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منظمة الأمم المتحدة
للتربية والعلم والثقافة

联合国教育、
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Intergovernmental Committee for Physical Education and Sport

CIGEPS

Plenary Session
and Joint Meeting with the Permanent Consultative Council - PCC

UNESCO

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Item 5 of the Provisional Agenda

Research on the Socio-economic Benefits of Sport

Documents: [CIGEPS/12/Inf/Rev](#) – Final Report CIGEPS Ordinary Session 2012, paras. 27-28; [37C/REP/18](#) – Report by CIGEPS 2012-2013, paras. 11-12

Background: Supplementing the progress report on the above project contained in the Report by CIGEPS that was presented at the 37th session of the General Conference, this document presents the results of an expert meeting on the UNESCO Advocacy Initiative, including proposals for follow-up.

Decision Required: Draft resolution (paragraph 4)

1. On 5 December 2013, an expert meeting was held at UNESCO Headquarters on “Sports Advocacy Initiative: Public Investment in Sport and Physical Activity Generates Socio-Economic Benefits”. The purpose of this multi-stakeholder meeting was to present existing research and initiatives supporting public investments in sport and physical activity and to further determine relevant needs of Member States. The meeting was attended by 16 Member States, UNOSDP, UNDP, the International Olympic Committee, four representatives of the private sector, as well two academic experts.

2. The detailed report on this meeting is presented in the Annex to this document. The main conclusions of the meeting can be summarized as follows:

- (i) Existing research focus on different types of benefits of physical activity and sport, including notably:
 - health benefits,
 - social benefits, at both individual (e.g. academic performance) and collective (e.g. mitigation of violence, integration of marginalized groups) level;
 - economic benefits, including both benefits generated through the sport industry sector and cost savings through targeted public investments.
- (ii) While there is still need for further research in all the above areas, there is already a critical mass of scientific evidence supporting increased public investments in physical activity and sport programmes; the main perceived challenge is reaching those decision makers who are not yet convinced through adequate communication;
- (iii) Several initiatives are perceived to address successfully the above communication challenge; the “Designed to Move” campaign in particular impressed participants with its scientific robustness, inspiring messages and pragmatic calls for action; better use needs to be made of such existing advocacy campaigns;
- (iv) The diversity of contexts for decision making on public investments requires a diversified approach;
- (v) Parents and families should be particularly targeted by future advocacy campaigns, as they are key to the required change of behaviours;
- (vi) for advocacy activities to be effective, they cannot rely on the distribution of printed documents, whatever may be their quality, but must integrate other forms of communication depending on specific contexts, such as individual meetings, multi-stakeholder events, use of visual, electronic and social media, etc..

3. The following considerations may allow to determine the future foci that UNESCO should pursue with respect to this initiative:

- (i) the International Day of Sport for Development and Peace is a new opportunity for organizing multi-stakeholder events in which decision makers can be sensitized; in connection with the MINEPS V follow-up, two expert groups could be mobilized for configuring and promoting such events: topic 1 - Development of a coherent and comprehensive vision for a national sport & physical education policy, and topic 7 - Advocacy for increased public investments in sport and physical activity programmes;
- (ii) partnerships with sport event organizers, sponsors and the media can foster change in the media coverage of sport competitions to include messages highlighting the diverse benefits and values of grassroots sport and physical activity; a special target of such media campaigns should be parents and young people;
- (iii) more specific research is required concerning the monetary, competitive pay-off of investments in sport and physical education, and existing research needs to be better presented; economic arguments are crucial for influencing decision makers;
- (iv) rather than producing additional advocacy materials, those that exist should be gathered and made available for wider use in different contexts.

4. Considering the above, the Intergovernmental Committee for Physical Education and Sport may wish to adopt the following resolution

DRAFT RESOLUTION CIGEPS 2014/6

The Intergovernmental Committee for Physical Education and Sport,

1. *Having examined* CIGEPS/2014/Doc.6;
2. *Takes note* of the activities undertaken by the Secretariat with respect to research and advocacy concerning the socio-economic benefits of physical activity and sport;
3. *Encourages* UNESCO, the Member States, the sport movement and all other concerned stakeholders to further develop advocacy initiatives with a focus on
 - (i) using the International Day of Sport for Development and Peace as a platform for sensitizing decision makers with respect to the socio-economic benefits of sport and physical activity;
 - (ii) initiating partnerships that foster the promotion by mass media of the benefits of physical activity and grassroots sport, targeting especially parents and youth;
 - (iii) elaborating and disseminating economic arguments for increased public investments in physical activity, grassroots sport and physical education;
 - (iv) supporting the collection and dissemination of existing advocacy information and tools.