

TEMPLATE FOR REPORTING ON RECENT INITIATIVES ON SPORT FOR DEVELOPMENT AND PEACE

Title of Initiative: Sport for Tomorrow

Provide a summary of the initiative, including a brief overview, proposed/actual outcomes and an assessment of any lessons learned and the way forward.

Please provide more details on each initiative including items below:	
Objective(s):	<i>Please indicate which, if any, of the following fall among the main objectives of the initiative:</i>
	<ul style="list-style-type: none"> Ensuring no one is left behind (advancing empowerment, inclusiveness and equality through sport) ✓
	<ul style="list-style-type: none"> Eradicating poverty and promoting prosperity ✓
	<ul style="list-style-type: none"> Leveraging sports events to promote action to combat climate change, advance peace and/or sustainable development ✓
	<ul style="list-style-type: none"> Conflict prevention/peace building ✓
	<ul style="list-style-type: none"> Research development, data collection and/or data dissemination
<ul style="list-style-type: none"> Integrating sport for sustainable development and peace in COVID-19 recovery and/or 2030 Agenda strategies, programmes and policies ✓ 	
<ul style="list-style-type: none"> Safely harnessing sport for sustainable development, peace and wellbeing in the context of the COVID-19 pandemic, including through the use of technology 	
<ul style="list-style-type: none"> Strengthened global framework on sport for development and peace ✓ 	
<ul style="list-style-type: none"> Safeguarding sport from corruption and crime ✓ 	
<ul style="list-style-type: none"> Other (please specify) 	
Implementation mechanisms:	<p><i>What are the means/processes of implementation of the initiative?</i></p> <p><i>Sport for Tomorrow (hereinafter referred to as "SFT") is an international contribution and exchange program jointly implemented by the Japanese public and private sectors as the host country of the Tokyo 2020 Olympic and Paralympic Games (hereinafter "Tokyo 2020"). SFT aims to share the values of sport and promote the Olympic and Paralympic Movement with people of all generations around the world, with a view to building a better future.</i></p> <p><i>SFT promotes international cooperation and exchange through sport, international people-to-people exchange, and the spread of anti-doping activities to more than 10 million people in over 100 countries, mainly developing countries.</i></p>

SFT is operated under a network called SFT Consortium (SFTC). SFTC consists of the Steering Committee composed of the Ministry of Foreign Affairs of Japan, the Japan Sports Agency, and other organizations as well as consortium members comprising of organizations that support the cause of SFT and engage in international cooperation and exchange through sport.

What are the main deliverables/activities involved?

The activity areas of SFT consists of three pillars, namely, international cooperation and exchange through sport, Academy for Tomorrow's Leaders in Sport, and 'PLAY TRUE 2020' - Developing sport integrity through strengthening global anti-doping activities.

【International cooperation and exchange through sport】

This aims to promote international cooperation and exchange through sport in both tangible and intangible ways. The principal target is developing countries. Most individual projects and activities aimed to achieve 'the promotion of sport and improvement in international competitiveness', 'change in the world through the power of sport (peace and development)', and 'the making of sport a multicultural exchange' in the form of support for physical education; provision of sports gear; dispatch of volunteers and experts; exchanges with overseas teams; events and competitions; seminars and symposiums, as well as speeches therein; wide use of materials to disseminate the values of sport; and improvement of facilities. Many activities were aimed mainly at the development and promotion of sport and exchanges with different countries and regions, but some of them were aimed at solving social issues through sport.

【Academy for Tomorrow's Leaders in Sport】

A master's course was founded for youths in Japan and other countries with the aim of developing tomorrow's leaders in the international sporting community, and a short seminar was held to teach Japanese culture and sports management.

The Academy for Sport Studies was established at the University of Tsukuba, Nippon Sport Science University and the National Institute of Fitness and Sports in Kanoya, under the Support for Formation of International Sport Academies of the Japan Sports Agency. Relevant persons active on the international stage, including IOC members, were invited to foster students capable of leading the international sporting community in the future.

【'PLAY TRUE 2020' - Developing Sport Integrity through Strengthening Global Anti-Doping Activities】

The Japan Anti-Doping Agency (JADA) plays a central role in supporting human resources development, introducing and spreading education packages, and holding international seminars with the aim of providing countries where anti-doping activities lag with values-based education programmes and anti-doping education.

	<p><i>What is the time frame of implementation?</i> <i>From April 2014 to March 2022</i></p>
Target Audience(s):	<p><i>Who are the beneficiaries of the proposed/implemented initiative?</i> <i>Main focus was on cooperating with developing countries</i></p>
Partners/Funding:	<p><i>Who are the main organizations/entities involved in the initiative and what are their roles?</i> <i>Steering Committee members:</i> <i>Ministry of Foreign Affairs, Japan Sports Agency, Japan Sport Council, Japan Foundation, Japanese Olympic Committee, Japanese Paralympic Committee, JICA, Japan Anti-Doping Agency, University of Tsukuba, TOKYO2020 Organising Committee, Japan Sport Association, World Masters Games 2021 Kansai, JETRO</i></p> <p><i>International cooperation and exchange through sport</i> <i>Principal implementers: Ministry of Foreign Affairs of Japan, JICA, Japan Foundation, Japan Sports Agency, JSC and member organizations</i></p> <p><i>Academy for Tomorrow's Leaders in Sport</i> <i>Principal implementers: Japan Sports Agency, University of Tsukuba, Nippon Sport Science University and National Institute of Fitness and Sports in Kanoya, Japan</i></p> <p><i>'PLAY TRUE 2020' - Developing Sport Integrity through Strengthening Global Anti-Doping Activities</i> <i>Principal implementers: Japan Sports Agency, Japan Anti-Doping Agency (JADA)</i></p> <p><i>What are the main sources of funding of the initiative?</i> <i>Public sector.</i> <u><i>Since SFT is an international contribution and exchange through sport initiatives led by the Government of Japan, over 90% of projects were part of governmental projects or carried out by government-related organizations such as JICA and the Japan Sport Council (JSC).</i></u></p>
SDG Alignment:	<p><i>To what SDG goal/target/indicator is this initiative targeted?</i></p> <p><i>3: Good health and well-being</i> <i>4: Quality Education</i> <i>5: Gender Equality</i> <i>10: Reduced inequalities</i> <i>16: Peace Justice and Strong Institutions</i></p> <p><i>Please indicate any other national or internationally agreed goals/commitments to which this initiative is aligned.</i> <u><i>Goals of over 100 countries/10 million people reached and the number of projects</i></u></p>

<p>Alignment with global frameworks:</p>	<p><i>How does this initiative align with/contribute to the objectives of the Kazan Action Plan, WHO Global Action Plan on Physical Activity or other related internationally agreed frameworks on sport and/or physical activity?</i></p> <p><i>SFT aligns with the following Kazan Action Plan’s policy and WHO Global Action Plan on Physical Education and Physical Activity:</i></p> <p><i>Kazan Action Plan’s policy</i> <i>3 main policies:</i> <i>1 Developing a Comprehensive Vision of Inclusive Access for All to Sport, Physical Education and Physical Activity</i> <i>2 Maximizing the Contributions of Sport to Sustainable Development and Peace</i> <i>3 Protecting the Integrity of Sport</i></p> <p><i>WHO Global Action Plan on Physical Activity, Strategic Objectives:</i> <i>1. Create active societies</i> <i>2. Create active environments</i> <i>3. Create active people</i> <i>4. Create active systems</i></p>
<p>Alignment with United Nations Action Plan on SDP:</p>	<p><i>Which of the four thematic areas of the UN Action Plan on Sport for Development and Peace is this initiative designed to align?</i></p> <p><i>Line of action 1 Global framework for sport for development and peace, 2. Policy development, 3. Resource mobilization, programming and implementation, 4. Evidence of impact and follow-up</i></p> <p><i>To which action area(s) of the Plan is this initiative designed to contribute?</i></p> <p><i>Line of action 1 objective (a), (d)</i></p>
<p>Outcomes:</p>	<p><i>What are the expected/actual outcomes of the initiative?</i></p> <p><i>[Beneficiaries]</i> <i>The goal of implementation in 100 countries was achieved at an early stage by projects carried out through the Japan International Cooperation Agency (JICA) and the diplomatic missions overseas of the Ministry of Foreign Affairs. The goal of 10 million people was reached at the end of September 2019, and by the end of September 2021, the number of foreign beneficiaries reached 13.19 million people in 204 countries and regions. At the end of September 2021, the breakdown of the number of foreign beneficiaries by region was Asia (56.6%), followed by Africa (18.7%), Latin America (14.5%) and Europe (4.1%).</i></p> <p><i>[Establishment of Networks Under the SFT Consortium and Cooperation]</i> <i>SFT was implemented according to a unique form of public-private consortium. Significant outcomes include the networks established among various organisations under the consortium, and the realization of cooperation among organisations engaged in international development through sport. The number of SFT Consortium members has increased to 459 as of the end of September 2021, including government and government-affiliated agencies, national sport-related organizations, private companies, NGOs/NPOs, universities, and local municipalities.</i></p>

	<p><i>[Contribution to the SDGs]</i></p> <p><i>SFT has contributed to the attainment of Goal 3 and Goal 4 through sport and physical education. As for Goal 5, SFT promoted initiatives encouraging more women to participate in sport events and programmes, especially in developing countries, leading to women’s empowerment. Also, SFT has contributed to Goal 10 by correcting inequalities in one country or between countries through the promotion of sports and improved sport environments in developing countries. As for Goal 16, SFT has contributed to peacebuilding and confidence building by means of mutual understanding through sport.</i></p>
<p>Mechanism for monitoring and evaluating implementation:</p>	<p><i>What are the mechanisms for monitoring and evaluating the implementation, outcomes and impact of the initiative?</i></p> <p><i>What specific monitoring and evaluation tools are involved?</i></p> <p><i>Records of the number of foreign beneficiaries and projects in each area were updated every six months and published on the SFT website upon the approval of the Steering Committee.</i></p>
<p>Challenges/Lessons learned</p>	<p><i>What have been/were the main challenges to implementation?</i></p> <ul style="list-style-type: none"> • <i>Covid-19</i> • <i>Maintaining and strengthening networks with other countries and organisations</i> <p><i>What lessons learned have been/can be utilized in the planning of future initiatives?</i></p> <ul style="list-style-type: none"> • <i>The SFT Secretariat has actively spread information on project outcomes and member organisations through social media and asked popular athletes to share their messages. These initiatives are considered to have had a certain level of impact on stakeholders.</i>