

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

Partnership Formula-E - UNEP

Summary of initiative:

UNEP has partnered with Formula-E to utilize the latter’s channels to promote its air quality and electric mobility work. This represents a unique opportunity to contribute to the Global Air Quality Programme’s goal to have 50% of the global population living in places that meet WHO air quality standards.

For the 2020 season, Formula-E has raised its ambitions with regards to the partnership with UNEP. Consequently, the Communication Division prepared [a comprehensive transmedia communication](#) proposal to maximize the identified channels that could be used to communicate air pollution. This includes opportunities at their races through (brand presence, UNEP representation, air quality monitoring reporting), with their drivers (to promote our air quality and electric mobility work), in their media and social media communication and in their regional conferences. This latter element represents a key opportunity to bring UNEP’s menu of services to relevant partners.

The assessment of the outcomes will focus on the achieved reach for both organizations and impact through the conferences and the drivers as ambassadors/ advocates. The assessment and lessons learned will guide the preparation of the next Formula-E season to set higher and more quantifiable goals.

Please provide more details on the initiative below:	
Objective(s):	<i>Please indicate which, if any, of the following fell among the main objectives of the initiative:</i>
	<ul style="list-style-type: none"> • Ensuring that no one is left behind
	<ul style="list-style-type: none"> • Transformation towards sustainable and resilient societies
	<ul style="list-style-type: none"> • Policy development for mainstreaming and integrating sport for development and peace in development programmes and policies
	<ul style="list-style-type: none"> • Resource mobilization, programming and implementation
Implementation mechanisms:	<ul style="list-style-type: none"> • Eradicating poverty and promoting prosperity in a changing world
	<ul style="list-style-type: none"> • Empowering people and ensuring inclusiveness and equality
	<ul style="list-style-type: none"> • Strengthened global framework on sport for development and peace
	<ul style="list-style-type: none"> - Conferences at the races to showcase UNEP’s menu of services - Formula-E drivers as advocates for cleaner Air - Brand presence - Promotion of partnership to showcase a positive example in fighting air pollution in collaboration - Workshops at the races to raise awareness among the youth with the possibility to rolling them out in schools
	<ul style="list-style-type: none"> - Common media push through both organizations -
Target Audience(s):	<i>What are the means/processes of implementation of the initiative?</i>
	<i>What are the main deliverables/activities involved?</i>
	<i>What is the time frame of implementation?</i>

	<ul style="list-style-type: none"> - Sports-fans - Youth - People interested in mobility/ e-mobility/ alternative mobility options - Urban population - individuals
Partners/Funding:	<p><i>Who are the main organizations/entities involved in the initiative and what are their roles in development and/or implementation?</i></p> <ul style="list-style-type: none"> - Formula-E with its main role of granting UNEP presence at their events as well as through their different outreach channels (media, drivers, website, etc.) - UNEP/ communication division (possibly expanding to economy division for e-mobility insights) with its main role of expertise in matter of air quality and e-mobility <p><i>What are the main sources of funding of the initiative?</i></p> <ul style="list-style-type: none"> - Main source of funding relies on Formula-E
SDG Alignment:	<p><i>To what SDG goal/target/indicator is this initiative targeted?</i></p> <ul style="list-style-type: none"> - SDG 3 Ensure healthy lives and promote well-being for all at all ages <ul style="list-style-type: none"> o 3.9 By 2030, substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water and soil pollution and contamination. <ul style="list-style-type: none"> ▪ 3.9.1 Mortality rate attributed to household and ambient air pollution - SDG 7 Ensure access to affordable, reliable, sustainable and modern energy for all <ul style="list-style-type: none"> o 7.2 By 2030, increase substantially the share of renewable energy in the global energy mix <ul style="list-style-type: none"> ▪ 7.2.1 Renewable energy share in the total final energy consumption o 7.3 By 2030, double the global rate of improvement in energy efficiency <ul style="list-style-type: none"> ▪ 7.3.1 Energy intensity measured in terms of primary energy and GDP o 7.a By 2030, enhance international cooperation to facilitate access to clean energy research and technology, including renewable energy, energy efficiency and advanced and cleaner fossil-fuel technology, and promote investment in energy infrastructure and clean energy technology <ul style="list-style-type: none"> ▪ 7.a.1 International financial flows to developing countries in support of clean energy research and development and renewable energy production, including in hybrid systems o 7.b By 2030, expand infrastructure and upgrade technology for supplying modern and sustainable energy services for all in developing countries, in particular least developed countries, small island developing States and landlocked developing countries, in accordance with their respective programmes of support <ul style="list-style-type: none"> ▪ 7.b.1 Investments in energy efficiency as a proportion of GDP and the amount of foreign direct investment in financial transfer for infrastructure and technology to sustainable development services - SDG 9 Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

	<ul style="list-style-type: none"> ○ 9.4 By 2030, upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes, with all countries taking action in accordance with their respective capabilities <ul style="list-style-type: none"> ▪ 9.4.1 CO2 emission per unit of value added - SDG 11 Make cities and human settlements inclusive, safe, resilient and sustainable <ul style="list-style-type: none"> ○ 11.6 By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management <ul style="list-style-type: none"> ▪ 11.6.2 Annual mean levels of fine particulate matter (e.g. PM2.5 and PM10) in cities (population weighted) - SDG 13 Take urgent action to combat climate change and its impacts <ul style="list-style-type: none"> ○ 13.2 Integrate climate change measures into national policies, strategies and planning <ul style="list-style-type: none"> ▪ 13.2.1 Number of countries that have communicated the establishment or operationalization of an integrated policy/strategy/plan which increases their ability to adapt to the adverse impacts of climate change, and foster climate resilience and low greenhouse gas emissions development in a manner that does not threaten food production (including a national adaptation plan, nationally determined contribution, national communication, biennial update report or other) ○ 13.3 Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning <ul style="list-style-type: none"> ▪ 13.3.1 Number of countries that have integrated mitigation, adaptation, impact reduction and early warning into primary, secondary and tertiary curricula - SDG 17 Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development - 17.7 Promote the development, transfer, dissemination and diffusion of environmentally sound technologies to developing countries on favourable terms, including on concessional and preferential terms, as mutually agreed <ul style="list-style-type: none"> ○ 17.6.1 Number of science and/or technology cooperation agreements and programmes between countries, by type of cooperation <p><i>Please indicate any other national or internationally agreed goals/commitments to which this initiative is aligned.</i> N/A</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> <ol style="list-style-type: none"> 1. Main policy area 1: Developing a comprehensive vision of inclusive access for all <ul style="list-style-type: none"> - I.1 Align with Sustainable Development Priorities - I.2 Establish multi-stakeholder partnerships - I.3 Foster quality physical education and active schools 2. Maximizing the contributions of sport to sustainable development and peace <ul style="list-style-type: none"> - II.1 Improve health and well-being of all, at all ages - II.2 Make cities and settlements inclusive, safe, resilient and sustainable

<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> <ol style="list-style-type: none"> 1. Global framework for sport for development and peace <ul style="list-style-type: none"> - (a) need for comprehensive stakeholder coordination and contribution towards the global framework for sport for development and peace, as well as towards the achievement of universally agreed development goals through sport, in particular the Sustainable Development Goals - (c) need for coherent sport for development and peace practice in connection with relevant global frameworks, in particular the 2030 Agenda for Sustainable Development and a global partnership for the Sustainable Development Goals 2. Policy development <ul style="list-style-type: none"> - (a) need for sport for development and peace strategies to be incorporated into international, national and subnational development plans and policies with enhanced cooperation and coordination among stakeholders 3. Resource mobilization, programming and implementation <ul style="list-style-type: none"> - (a) need for sustainable investment, resource mobilization and funding streams, alongside creative partnerships, for achieving development and peace objectives through sport <p><i>To which action area(s) of the Plan is this initiative designed to contribute?</i></p>
<p>Outcomes:</p>	<p><i>What are the expected/actual outcomes of the initiative?</i></p> <ul style="list-style-type: none"> - awareness raising among individuals and governments - empowering audience to take action (including governments to establish actions for sustainability and against climate change) - promotion of partnerships as a means to tackle sustainability matters (economic, environmental, social)
<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> <ul style="list-style-type: none"> - Monitor reach of audience - Monitor impact of reach (in terms of any after-effects of measures; initiatives taken by individuals, cities, governments) <p><i>What are the specific monitoring and evaluation tools involved?</i></p> <ul style="list-style-type: none"> - Statistics on media reach - BreathLife network as touchpoints for governments/ have governments approached UNEP in the ask for capacity development etc. - Monitoring material/ toolkits spread to individuals and governments (including workshop material etc.)
<p>Challenges/Lessons learned</p>	<p><i>What have been/were the main challenges to implementation?</i></p> <ul style="list-style-type: none"> - No challenges faced as of now <p><i>What lessons learned have been/can be utilized in the planning of future initiatives?</i></p> <ul style="list-style-type: none"> - No lessons learned as of now