

# Sport & Development

**A methodological approach**



**#WorldInCommon**

## Brazil

Areninha do José Walter was built on a football pitch which was renovated. It offers free lessons to young people in vulnerable situations. Residents have access to these new facilities which contribute to the social inclusion of new generations.

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# SPORT FOR DEVELOPMENT

## Sustainable and shared values

For over 25 years, a number of actors (States, civil society, private sector, etc.) have been making sport work for development. Since 2015, physical activity has been mentioned as a major vehicle for development in the United Nations 2030 Agenda.

Sport is also subject to a full-fledged program (see opposite the Kazan Action Plan) and has been mentioned by the UN since 1952. In line with the values set out in the United Nations Charter, the fundamental principles of sport – respect for opponents, teamwork and spirit of solidarity – contribute to preserving human dignity and therefore contribute to the achievement of the SDGs.

## A high-potential economic sector

On the economic and social front, sport holds considerable potential. The sector, which is currently estimated by the OECD at 2% of world GDP, against 0.5% in the 1970s, generates economic activities and local employment. Its growth rate is higher than for the global economy. A virtuous circle is possible: large audiences lead to an increase in broadcasting rights, which are reinvested in the sector, particularly in equipment, training and professionalization. Sport also contributes to economies in terms of public finances, thanks to its positive impact on health and social inclusion.

## Major investment needs in sport for all

The development of a sport sector accessible to all remains unsatisfactory. Yet sport is extremely popular and plays an important role in community life. It can also be an effective, consensual and inexpensive tool for development and cohesion. But the

sector comes up against a number of obstacles. Civil society, in particular NGOs, play an essential role in addressing this. In many countries, there is a lack of high-quality sports infrastructure and facilities. Despite the potential, the commitment of sports professionals from African diasporas, in particular footballers, does not generate sufficient benefits. Revenues from transfers remain limited, due to a lack of negotiation power with clubs, in particular European clubs. Many African countries also lack officials trained in the management of the sport sector and sport management. Finally, an enhanced dialogue between the various stakeholders in the sport sector is necessary.

## KAZAN ACTION PLAN

**The Kazan Action Plan was adopted on 15 July 2017 by UNESCO's sixth International Conference of Ministers and Senior Officials Responsible for Physical Education and Sport (MINEPS VI) and commits sport policymakers to respect the United Nations sustainable development program for 2030. It promotes international convergence via a general framework for policy monitoring. In the context of this action plan, the African Union is working in partnership with UNESCO, in particular the Sport, Youth and Culture Commission.**

# ***Sport: A new sector for Agence Française de Développement (AFD)***

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AFD's Strategic Orientation Plan for 2018-2022 sets out sport as a catalyst for social cohesion. It underscores our commitment to invest in this field in order to promote access to sport activities for all. Sport is a driver for the achievement of a number of the SDGs. It contributes to the achievement of AFD's five strategic commitments: financing of projects 100% in line with the Paris Agreement and 100% creators of the social link, 3D development (defense, diplomacy, development), priority to non-sovereign loans, partnership reflex and, especially, 100% social link.

## **Designing Sport & Development projects**

AFD has classified sport and development projects so that they cover a wide range of activities. New fields of investigation are opening up to donors: prospecting little known counterparties, renewal of the dialogue with current stakeholders, launch of innovative approaches. The platform currently being created by AFD is part of this approach. 12 types of projects are presented on the following pages. They are grouped into 3 categories.

- **Public sector:** in this area, the sport projects supported by AFD assist, at the level of public policies, the demographic and social, territorial and economic, political and citizen-based transitions.
- **Civil society:** these projects are subject to specific financial allocations. The objective is to support efforts for a more inclusive and participatory society.
- **Private sector:** it involves mobilizing non-sovereign actors and promoting their investments in a rapidly developing economic sector, based on innovative economic models.

The sporting calendar holds high potential. The designation of Paris as the host city for the 2024 Olympic Games provides the opportunity of developing a diversified portfolio of projects. The preparation of this type of international event can inspire a number of initiatives for sport for all in partner countries. High-level sportspersons can use their image to support development projects, as a number of champions already do.

## **PROMOTING GENDER EQUALITY**



**Values related to sport activities are more generally associated with men. Indeed, girls on average do less sport than boys. To address this situation, there is a need to support any initiative that respects gender equality. In the context of identifications of sport and development projects, 100% of our projects will be assessed according to OECD gender equality standards.**

# ***The AFD Sport & Development Platform: An ambitious project***

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During his African tour in November 2017, Emmanuel Macron designated sport as a strong driver for action for youth and economic and social development. The French President announced the launch of an initiative led by AFD to mobilize actors in the sport sector for sustainable development.

## **Strengthening an ecosystem for Sport & Development Projects**

AFD has decided to create a meeting platform for sport and development actors integrating a digital portal which will be presented during the Africa France Summit in June 2020. This virtual space has been designed as a meeting place between sport projects from African countries, development agencies and civil society, and the support provided by donors, companies, foundations and natural persons.

The S&D platform aims to lead a community based on subjects devoted to sport and development. It will be a space for reflection, mobilization and innovation. The objective is to build the sport ecosystem

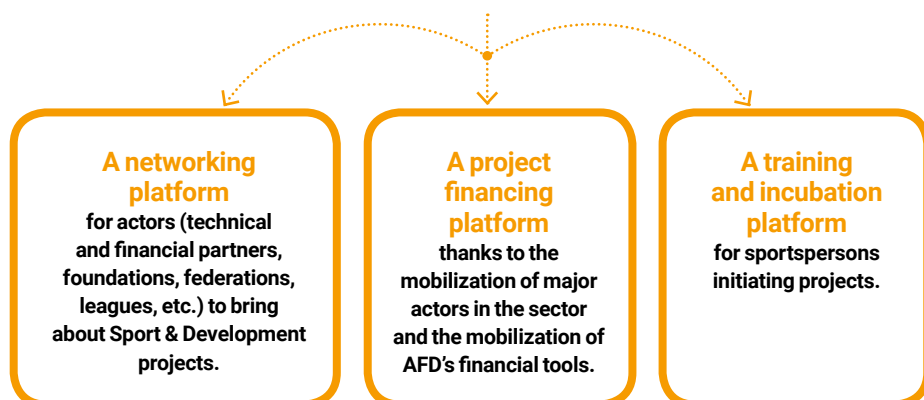
by pooling knowledge and innovations, fostering partnerships, developing community sport and organizing events. The S&D platform ultimately aims to bring about practical initiatives.

## **Practical action for actors in the sector**

The platform will promote the participation of private contributors in public projects: they will support "sport" components in the projects of local authorities or ministries and will provide technical resources.

The S&D platform will reduce transaction costs by offering a catalogue of initiatives to develop in a wide range of fields and disciplines. AFD will give potential investors guarantees over the sustainability and seriousness of projects. For civil society actors and final beneficiaries, the platform will be the place where they can submit their financing requests. It will contribute to supporting their projects, scaling up their impacts and extending their activity areas. Finally, the platform will be a training and skills-sharing tool.

## **THE THREE COMPONENTS OF THE PLATFORM**



## 1. Introduction of sport components in urban development projects

GEOGRAPHICAL AREA:  
ALL COUNTRIES



### OBJECTIVE

Integrate sports facilities into urban development projects to increase social cohesion and local development.

### EXPECTED OUTCOMES

- Integration of residents of precarious neighborhoods into the rest of the urban space
- Strengthening of social diversity and cohesion
- High-quality public space, contributing to the image of a territory
- Increase in the attractiveness of territories and retention of populations
- Promotion of local and participatory democracy

### BENEFICIARIES

- Urban communities
- Children and young people

### EXAMPLES OF AFD PROJECTS

- Proville 2: improving living conditions in poor neighborhoods in Tunisia (ongoing)
- Strengthening secondary centers in Ouagadougou (ongoing)
- Social integration through sport in Johannesburg (under appraisal)

### SDGs TARGETED



## 2. Introduction of “sport” components in projects to support education, training and integration

GEOGRAPHICAL AREA:  
ALL COUNTRIES



### OBJECTIVE

Develop sport activities as a vehicle for education, training and youth integration.

### EXPECTED OUTCOMES

- Improvement in the quality of education and teaching
- Retention of children in school, reduction of risks and prevention of crime, etc.
- Inclusion of girls and women
- Improvement of the attractiveness of schools
- Provision of sports facilities to the community
- Reduction in inequalities via activities for social and/or vocational and/or school (re) integration for vulnerable populations
- Improvement in the quality of life and physical, mental and social well-being
- Promotion and professionalization of the sport sector

### BENEFICIARIES

- Schools, universities, training centers
- Sports federations, associations, private operators
- Young people out-of-school or in a vulnerable situation, particularly girls and young women
- Young people in school
- Teachers

### SDGs TARGETED



### 3. Introduction of “sport” components in development projects in the health sector

GEOGRAPHICAL AREA:  
ALL COUNTRIES



#### OBJECTIVE

Develop sport activities as a prevention policy for health

#### EXPECTED OUTCOMES

- Reduction in individual and public health expenditure
- Reduction in the absenteeism rate in companies
- Improvement in the quality of life and physical, mental and social well-being
- Reduction in the prevalence rate of chronic and non-communicable diseases
- Improvement in knowledge about the impacts of sport on health
- Development of insurance mechanisms
- Integration of people who are marginalized and discriminated against

#### BENEFICIARIES

- The entire population
- Public health facilities
- Sports associations
- Private operators in the sport sector

#### EXAMPLE OF AFD PROJECT

- Prevention of type II diabetes in French Polynesia (under study)

#### SDGs TARGETED



### 4. Support for public policies in the sport sector

GEOGRAPHICAL AREA:  
ALL COUNTRIES



#### OBJECTIVE

Assist governments and local authorities in the implementation of a sport public policy to strengthen social cohesion and promote economic growth.

#### EXPECTED OUTCOMES

- Support for the economic structuring of the sport sector
- Increase in spending in the targeted sectors
- Strengthening of the institutional framework
- Extension of the range of services on offer

#### BENEFICIARIES

- Ministries (particularly of Sport), local authorities
- Associations, federations, leagues, clubs, committees
- Instructors, trainers
- Public targeted by the public policy, with vulnerable populations as a priority

#### SDGs TARGETED





### 5. Support for the Sport & Development projects of French CSOs

GEOGRAPHICAL AREA:  
ALL COUNTRIES



#### OBJECTIVE

Support Sport & Development projects led by French CSOs-NGOs with an annual budget of over EUR 150,000

#### EXPECTED OUTCOMES

- Deepening of partnerships between AFD and CSOs
- Strengthening of links between development actors and transfer of skills
- Structuring, strengthening and influence of French CSOs
- Sensitization of actors to Sport & Development issues

#### BENEFICIARIES

- French CSOs and their partners in the South
- Populations benefitting from CSO projects, in particular vulnerable populations

#### EXAMPLES OF AFD PROJECTS

- Playdagogy in Burundi (ongoing)
- Pilot Community Social-Sport Center in the West Bank (completed)
- Sport dans la Ville in 60 countries (inspiring)

#### SDGs TARGETED



### 6. Support for local initiatives (CSOs-NGOs) and social cohesion actions

GEOGRAPHICAL AREA:  
AFRICA



#### OBJECTIVE

Support Sport & Development projects led by tandems of African and French associations.

#### EXPECTED OUTCOMES

- Financing and support for some 100 initiatives and organizers of initiatives over a 3-year period

Coverage of remote areas as closely as possible to the needs of populations

#### BENEFICIARIES

- French and African associations
- Micro-project initiators
- High-level sportspersons initiating micro-projects
- Local communities

#### EXAMPLES OF PROJECTS

- Enfants du Bénin Debout
- Fight for Dignity in the Democratic Republic of Congo
- Leading Youth, Sport & Development (LYSD)

#### SDGs TARGETED





## 7. Implementation of projects in the context of AFD Major Partnerships

GEOGRAPHICAL AREA:  
DEFINED DEPENDING ON  
PARTNERSHIP AGREEMENTS



### OBJECTIVE

Mobilize alternative resources (financial and technological) thanks to Sport & Development partnerships.

### EXPECTED OUTCOMES

- Increase in resources and expertise for Sport & Development projects
- Increase in AFD's visibility, influence of the local agency
- Innovation compared to AFD's usual projects
- Achievement of the partnership agreement objectives

### BENEFICIARIES

- Young people, the main target of all partnership agreements
- Sports federations and clubs

### EXAMPLES OF PARTNERSHIPS

- NBA project, education through sport (signed)
- Paris 2024, the solidarity and universality of sport (ongoing)
- FIFA partnership for the development of football playing by women (under study)

#### SDGs TARGETED



## 8. Support for Sport and Peace projects

GEOGRAPHICAL AREA:  
COUNTRIES LOCATED IN  
CONFLICT ZONES



### OBJECTIVE

Use sport as a tool to promote and build peace

### EXPECTED OUTCOMES

- Disarmament of young people, reintegration and life-skills training
- Creation of spaces and time for mediation between communities
- Promotion of the values of tolerance and respect
- Supracommunity sense of belonging

### BENEFICIARIES

- Individuals living in conflict zones, in particular young displaced people or former soldiers

### EXAMPLES OF PROJECTS

- Waves for Change in Liberia
- Scoring for peace in the Central African Republic
- Peace and Sport in Rwanda and Burundi

#### SDGs TARGETED



## 9. Development of the local economy of sustainable sport

**GEOGRAPHICAL AREA:**  
ALL COUNTRIES



### OBJECTIVE

Sustainably promote investments, business start-ups and employment in the sport sector

### EXPECTED OUTCOMES

- Private sector boosted for sustainable sport
- Local manufacturing of sports goods and equipment accessible to communities
- Local creation of jobs on production sites and at sports facilities
- Creation of fee-paying services for the rental and use of facilities for sports or other activities (cultural, events)
- Increase in consumer spending on sports equipment and sports goods
- Contribution to the economic growth of the beneficiary country

### BENEFICIARIES

- Economic project initiators and their partners, clients and suppliers
- Private enterprises (sponsors, sports equipment manufacturers, media specialized in sport, etc.)

### SDGs TARGETED



## 10. Supporting sportspersons' projects

**GEOGRAPHICAL AREA:**  
AFRICA



### OBJECTIVE

Finance and support development projects led by high-level sportspersons

### EXPECTED OUTCOMES

- Sustainable social and economic projects led by sportspersons
- Job creation
- Improvement in people's living standards
- Strengthening of the ecosystem of the social and solidarity economy in Africa

### BENEFICIARIES

- Structures initiating projects
- Local communities
- Local CSOs

### EXAMPLES OF PROJECTS

- Tremplin Platform, start-up incubator in sport
- Serge Betsen Academy in Cameroon
- Abedi Pelé Sport Clinic (Ghana)

### SDGs TARGETED





## 11. Multi-sport community facilities

GEOGRAPHICAL AREA:  
ALL COUNTRIES



### OBJECTIVE

Develop multi-sport facilities to:

- enable sport activities in deprived neighborhoods to promote the social integration of young people
- develop the local economic fabric with economically sustainable facilities

### EXPECTED OUTCOMES

- Development of community facilities and creation of local jobs
- Development of sport activities
- Integration of young people and strengthening of the social link in the urban areas of the facilities
- Develop a sector of expertise in sport management

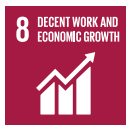
### BENEFICIARIES

- The entire population

### EXAMPLES OF PROJECTS

- Agora project in Côte d'Ivoire
- Sacré-Coeur Club in Dakar
- Leman 5 project in Chad

### SDGs TARGETED



## 12. Supporting the construction or reuse of public and sustainable sports facilities

GEOGRAPHICAL AREA:  
AFRICA



### OBJECTIVE

Ensure the sustainability of facilities built for major events and promote their continuous use and integration in the economy

### EXPECTED OUTCOMES

- Availability of facilities for communities and sport professionals after the event
- Development of a local sport economy
- Development of a local sport sector
- Territorial attractiveness and reputation
- Development of sport activities and strengthening of social cohesion

### BENEFICIARIES

- Communities
- Local associations
- Sports clubs and organizations
- Economic operators (construction industry, communication, catering, etc.)

### EXAMPLE OF AFD PROJECT

- Renovation of the Edmard Lama Stadium in French Guiana

### SDGs TARGETED



AFD is a public and solidarity-based financial institution and the central actor in France's development policy.

It commits to projects that genuinely improve the everyday lives of people in developing and emerging countries and in the French overseas territories.

It operates in a number of sectors – energy, health, biodiversity, water, digital technologies, training and, more recently, sport and cultural industries.

AFD supports the transition to a safer, more just and more sustainable world, a world in common.

Its action is fully in line with the Sustainable Development Goals (SDGs). AFD operates in 110 countries via a network of 90 agencies and is currently supporting over 3,600 development projects. In 2018, it committed EUR 12bn to finance these projects.



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TEL.: +33 1 53 44 31 31  
5, RUE ROLAND BARTHES ·  
75598 PARIS CEDEX 12 · FRANCE  
@AFD\_FRANCE  
WWW.AFD.FR