



RÉPUBLIQUE
FRANÇAISE

*Liberté
Égalité
Fraternité*



AFD AND Sport for Development



€130 M

invested in Sport for
Development

Over 160

sport for development
projects funded

74 athletes

supported through our
programs

Sport contributes to the Sustainable Development Goals, particularly in terms of health, education, gender equality and social cohesion. In this context, AFD Group has decided to leverage the power of sport to boost socially responsible investments and offer new solutions to promote youth empowerment.

AFD's sport for development projects

Although the United Nations' 2030 Agenda explicitly recognizes the contribution of sport to the Sustainable Development Goals (SDGs), few international cooperation projects have included sport in their programs. Convinced by the power of sport to foster sustainable development and social cohesion, especially for youth, **AFD Group strongly encourages the inclusion of sport for development initiatives in its projects. It aims to promote access to sport for all, especially for youth, girls and women, and by extension to improve access to education and gender equality.**

This stance reflects the French government's aim to reach youth in more direct and innovative ways.

AFD adopted its Sport for Development strategy in February 2019 with three main priorities:

1

Including sport in AFD's development projects

2

Mobilizing partners

3

Supporting research and knowledge sharing

AFD operates mainly in 5 sub-sectors in the field of sport for development:



Community sports infrastructure



Strengthening civil society and sports organizations



Sport and gender



School sport



Sector governance and strategy

...in line with an ambitious agenda for sports and diplomacy:

November 2017
Speech of the French President at Ouagadougou

June 2019
FIFA Women's World Cup in France

October 2021
New Africa France Summit in Montpellier

September – October 2023
Rugby World Cup 2023

November 2026
Youth Olympic Games Dakar 2026

2019
Adoption of AFD's Sport for Development strategy

November 2020
Launch of the Sport in Common platform

February 2023
Speech of the French President on the partnership with Africa

July–September 2024
Olympic and Paralympic Games Paris 2024

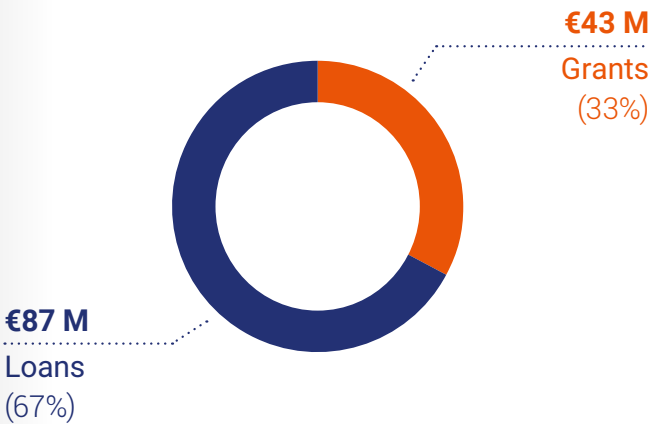
Key figures on AFD's investments in sport since 2012



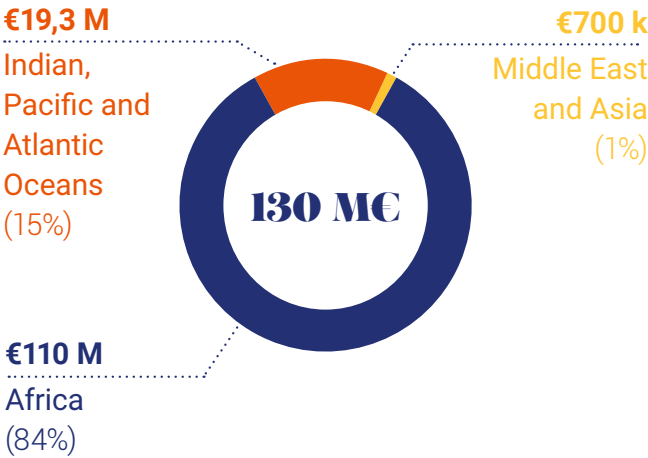
€130 M

invested in sport for development from 2012 to 2022, including €50 M in 2022

Breakdown by type of funding



Geographical distribution



Our contributions to the Sustainable Development Goals (SDG)



100%

of sport for development projects help to reduce gender inequality since 2019



70%

of AFD-backed projects improve access to sports facilities



25%

of our projects improve access to education

Promoting sport for all, for youth empowerment and the SDGs

With its partners from the sport and development finance sectors, AFD supports initiatives that foster access to sport for all.

1 Support civil society and entrepreneurship in sport

AFD funds civil society projects to support the growth of the sport for development ecosystem and the emergence of social innovation initiatives for the benefit of youth and local communities.

The AFD has launched **4 iconic call for projects to fund sport for development microprojects**:

- **"Sport and development"** operated by La Guilde Européenne du Raid (51 projects in 30 countries)
- **"Sport and health"** in partnership with FIFA (13 projects in Africa)
- **"Sport for Mental Health and Social Cohesion"** in partnership with GIZ and FIFA (13 projects in 11 countries across the world)
- **"Impact 2024 International"** in partnership with Paris 2024 (32 projects in 14 African countries)



€2,7 M
invested



OVER 100
micro-projects
funded across + 30
African countries



145,000
beneficiaries, 52%
of women and girls

Distribution of sport for development microprojects in Africa



2 Improve access to sports facilities for all

AFD funds the **refurbishment and construction of community sports infrastructure** in schools, cities and secondary towns in Africa. The aim: to improve access to sports for all and support the development of inclusive and sustainable cities.

Project

In 2022, AFD granted a **€45 million loan** to the Senegalese state for the refurbishment of the Iba Mar Diop multi-purpose stadium, an Olympic swimming pool, and a **dozen community sports facilities** ahead of the Youth Olympic Games Dakar 2026.



3 Support the capacity building of the sports movement

AFD funds several capacity-building programs to **support the growth of the local sports sector, open up new job opportunities** in sports and help athletes progress in their post-sport careers. These programs also **encourage knowledge sharing** between French and local actors.

Project

The **AFD x Paris 2024 incubator** program helps athletes manage their career transition by helping them develop innovative entrepreneurial projects with positive social and environmental impacts in France and in ten African countries. **Fifty-two athletes** participated in the two first editions (2021, 2022) of the program.



4 Reduce inequalities and promote sports activities at school

Sports foster social cohesion and reduce inequalities, including gender inequalities. AFD funds innovative projects that **promote social inclusion, empower women and girls and raise awareness on SDGs through sport**. These initiatives target youth, with many activities organized in primary and secondary schools.

Project

The **Inclusive Sport Academies program** aims to improve access to education and promote youth employability through sports with a strong focus on gender equality. It will help academies provide better education and career development programs, promote gender equality and develop sustainable business models. The pilot phase, launched in 2022, has already benefited four academies and more than **560 young people**.



Support the growth of the Sport for Development ecosystem in and beyond Africa

1 Innovative partnerships

Since 2019, AFD builds partnerships with key actors in the sports sector with a double objective: **co-invest in innovative sport for development initiatives and support the organizing committees of major sports events in developing socially and environmentally impactful legacy strategies.**

AFD has teamed up with major sports organizations such as **FIFA, NBA, the Basketball Africa League (BAL), Paris 2024, Dakar 2026, Rugby Africa and HAVOBA** to promote youth empowerment through sports, reduce gender inequalities, improve access to education and raise awareness of the SDGs.

AFD can also count on the voices of **more than 70 athletes**, to promote sport for development initiatives and call for greater investment in the sector.

2 Innovative tools to connect the worlds of sport and development



Sport in Common

Launched in 2020, the Sport in Common platform offers innovative solutions to stimulate investment and capacity building of sports projects with strong economic and social impacts in Africa. The platform includes more than 2600 registered organizations, and references more than 600 projects in 50 African countries. Its network counts more than 150 local experts and 32 Sports Impact Leaders, committed to sport for development.



The “Sustainable Development through Sport” coalition:

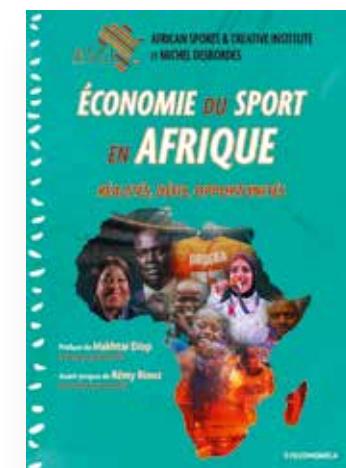
Launched by AFD during the first Finance in Common Summit and co-chaired by the Japanese and Italian public development banks JICA and ICS, this coalition aims to mobilize other public development banks to co-invest in sustainable sports infrastructure and leverage the power of sports for the SDGs.

3 Research to understand the impact of sports on development

Lack of data is one of the main obstacles to investment in the sports sector and hence its growth in Africa. AFD supports research and knowledge sharing through the publication of specialized reports.



In April 2023, AFD published its first technical report on sport for development entitled **Sport for Development and Peace: a scientific and bottom-up approach to impact measurement**. The report offers insights and a list of indicators to better understand the impact of sport on the SDGs.



In 2021, AFD contributed to the publication of the book **Sports Economy in Africa**. It provides an overview of the sports economy in Africa and insights to better understand the unique nature of African growth through the lens of sport.



Published in 2021, the study **Sport, Gender and Development** identifies the social, economic, cultural and institutional barriers that hinder access to sports for women and girls in South Africa, Egypt, Kenya, Morocco and Senegal. It provides action plans and a list of 50 inspiring initiatives to promote gender equality in sports.



The **Sustainable sport sector** study published in 2020 maps the key actors and institutions involved in sports in three countries: Morocco, Côte d'Ivoire and South Africa. Based on an analysis of the economic, legal and sports context of each country, it outlines the key challenges and opportunities faced by the sports sector.

Agence Française de Développement (AFD) implements France's policy on international development and solidarity. Through its financing of NGOs and the public sector, as well as its research and publications, AFD supports and accelerates transitions towards a fairer, more resilient world. It also provides training in sustainable development (at AFD Campus) and other awareness-raising activities in France.

With our partners, we are building shared solutions with and for the people of the Global South. Our teams are at work on more than 4,000 projects in the field, in the French Overseas Departments and Territories, in 115 countries and in regions in crisis. We strive to protect global public goods – promoting a stable climate, biodiversity and peace, as well as gender equality, education and healthcare. In this way, we contribute to the commitment of France and the French people to achieve the Sustainable Development Goals (SDGs).

Towards a world in common.

June 2023



PEFC certified / This product comes from sustainably managed forests and controlled sources. / pefc-france.org

Cover: © Kibuuka Mukisa Oscar

AGENCE FRANÇAISE
DE DÉVELOPPEMENT
5, rue Roland Barthes
75012 Paris – France

 afd.fr/en
 facebook.com/AFDOfficiel
 twitter.com/AFD_en
#WorldInCommon

Design: PatteBlanche