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

Title of Initiative

"Smart Life，Smart Games" – Co-creating Program for Better Human Habitat

Slogan：

Smart Life，Smart Games

Value of Initiative:
Let the Winter Olympics project come into life
Take opportunities of the Winter Olympics to improve the living environment
Discover the Value of the Winter Olympics

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):	*Please indicate which, if any, of the following fell among the main objectives of the initiative:*
	√ Transformation towards sustainable and resilient societies √ Eradicating poverty and promoting prosperity in a changing world
Implementation mechanisms:	*What are the means/processes of implementation of the initiative?* *To implement this initiative, we will organize series of innovative events focusing on the 2022 Beijing Winter Olympic Games in terms of intelligent human settlements construction in sports venues and related facilities, healthy lifestyle improving, popularization of winter sports and human settlements heritage protection. The initiative aims to mobilize teachers and students from top universities in China as well as ambitious young people out of school to participate in our creation workshops and design competition. The theme of the competition is based on sustainable development goals. Eventually, high-quality social design works will be produced.* *What are the main deliverables/activities involved?* *The initiative aims to promote a better "Smart Life, Smart Games" for the Beijing Winter Olympic Games by calling for creative designs for 5 themes, including: 1) smart applications to support Olympic Games (smart mobile apps for players or visitors, smart games management system, etc.,), 2) creative design for public space (placemaking) and facilities in Olympic Games areas, 3) smart commuting design for players and visitors, 4) pro-poor development design for Olympic Games adjacent rural villages and 5) creative design for heritage reuse of Winter Olympic Games stadiums and facilities, etc. The designs will promote SDG goals. We will select best designs to be implemented and used in the Winter Olympics. Besides, we will provide a report on our achievement in this program and summarize all the activities from two aspects. Firstly, a collection of excellent creative designs for Smart Olympic Games, including smart Olympic Games applications, creative design for public space and facilities in Olympic Games areas, smart commuting design for players and visitors and pro-poor development design for Olympic Games adjacent rural villages. Secondly, we will provide a collection of recommended reuse of heritages of Winter Olympic Games and the facilities. Besides, we will also organize offline workshops, public classes on campus, ceremonies and other field research of the Winter Olympic stadium*

	and related facilities. *What is the time frame of implementation?* *The project was launched in December 2019, and the official implementation will start from April to June in 2020. The project is scheduled to run for three years continually until the 2022 Beijing winter Olympics.*
Target Audience(s):	*Who are the beneficiaries of the proposed/implemented initiative?* *The beneficiaries are the owners and users of Winter Olympic venues and related facilities, the people living near the venues, and other citizens, including the youth influenced by our activities*

Partners/Funding:	*Who are the main organizations/entities involved in the initiative and what are their roles in development and/or implementation?*
	    The main organizations are UN-Habitat, IFENG, China Unicom and the Beijing Organizing Committee for the 2022 Winter Olympics. UN-Habitat is the core partner of our initiative, oversees the programmes and will call for the better living environment of Winter Olympic venues and related facilities and participate in the research of Winter Olympic heritage. IFENG is responsible for the planning, implementation, promotion and financial support of the project. China Unicom provides smart city technology including 5G technology and artificial intelligence. The Organizing Committee offers relevant execution scenarios and Olympics content for this initiative.
	
	What are the main sources of funding of the initiative?
	    The initiative is funded by IFENG.

SDG Alignment:	*To what SDG goal/target/indicator is this initiative targeted?*
	    The initiative is targeted on Goal 11- Sustainable Cities and Communities, Goal 1 No Poverty and Goal 16 – Peace Justice and Strong Institutions.
	
	Please indicate any other national or internationally agreed goals/commitments to which this initiative is aligned.
	    The initiative is targeted on Goal 3- Good Health and Wellbeing

Alignment with global frameworks:	*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?* *The initiative directly contributes to the following objectives of the Kazan Action Plan and WHO Global Action Plan of Physical Activity:* *- Highlighting that sport policy at the national and international levels must be inclusive, in order to contribute to the reduction of inequalities and, therefore, inclusive access by all to physical activity and sport must be a basic component of any national or international sport policy;* *- Recognizing that the full potential of physical education, physical activity and sport to contribute significantly to the achievement of Sustainable Development Goals can only be realized if a broad range of public authorities, sports and educational organizations and other stakeholders are mobilized;* *- Recognizing that the mobilization of a broad range of stakeholders through new partnerships and platforms requires the integration of*

	sport policy within the sustainable development framework as defined by the 2030 Agenda, as well as the means for measuring the specific contributions of sport to sustainable development and peace.
Alignment with United Nations Action Plan on SDP:	*Which of the four thematic areas of the UN Action Plan on Sport for Development and Peace is this initiative designed to align?* *This initiative will align all four thematic areas of the UN Action Plan on Sport for Development and Peace.* *To which action area(s) of the Plan is this initiative designed to contribute?* *Regarding the thematic area Global framework for sport for development and peace, the role models (Winter Olympic Dream Ambassadors) in our activities will contribute to advocate joint efforts and action in sport for development and peace; in terms of the second theme Policy Development, our creative designs for adjacent area of Beijing Winter Olympic Games will contribute for the people, especially rural poor people living nearby; our recommendations to the reuse of heritage of Winter Olympic Games will also contribute to the policy development. The initiative will create a good partnership among UN-Habitat, media, Winter Olympic Organizing Committee, local government and academic institutions, which will contribute the third area Resource mobilization, programming and implementation. The initiative will develop full range monitor plan and will produce a report to review the overall programmes, thus it will contribute to clear evidence of impact and follow-up.*
Outcomes:	*What are the expected/actual outcomes of the initiative?* *The initiative is anticipated to produce at least 1000 design works and solutions aligned with SDG Goals by 2020 and implement the ones that meet the requirements of the organizers of the Winter Olympics. A final report "Smart Life，Smart Games" will also be released as the Olympic heritage.*
Mechanism for monitoring and evaluating implementation:	*What are the mechanisms for monitoring and evaluating the implementation, outcomes and impact of the initiative?* * The implementation of this initiative will be recorded and filmed into a documentary for publicity. Other forms include special coverage, in-depth articles, photo albums, posters, H5 animation, etc. Massive amounts of people can be involved and all the information will be synchronized.* *Young designers participating in the initiative: over 1000 people* *The estimated exposure of the project (How many people watch it):2.5 billion in total* *Weibo: 500 million;* *High-speed railway media, campus, online forums: 500 million;* *WeChat, Toutiao and We media: 1 billion;* *IFENG: 500 million.* *What are the specific monitoring and evaluation tools involved?* *The results are monitored by the organizing committee and data institute.*
Challenges/Lessons learned:	*What have been/were the main challenges to implementation?* *The biggest challenge was to organize and coordinate the resources of all parties and make effective use of them, and thus it is important to take full advantage of our resources and arouse people's initiative.*

	What lessons learned have been/can be utilized in the planning of future initiatives? *We need to pay attention to good communication and collaboration, effective planning and implementation of the projects and monitoring the results. It is of great importance to have shared goals among all parties and to achieve wide participation.*

*Please in replying use the <u>definition of sport of the Kazan Action Plan of 2017</u> : " […] 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; […]"