

REPORTING ON RECENT INITIATIVES ON SPORT FOR DEVELOPMENT AND PEACE

MÉXICO

Under a collective process led and facilitated by **MY World México**, Mexican Civil Society Organizations (CSOs) **Proyecto Cantera**, **Fundación Homeless México, A.C.**, **Vibra León, A.C.**, **Fútbol Más México** and **Education for Sharing (E4S)** came together to provide inputs for the United Nations Secretary General's Report on Sport as an Enabler of Sustainable Development to the United Nations Department of Economic and Social Affairs (UN DESA). We hope these inputs will serve as examples and best practices that are already using sport as a valuable tool for accelerating efforts to achieve the 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs).

FACILITATOR

MY World México: Established in 2014 in Jalisco, Mexico, MY World Mexico is a citizen-driven initiative inspired and supported by the United Nations SDG Action Campaign (UNSDGAC). MY World Mexico focuses on the mobilization of people and organizations in favor of the implementation, monitoring, financing, and evaluation of the 2030 Agenda for Sustainable Development and the SDGs in Mexico. Through strengthening the participation and accountability mechanisms of the SDGs, MY World Mexico uses the United Nations Survey for A Better World (MY World 2030) to make governments accountable and communities aware of the SDGs. The initiative is accompanied by non-governmental organizations, academia, private sector, government, social movements, volunteers and individuals and it has impacted upon 2 million people throughout the country thanks to more than 50,000 voluntary activations and citizens mobilizations in favor of the SDGs.

More information: <http://myworldmexico.org/>

PARTICIPANT ORGANIZATIONS

Proyecto Cantera, A.C.: Established in Mexico City is a non-profit organization that promotes social development through an educational model using sport as a tool to improve the life conditions of vulnerable populations. The organization values focus on promoting life skills and healthy behaviours through soccer in girls, boys and young people living in poverty conditions in Mexico. The organization seeks to boost people's integral development and social inclusion through training and fair play. The organization's methodology is based on the reinforcement of healthy and prosocial behaviors based on Green Cards that acknowledge skills gaining and learning.

More information: <http://proyectocantera.org/>

Fundación Homeless México A.C: Established in Mexico City a non-profit organization that seeks social reintegration of people whom, due to different circumstances, live in conditions of poverty and marginalization. The organization uses sport as a tool for change, while trying to make beneficiary children live experiences that distance them from drug abuse, street conditions and unhealthy lifestyles. The organization believes that by participating in events, boys and girls build themselves from a different perspective. This is undertaken by training, sessions and participation in football tournaments that become spaces for transformation where a person goes from being in a vulnerable condition to a full engaged citizen. The organization has presence throughout Mexican territory and during its annual “From the Streets to the Court” tournament benefits nearly 30,000 people which also participate in the Homeless World Cup.

More information: <https://www.fundacionhomelessmexico.com>

Vibra León, A.C.: Established in León, Guanajuato is a non-profit organization dedicated to promote values in children and adolescents at risk of socioeconomic conditions through soccer practice. The organization benefits over 5,000 children in the state of Guanajuato through its Training Programme and Training Center, as well as other facilities provided by other organizations and government entities. The key tool the organization uses are transmission, experience and practice, accompanied by positive psychology and fair play. The program introduces discipline, encourages cooperation and avoids wicked or cruel competitiveness, as well as exclusion. The organization prioritizes three sectors: homes and shelters that rescue children from the streets; public schools with limited recreative spaces and neighborhoods at risk located on the outskirts of the city of León, Guanajuato. All programs are free of charge with transportation and training workshops twice a week throughout the year.

More information: <https://www.vibrleon.org/>

Fútbol Más México: Originally established in Chile, the organization opened its programs in Mexico in 2017. The organization promotes the well-being of children, youth and communities throughout Mexico. As of today, the organization works with 120 programs in nine countries, across three continents, engaging more than 8,000 children globally. The organization seeks to create protected spaces for childhood, strengthen resilience processes, significant connections and community cohesion using sports and games as means for creating social capital and positive processes for social change in communities with high rates of insecurity and social marginalization. With the organization’s experience in Sports for Development Methodology, it fosters the transfer of skill such as trust, empathy, emotion expression, self-esteem, positive and pacific resolution of conflicts and autonomy needed for consolidating resilience and psychological and physical well-being.

More information: <http://futbolmas.org/mexico/>

Education for Sharing (E4S): Established in Mexico, is a non-profit global organization which forms better global citizens through innovative education based on the power of play. The organization operates in five countries: Mexico, Guatemala, New Zealand, United States and Argentina. The organization has developed a wide range of educational interventions and partnerships focused on social needs and interests.

More information: <https://educacionparacompartir.org/>

REPORTING ON EXAMPLES AND BEST PRACTICES

Please provide more details on the initiatives below:	
Objective(s):	<p>Please indicate which, if any, of the following fell among the main objectives of the initiatives:</p>
	<p><u>Ensuring that no one is left behind</u></p> <ul style="list-style-type: none"> - Proyecto Cantera, A.C. - Fundación Homeless México, A.C. - Fútbol Más México.
	<p><u>Eradicating poverty and promoting prosperity in a changing world</u></p> <ul style="list-style-type: none"> - Fundación Homeless México, A.C. - Fútbol Más México. - Vibra León, A.C.
	<p><u>Transformation towards sustainable and resilient societies</u></p> <ul style="list-style-type: none"> - Fútbol Más México.
	<p><u>Empowering people and ensuring inclusiveness and equality</u></p> <ul style="list-style-type: none"> - Proyecto Cantera, A.C. - Fundación Homeless México, A.C. - Vibra León, A.C. - Fútbol Más México. - Education for Sharing (E4S).
	<p><i>Research development, data collection and/or data dissemination</i></p> <p><u>Preventing and fighting corruption in sport</u></p> <ul style="list-style-type: none"> - Proyecto Cantera, A.C. - Fundación Homeless México, A.C. - Education for Sharing (E4S).

	<p><u>Conflict prevention/peace building</u></p> <ul style="list-style-type: none"> - - Fundación Homeless México, A.C. - Fútbol Más México. 	<p><u>Strengthened global framework on sport for development and peace</u></p> <ul style="list-style-type: none"> - Proyecto Cantera, A.C. - Vibra León, A.C. - Fútbol Más México. - Education for Sharing (E4S).
	<ul style="list-style-type: none"> · <i>Policy development for mainstreaming and integrating sport for development and peace in development programmes and policies</i> 	<ul style="list-style-type: none"> · <u>Resource mobilization, programming and implementation</u> - Fútbol Más México.
	<p><u>Research, monitoring and evaluation</u></p> <ul style="list-style-type: none"> · - Proyecto Cantera, A.C. - Fundación Homeless México, A.C. - Fútbol Más México. 	<ul style="list-style-type: none"> ·
<p>Implementation mechanisms:</p>	<p><i>What are the means/processes of implementation of the initiatives led by the CSOs overall?</i></p> <ol style="list-style-type: none"> 1. All the CSOs promote some kinds of main events/key moments, including tournaments, trainings annual calls, etc. focused mostly on children, youth and adults which impact communities. Examples: <ol style="list-style-type: none"> a. Fundación Homeless México, A.C: Annual Tournament “From the Streets to the Court” which lead to selecting the delegations of both men and women to attend the Homeless World Cup. b. Education for Sharing (E4S): Teachers acquire tools to improve children’s engagement in play at schools through ludic approaches such as sport and cooperative games carried out by educators. 	

- c. Proyecto Cantera, A.C.: Accompanies other organizations in capacity-building mechanisms related to sport.
2. Organizations promote partnerships as implementation mechanisms for accelerated efforts. Examples:
 - a. Proyecto Cantera, A.C.: Cooperates with other non-profits already working on the ground to pilot their programs, especially in those cases where access is limited due to extreme violence or poverty.
 - b. Vibra León, A.C.: Works in developing studies of vulnerable places with the cooperation of government entities. Local governments usually facilitate transportation to further the impact of the organization's programs.
3. Organizations promote learning on sustainable development. Example:
 - a. Fútbol Más México: Trains professionals through manuals, sports curriculums, SDGs, social sport lessons, planning, theory of change, initial assessment needs, etc.

What are the main deliverables/activities involved?

Overall, the participant CSOs provide deliverables such as:

- a. Photographic evidence.
- b. Video evidence.
- c. Annual reports.
- d. Facilitator/teacher training.
- e. Sports/recreational facilities.
- f. Family/other stakeholders sessions.
- g. Community involvement through sessions and play.
- h. Playing facilities/scenarios.
- i. Traveling.
- j. MOUs.
- k. Annual meetings.

What is the time frame of implementation?

The average time for CSOs to implement/run their program is throughout the year. Examples:

1. Proyecto Cantera, A.C.: All year in two six-month cycles.
2. Fundación Homeless, México, A.C.: One annual cycle.

	<ol style="list-style-type: none"> 3. Vibra León, A.C: 10 months out of the year. 4. Fútbol Más México: All year round. 5. Education for Sharing (E4S): All year round. <p>Each organization has an individual calendar/program, which also depends on partnerships and academic cycles for the cases in which they work with schools.</p>
<p>Target Audience(s):</p>	<p><i>Who are the beneficiaries of the proposed/implemented initiatives?</i></p> <p>On average, the CSOs work with children, youth, communities, parents, and others in vulnerable conditions. Examples:</p> <ol style="list-style-type: none"> 1. Fundación Homeless México, A.C.: Girls, boys and young people in marginalized areas. 2. Proyecto Cantera: Children and young people ages 4 to 18 years old, sometimes, depending on the program, beneficiaries are up to 30 years old. All beneficiaries come from impoverished communities. 3. Vibra León, A.C.: Children in vulnerable security or socioeconomic conditions. 4. Fútbol Más México: Children and youth between 5 and 18 years old, as well as families and communities. 5. Education for Sharing (E4S): Children from 6 to 12 years old. Overall, the organization has impacted upon one million people.
<p>Partners/Funding:</p>	<p><i>Who are the main organizations/entities involved in the initiative and what are their roles in development and/or implementation?</i></p> <p>All participant CSOs have diverse sources of funding and partnerships, mostly with private and public sectors. Examples:</p> <ol style="list-style-type: none"> 1. Fundación Homeless México, A.C.: Fundación Telmex and Homeless World Cup Foundation. 2. Education for Sharing (E4S): Civic Committee of Ford, BBVA, FECHAC Foundation, the Mexican Ministry of Education. Overseas, the organization also works with Laureus Sports for Good Foundation, Mercedes Benz, Compartamos Banco, Latin American Youth Center, Build a Bear and the Gannett Foundation. This also includes collaborators such as McKinsey & Company, GlobalizerX, Ashoka and others.

	<ol style="list-style-type: none"> 3. Proyecto Cantera, A.C.: Promotora Social México, Fundación Sertull, Laureus Sports for Good Foundation, Street Football World, Nike, Betterware Foundation, Grupo Bimbo, Fundación Televisa, Citigroup Banamex, BBVA, Triatlette, Sinergia Filantrópica, Femexfut, 11Legends, Sportlegal, Aziz&Kaye, Confío, Quálitas, among others. 4. Vibra León, A.C.: Grupo Flexi, Charly Fútbol, Fondo Unido México, Fundación Volkswagen de México, Trumpler, Eagle Ottawa, Corporativo Transporta, Caja Popular Mexicana, Cámara de la Industria del Calzado de Guanajuato, One World Play Project, Club León, F.C., Coaches Across Continents, among others. 5. Fútbol Más México: Barclay's Donor, Zuma, CEMEX, FIFA Foundation, UNICEF, <p><i>What are the main sources of funding of the initiatives?</i></p> <p>Most participant CSOs get their funds from private and public sector partnerships through:</p> <ol style="list-style-type: none"> 1. Social Corporate Responsibility Programmes. 2. Individual donors. 3. Government entities. 4. International, national and local grants. 5. Corporate services and consulting.
<p>SDG Alignment:</p>	<p><i>To what SDG goal/target/indicator are these initiatives targeting?</i></p> <p>These are the SDGs (goals, targets and indicators) participant CSOs are working with:</p> <ol style="list-style-type: none"> 1. Fundación Homeless México, A.C.: SDG 3, 5 and 16. 2. Education for Sharing (E4S): SDG 3, 4, 8, 10 and 17. 3. Proyecto Cantera, A.C.: SDG 3 (3.4 and 3.5), 4 (4.3, 4.5 and 4.7), 5 (5.1 and 5.5), 10 (10.2, 10.3 and 10.4), 16 (16.1, 16.2, 16.5, 16.7 and 16.10) and 17 (17.13 and 17.17). 4. Fútbol Más México: SDG 1, 3, 4, 5, 8, 10, 11 and 16. <p>Best practice example:</p>

	<p>SDG 3: Is fostered with social sports activities that develop and promote children’s ability to recognize their potential and put it in practice during the lessons as well as in life; activities that further self-esteem; healthy habits, i.e. good hygiene or healthy food as well as; self-regulation (think before you act) and consciousness of the relation between actions and consequences.</p> <p>SDG 5: Is worked through mixed class (boys and girls 5 to 10 years old) as well as creating a space for girls to play football by including a only-girls category for girls between 10 to 15 years old as well as through theme classes that deal with issues such as for example girls’ and women’s rights or stereotypes combined with life skills such as i.e. empathy, autonomy and self-esteem.</p> <p>SDG16: Is worked though creating a culture of peace, which is promoted through social sport activities that include elements of active listening; recognition and expression of emotions; positive resolution of conflicts and; moral reasoning.</p> <p><i>Please indicate any other national or internationally agreed goals/commitments to which these initiatives are aligned:</i></p> <p>Participant CSOs also engage in key mechanisms such as:</p> <ol style="list-style-type: none"> 1. SDGs main follow-up mechanisms and advocacy. 2. Convention on the Rights of the Child 3. National networks on Children’s Rights (CEMEFI). 4. MY World México - United Nations SDG Action Campaign. 5. Other human rights mechanisms.
<p>Alignment with global frameworks:</p>	<p><i>How do these initiatives 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?</i></p> <p>Participant CSOs align their work with these plans. Examples:</p> <ol style="list-style-type: none"> 1. Fundación Homeless México, A.C.: Institutional alignment to WHO’s Global Action Plan on Physical Activities through programs. 2. Education for Sharing (E4S): Aligns with Kazan Action Plan through the connection of sports with SDGs. <p>Other participant CSOs do not have wide knowledge on these global programs, but look forward to engaging.</p>

<p>Alignment with United Nations Action Plan on SDP:</p>	<p><i>Which of the four thematic areas of the UN Action Plan on Sport for Development and Peace are these initiatives designed to align?</i></p> <p>Participant CSOs identify:</p> <ol style="list-style-type: none"> 1. Fundación Homeless México, A.C.: Number 1 Global Framework for Sport for Development and Peace. 2. Education for Sharing (E4S): Number 3 Resource Mobilization, Programming and Implementation. 3. Proyecto Cantera, A.C.: Number 1 (1.3 and 1.4), Number 2 (2.4), Number 3 (3.5) and Number 4. <p><i>To which action area(s) of the Plan are these initiatives designed to contribute?</i></p> <p>Participant CSOs identify:</p> <ol style="list-style-type: none"> 1. Fundación Homeless México, A.C.: Coherent information and exchange of best practices of sport and its impact on development and peace. This also implies leadership to accelerate, facilitate and promote efforts and actions in sport and peace. 2. Education for Sharing (E4S): Encouraging multi-stakeholder program development and implementation at all levels.
<p>Outcomes:</p>	<p><i>What are the expected/actual outcomes of the initiatives?</i></p> <p>Overall, participant CSOs agree:</p> <ol style="list-style-type: none"> 1. Position sport as an enabler of peace and development. 2. Spread knowledge on global challenges and SDGs. 3. Promote civic values based on fair play, tolerance, teamwork, respect, empathy, discipline, responsibility and gender equality. 4. Promote intercultural diversity and inclusion. 5. Healthy habits and transformation of lives based on well-being. This includes physical activities and disease prevention. 6. Community engagement and awareness. 7. Recreational and sports facilities and stronger commitments to developing this infrastructure.

	<ol style="list-style-type: none"> 8. Promote peaceful and safe environments for humanity at all levels in all ages. 9. Promote environmental sustainability.
<p>Mechanism for monitoring and evaluating implementation:</p>	<p><i>What are the mechanisms for monitoring and evaluating the implementation, outcomes and impact of the initiative?</i></p> <p>All participant CSOs have internal and external mechanisms for monitoring and evaluating implementation efforts. In some cases, within the scope of the SDGs. Examples:</p> <ol style="list-style-type: none"> 1. Fútbol Más México: Annual reports based on improvements in children’s mental health and well-being, as well as improvements in physical well-being, conflict resolution, among others. 2. Fundación Homeless México, A.C.: Databases on sports practice from participants as well as attendance and participation. 3. Education for Sharing (E4S): Collecting and analyzing both quantitative (closed-ended) and qualitative (open-ended) data. Mixed methods help to detect patterns grounded in participants’ experiences, combining those observational studies with quantitative analyses that require much larger sample sizes to obtain statistical significance in local and cross-cultural contexts. 4. Proyecto Cantera, A.C.: Annual reports based on improvements and the impacts of sports in sustainable development and peace. <p><i>What are the specific monitoring and evaluation tools involved?</i></p> <p>Overall, participant CSOs monitor through several means. Examples:</p> <ol style="list-style-type: none"> 1. Surveys among participants. 2. Life testimonies. 3. Quantitative assessment based on entry and exit questionnaires. 4. Qualitative assessment based on focus groups, discussions, feedback interactions, etc. 5. FAM methodology and verification means. 6. Publications, research, weekly lesson plans, and others.
<p>Challenges/Lessons learned</p>	<p><i>What have been/were the main challenges to implementation?</i></p> <p>Overall, CSOs identify as main challenges:</p>

1. Lack of knowledge on the correlation of sport with peace and sustainable development.
2. Lack of funding for involving more beneficiaries.
3. Lack of capacity-building and training.
4. A deficient education systems.
5. New ways of teaching/pedagogical approaches for learning.
6. Socioeconomic challenges for families and children to participate.
7. Security context.
8. Gaining trust in communities as a result of extreme violence, poverty and marginalization.

What lessons learned have been/can be utilized in the planning of future initiatives?

Participant CSOs identify that lessons learned include:

1. Best practices from small organizations working in the field. This means understanding their experience and spreading the word on the impact of sport in achieving the 2030 Agenda for Sustainable Development.
2. Experiences with these organizations have shown education is key for empowerment, equality, values, teamwork and other main values.
3. Areas of opportunity and growth, this includes partnerships and participation in local, national, regional and global networks.
4. Recognition of a global civil society contributing to development through sports in the United Nations discourse.

SIGNATORIES

Facilitator:

MY World México - karol@myworldmexico.org

Participant CSOs:

- Proyecto Cantera, A.C. - paula.sandoval@proyectocantera.org
- Fundación Homeless México, A.C.: dcopto@streetsoccermexico.org.mx
- Vibra León, A.C.: direccion@vibrleon.org
- Fútbol Más México: anna.malmi@futbolmas.org
- Education for Sharing (E4S): alan.ayala@educacionparacompartir.org