



**Concept Note**  
**57th Session of the Commission for Social Development**  
**Side event on “Sport as an equalizer for social inclusion: The Real Madrid Way”**

Agenda 2030 acknowledges the role of sport as “(...) *an important enabler of sustainable development*” and its “(...) *growing contribution (...) to the realization of development and peace in its promotion of tolerance and respect and the contributions it makes to the empowerment of women and of young people, individuals and communities as well as to health, education and social inclusion objectives.*”

Under the priority theme of the 57th Session of the Commission for Social Development, « *inequalities and challenges to social inclusion through fiscal, wage and social protection policies* », the Permanent Mission of Monaco together with Haven Hill LLC have the pleasure to present Author Steven G. Mandis’ “The Real Madrid Way”.

Mr. Mandis, Columbia Business School adjunct professor, teaches at Columbia’s Masters of Sports Management. He will explain how behind the most successful sports team on the planet, Real Madrid carries its community members expectations to give back.

Created in 1997, the Real Madrid Foundation promotes the club’s values through sport and education, teaching children human values such as commitment, responsibility, and teamwork, which will be central to their success in their future lives. The Foundation spreads those values around the world.

Furthermore, in 2006, Real Madrid teamed up with Universidad Europa, a Madrid-based private university, to establish a series of master’s degree aimed at the sports industry fulfilling a requisite to recruit multicultural employees. The school has become a training ground for future executives. In 2015, over 1,000 students graduated in Madrid and other international campuses.