

For immediate release : July 2019

**Japan Sport Council and sportanddev launch global project to bridge the gap between policy and practice and maximize the contribution of sport to the SDGs**

Certified as a Tokyo 2020 Support Programme



Tokyo, Japan - The Japan Sport Council (JSC) and the international platform on sport and development (sportanddev) are pleased to announce the launch of an ambitious project to strengthen the field of sport for development and peace (SDP). The project is entitled ***Bridging the Divide: A Guide for Translating Policy into Practice and Managing Projects to maximize the use of Sport for Sustainable Development***, and seeks to increase the capacity of those in the sport sector and beyond to mainstream the use of sport in development.

Sport is increasingly viewed as a tool for sustainable development and is recognized as an important enabler for peace, health, education, gender equality, youth empowerment and social inclusion in the 2030 Agenda for Sustainable Development. As a result, more actors across sectors are incorporating sport and physical activity into their policies and programmes. However there remain notable gaps in understanding and application among policy makers and project managers as to how sport can best contribute to sustainable development.

Furthermore, recognition of the role of sport remains limited at local and regional levels. For example, a survey of the Local Sport Plan and SDP Policy in Japan, carried out by JSC in 2017, showed that as few as 6% of cities were aware that sport is recognized in the 2030 Agenda. 74% of cities were unaware of the Sustainable Development Goals (SDGs) themselves. Over a third of cities (36%) admitted they were unsure of how to implement SDP policy and over 28% acknowledged that “they have no idea of using sport as a tool in the first place” .

As such there is a clear need to build capacity for those who work at a strategic level in implementing policy and managing projects in the field of sport and sustainable development and bridge the divide between policy and practice. In response, this project seeks to develop a comprehensive and practical guidebook on how to incorporate sport as a development tool for project managers and policy makers worldwide. The guidebook will be completed and published both in Japanese and English (and ideally all official languages of the United Nations) in 2020.

The Japan Sport Council (JSC) and sportanddev.org / Swiss Academy for Development (SAD) will coordinate the project, with oversight from an Advisory Committee representing key stakeholders and experts in the field. The current members of the Advisory Committee are representatives from:

- The United Nations Educational, Scientific and Cultural Organization (UNESCO)
- The International Olympic Committee (IOC)
- The Agitos Foundation (development arm of the International Paralympic Committee)
- The Laureus Sport for Good Foundation
- The Commonwealth Secretariat (observer)

*“I am very enthusiastic about the project and I am confident that it will become a key resource for advancing the role of sport in achieving sustainable development and that the guidebook will facilitate knowledge sharing between policy makers and project managers.”* , said Ms. Caroline Baxter Tresise, International Consultant of UNESCO.

There will be a detailed review process of existing initiatives and aligned projects, and extensive consultation with a broad range of actors to contribute feedback and share best practices.

This three-year project seeks to create greater global awareness of the viability and value of sport as a tool for sustainable development, ideally leading to increased capacity, commitment, evidence and investment in policies and projects that seek to mainstream the use of sport in development, including practical recommendations on how sport can contribute to the SDGs.

The project has been certified as a Tokyo 2020 Support Programme, which forms part of the legacy of the Olympic and Paralympic Games Tokyo 2020. It will contribute to the enhanced role of sport in the context of the SDGs and the Kazan Action Plan, which 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).

#### **For media inquiries**

Japan Sport Council : Office of Public Relations,  
kouhou@jpnsport.go.jp

#### **About the Japan Sport Council (JSC)**

Established in 2003, the Japan Sport Council is the national agency responsible for the development of sport in Japan. Under the leadership of the Ministry of Education, Culture, Sports, Science and Technology (MEXT) and Japan Sports Agency, JSC plays a vital role in delivering sport policy in Japan and in enhancing the value of sport in society.

#### **About Swiss Academy for Development (SAD)**

SAD is a centre of excellence for sport and development that uses sport and play to empower disadvantaged children and young people to become healthy, educated and employed citizens. SAD operates the international platform on sport and development (sportanddev.org), the leading resource, knowledge hub and communications platform for the growing SDP sector.