

# Sports Law-for-All

No. 2

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## The Role of Sports in Achieving the 17 Sustainable Development Goals

### - 60 Ways to Enable -



#### (1) What is the noble Agenda behind the “Sustainable Development Goals” (SDGs)?

Like any other goal, the 17 SDGs, individually and collectively, are premised on an agenda, a plan or vision. The **2030 Agenda for Sustainable Development** is “a plan of action for **People, Planet and Prosperity**” through “**Peace and Partnership**.” These are the **5 Ps**.

The Preamble added that the Agenda “also seeks to strengthen universal peace in larger freedom” aiming to “free the human race from the tyranny of poverty and want and to heal and secure our planet” by taking “bold and transformative steps which are urgently needed to shift the world onto a sustainable and resilient path.” (<https://sustainabledevelopment.un.org/post2015/transformingourworld>)

#### (2) How can sports contribute to the attainment of the SDGs?

In the Toolkit for Action for “The Contribution of Sports to the Achievement of the Sustainable Development Goals” developed by the SDF Fund Secretariat, sport has been described as “**an important enabler of sustainable development**.” Quoting Nobel Peace Prize laureate and former South African President Nelson Mandela:

**“Sport has the power to change the world. It has the *power to inspire*, it has the *power to unite people* in a way that little else does. It speaks to youth in a language they understand. Sport can *create hope*, where once there was only despair. It is more powerful than governments in breaking down racial barriers. It laughs in the face of all types of discrimination.”** (underscoring supplied)

#### (3) How can we relate Olympism with the Agenda and the SDGs?

Olympism is much more than the successful staging of the quadrennial Olympic Games. Olympism is both a **vision** and a **value**. Olympism is about **Building Better Humans** which is the inherent value of the SDGs.

According to the International Olympic Committee (<https://www.olympic.org/the-ioc/promote-olympism>):

Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to **create a way of life based on the joy found in effort, the educational value of good example and respect for universal fundamental ethical principles**. The goal of the Olympic Movement is to contribute to **building a peaceful and better world** by educating youth through sport practiced without discrimination of any kind and in the Olympic spirit, which requires **mutual understanding with a spirit of friendship, solidarity and fair play**. (underscoring supplied)

#### (4) Who in the sports community are responsible for achieving the SDGs?

**Everybody** in the sports community is a **stakeholder and a duty-bearer**. We all benefit from and should contribute to the attainment of the SDGs. **We can work in, through and with sports to become better humans**. Everybody refers to persons and institutions – coaches, athletes, parents, school officials, students, physical education teachers, employers, employees, co-workers, officials and members of the national sports associations, leagues and clubs, advertisers, gym owners and patrons, and government officials.

While not all of us can become Olympians, we can and we should all become “**Olympism-ists**.”

#### (5) What are the 17 SDGs and how can we in the sports community contribute to its realization?

The Author proposes **60 How Tos** – policies, programs, initiatives and activities – to enable or facilitate the achievement of the **17 SDGs**:

No.	Goals	How Tos
1	<b>No Poverty:</b> End poverty in all its forms everywhere	1. Develop sport programs and initiatives with social business as a component 2. Construct sports infrastructure and facilities all over the country 3. Break down exclusivity barriers emphasizing that sports is not only for the privileged 4. Give sports equipment like balls and jump ropes to all
2	<b>Zero Hunger:</b> End hunger, achieve food security and improved nutrition and promote sustainable agriculture	5. Provide livelihood and entrepreneurial opportunities to athletes and coaches and their families 6. Earmark a certain percentage of event proceeds for underserved communities and people's organizations 7. Educate athletes on proper nutrition 8. Establish athletes and coaches cooperatives 9. Patronize organic food for athletes, spectators and staff during sports events
3	<b>Good Health and Well-Being:</b> Ensure healthy lives and promote well-being for all at all ages	10. Diversify sports opportunities and initiatives without regard to race, ability, religion, language, gender identity or expression, poverty, status, position, education, ethnic background, opinion and differences 11. Promote sports-for-all where able-bodied, para-athletes, youth and kids, even out-of-school youth, seniors/ masters, and special groups like indigenous peoples and refugees, can participate without discrimination 12. Frame sports events where everyone plays and interacts with everyone regardless of gender, skill level, position and status 13. Organize events where all the above sectors can participate 14. Safeguard athletes against all forms of abuse, harassment and discrimination 15. Formulate safety protocols for all sports events 16. Design active communities where sports and physical activities are integral parts of development and governance 17. Allot a time every day or on certain days of the week or month where everyone in the community, organization or national federation shall pause from work and studies and do a physical activity like a “Get up and Stretch” every 5 p.m.
4	<b>Quality Education:</b> Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all	18. Incorporate traditional and alternative sports in the physical education curriculum of private and public universities, colleges and schools 19. Adopt a comprehensive sports and wellness program in local governments 20. Utilize sports as entry point or vehicle to reach marginalized sectors through community development 21. Introduce, through lectures, pre- and post-race briefings, and social media engagements, SDG-related themes such as anti-bullying, nutrition, anti-discrimination, mental health, etc. during sports events 22. Popularize the United Nations Universal Declaration of Human Rights, International Olympic Committee Athlete 365 and World Players Association Universal Declaration of Player Rights
5	<b>Gender Equality:</b> Achieve gender equality and empower all women and girls	23. Ensure representation of women in governance structures 24. Couple sports programs with leadership and skills training for women and girls 25. Institutionalize safe space policies 26. Set-up mixed Team competitions 27. Denounce all forms of gender exploitation like look-over-ability campaigns in all forms of media 28. Penalize all acts and forms of sexual abuse and sexual harassment 29. Equalize prize money packages
6	<b>Clean Water and Sanitation:</b> Ensure availability and sustainable management of water and sanitation for all	30. Instill sustainability policies and systems in sports organizations and events mindful of climate change, hygiene, consumer rights, pollution control, energy, health and safety 31. Have water and sanitation facilities in sports infrastructure and events
7	<b>Affordable and Clean Energy:</b> Ensure access to affordable, reliable, sustainable and modern energy for all	32. Use alternative sources of energy in sports facilities and events 33. Hold more outdoor events 34. Propagate energy saving measures during sports events and in sports facilities
8	<b>Decent Work and Economic Growth:</b> Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all	35. Elevate the welfare of athletes and coaches through employment, livelihood, business and investments especially after retirement 36. Put up a seed, retirement or endowment fund for athletes and coaches 37. Check that factories and suppliers of sports equipment, products and goods observe labor standards
9	<b>Industry, Innovation and Infrastructure:</b> Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation	38. Integrate sports facilities in mixed-use real estate development 39. Push for sports tourism 40. Allow sports facilities to be used as evacuation centers during calamities
10	<b>Reduced Inequality:</b> Reduce inequality within and among countries	41. Pursue anti-discrimination/ inequality policies and penalize offenders 42. Form functional Safe Sport Committees within organizations
11	<b>Sustainable Cities and Communities:</b> Make cities and human settlements inclusive, safe, resilient and sustainable	43. Include sports in the platform for active and healthy cities and communities 44. Advocate sports as safe areas 45. Build exercise or workout stations in public parks 46. Calendar intra- and inter-city/ community events for all sectors
12	<b>Responsible Consumption and Production:</b> Ensure sustainable consumption and production patterns	47. Make competitions as Zero-waste events 48. Mandate only recyclable materials in events 49. Restrict or ban the use of plastics in sports events 50. Conduct climate change lectures as pre-requisite for entry into nature and adventure events
13	<b>Climate Action:</b> Take urgent action to combat climate change and its impacts	51. Report to authorities compliance or non-compliance with sustainable requirements after events 52. Brief participants about sustainability, ecology and environmental protection 53. Execute a post-event commitment to help conserve the environment 54. Work with nature, not against it, in the design of the course and races
14	<b>Life Below Water:</b> Conserve and sustainably use the oceans, seas and marine resources for sustainable development	
15	<b>Life on Land:</b> Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss	
16	<b>Peace and Justice Strong Institutions:</b> Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels	55. Adhere to all laws, best practices, and relevant Declarations of the United Nations, and the International Olympic Committee 56. Expand community service, when imposed as a penalty for offenders, to include sports community programs 57. Reward organizations and corporations that mainstream sports or active lifestyle initiatives 58. Draw up grievance procedures within sports organizations
17	<b>Partnerships to Achieve the Goal:</b> Strengthen the means of implementation and revitalize the global partnership for sustainable development	59. Engage in Public-Public, Private-Private and Public-Private Partnerships (PPPs) for sports development, event funding, athlete and coaches welfare, and sports infrastructure 60. Decentralize, horizontally and vertically, sports-related PPP initiatives

#### (6) What are the possible next steps?

The Author suggests that:

1. Metrics per SDG be lined up so that we can measure progress;
2. Sports stakeholders undertake a scan of their vision, agenda and program, and calibrate these against the SDGs; and
3. Sports duty-bearers plan its tomorrow mindful of the SDGs. Let us all move with purpose and build better humans.

Kindly share your initiatives. Thank you in advance.

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