

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

Title of Initiative – Partnership for Equality

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 the initiative below:	
Objective(s):	<i>Please indicate which, if any, of the following fell among the main objectives of the initiative:</i>
	<u>Empowering people and ensuring inclusiveness and equality</u>
Implementation mechanisms:	<p><i>What are the means/processes of implementation of the initiative?</i></p> <p>UNFPA Georgia signed a Memorandum of Understanding with the Georgian Football Federation and FC Locomotive Tbilisi in 2018, as the federation and the FC had expressed the desire and readiness to collaborate for promotion of gender equality within players and staff, as well as within the entire society.</p> <p><i>What are the main deliverables/activities involved?</i></p> <p>Within the frameworks of the MoU, UNFPA Georgia CO and the GFF collaborate in the following areas:</p> <ul style="list-style-type: none"> • Communication and advocacy activities aimed at empowerment of young people, and adolescent girls, promotion of healthy lifestyle among youth, promotion of gender equality, promotion of men support to gender equality and zero tolerance to violence against women; • Promoting the principles of the national campaign MenCare Georgia, through participating in various advocacy and communication activities, acting as spokespersons of the campaign, and disseminating main messages at various events, as appropriate; • Organizing and supporting “Fathers Cup” football tournament for the promotion of the involved fatherhood as one of the main principles of the MenCare campaign; •

	<ul style="list-style-type: none"> • Jointly work towards creating and showcasing football players as role models for promotion of gender equality, responsible parenting, non-violent attitude and healthy lifestyle; • Facilitating the engagement of adolescent girls in football as a means of creating equal opportunities for girls and boys for the advancement of equality in sports; • Conducting relevant trainings for couches, referees and players on gender equality, men engagement for gender equality through <i>Men Talking to Men</i> and peer education methodologies. <p><i>What is the time frame of implementation?</i></p> <p>The MoU was signed in 2018 and the time frame of implementation is two years. Based on the positive experience of all three parties, the MoU will be extended for the next two years (2020-2022).</p>
<p>Target Audience(s):</p>	<p><i>Who are the beneficiaries of the proposed/implemented initiative?</i></p> <p>Adolescent girls and boys, parents, young men, football players, coaches, general public.</p>
<p>Partners/Funding:</p>	<p><i>Who are the main organizations/entities involved in the initiative and what are their roles in development and/or implementation?</i></p> <p>UNFPA Georgia Country Office, Georgian Football Federation, FC Locomotive Tbilisi. The GFF and FC Locomotive support and participate in the various activities within the frames of this partnership, while UNFPA Georgia CO provides technical expertise and support.</p> <p><i>What are the main sources of funding of the initiative?</i></p> <p>UNFPA core resources, funding form the Government of Sweden (for the UN JP for Gender Equality), GFF and the FC Locomotive Tbilisi funds.</p>
<p>SDG Alignment:</p>	<p><i>To what SDG goal/target/indicator is this initiative targeted?</i></p> <p>Goal 5 – Gender Equality. The national commitments are articulated in the National Action Plan on Gender Equality 2018-2020.</p> <p><i>Please indicate any other national or internationally agreed goals/commitments to which this initiative is aligned.</i></p>

Alignment with global frameworks:	<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>
Alignment with United Nations Action Plan on SDP:	<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>To which action area(s) of the Plan is this initiative designed to contribute?</i></p> <p>(c) integrate relevant thematic areas and crosscutting issues in sport for development and peace programmes, including the allocation of dedicated resources.</p>
Outcomes:	<p><i>What are the expected/actual outcomes of the initiative?</i></p> <p>As football is one of the most popular sports in Georgia, the partnership with the Georgian Football Federation and the FC Locomotive helps UNFPA/Georgia to reach out wider audience of general population, especially, men, youth and adolescents to trigger change of gender stereotypes.</p>
Mechanism for monitoring and evaluating implementation:	<p><i>What are the mechanisms for monitoring and evaluating the implementation, outcomes and impact of the initiative?</i></p> <p>For the communication campaign - monitoring of traditional and social media on regular basis, as well as monitoring of attendance during the activities/events.</p> <p><i>What are the specific monitoring and evaluation tools involved?</i></p> <p>Media monitoring system, google analytics.</p>
Challenges/Lessons learned	<p><i>What have been/were the main challenges to implementation?</i></p> <p>Limited financial resources.</p> <p><i>What lessons learned have been/can be utilized in the planning of future initiatives?</i></p> <p>As football is one of the most popular sports in Georgia which unites different generations, partnership with the GFF and FC Locomotive helps UNFPA Georgia CO to penetrate segments of the population, which are difficult to reach, communicate in easier language and use platforms UNFPA is not present on, ultimately enhancing the impact of the communication efforts in the country.</p>

*Please in replying use the definition of sport of the Kazan Action Plan of 2017 : “ [...] Noting that, for present purposes and unless specified otherwise, the term “sport” is used as a generic term, comprising sport for all, physical play, recreation, dance, organized, casual, competitive, traditional and indigenous sports and games in their diverse forms;2.Highlighting that sport for all, including traditional sport and games, is a fundamental field of intervention for governments to achieve the full potential of physical activity for personal and social development; 3.Recognizingthat the United Nations’ 2030 Agenda / Sustainable Development Goals form the overarching policy consensus on development priorities, goals and targets that guide international and national policy design, implementation and monitoring;4.Stressing that the preamble of the 2030 Agenda acknowledges sport as an important enabler of sustainable development and peace; [...]“