development and peace policies and programmes that encourage academic, empirical and practical research leading to enhanced action and sport's contribution to development and peace.</i></li> </ul>
<p><b>Outcomes:</b></p>	<p><b>What are the expected/ actual outcomes of the initiative?</b></p> <p><i>The actual outcomes/ expected outcomes of the initiative are:</i></p> <p><i>To encourage more Malaysians to develop and follow a healthy and active lifestyle by cultivating interest in sports, exercise and recreational activities which will lead Malaysia in achieving its aspiration to become a Sports Nation.</i></p>
<p><b>Mechanism for monitoring and evaluating implementation:</b></p>	<p><b>What are the mechanisms for monitoring and evaluating the implementation, outcomes and impact of the initiative?</b></p> <p><i>The mechanisms for monitoring and evaluating the implementation, outcomes and impact of the initiative:</i></p> <p><i>Research on the Sporting Culture among Malaysian conducted by the Institute for Youth Research Malaysia (IYRES).</i></p> <p><b>What are the specific monitoring and evaluation tools involved?</b></p> <p><i>Malaysian Sports Culture Index 2018:</i></p>

	<p>- 69.6% Malaysians participated in active sports, exercise and recreational activities at least once a week (in a 3-month duration) (Resource: IYRES)</p>
<p><b>Challenges/Lessons learned</b></p>	<p><b><i>What have been/ were the main challenges to the implementation?</i></b></p> <ul style="list-style-type: none"> <li><i>i) Inconsistent amount of funding from the Government; and</i></li> <li><i>ii) Changes in policy and priority areas which are to be aligned with current political situation.</i></li> </ul> <p><b><i>What lessons learned have been/ can be utilized in the planning of future initiatives?</i></b></p> <ul style="list-style-type: none"> <li><i>i) To have consistent and sustainable activities under the initiative in order to achieve the outcome of the initiative; and</i></li> <li><i>ii) Planning of activities and strategies under the initiative must consider the findings from based on research.</i></li> </ul>