



United Nations

Department of
Economic and
Social Affairs

Sport for development and peace: UN responses to COVID-19

Please complete this template and return to the Division for Inclusive Social Development:
melissa.martin@un.org with cc to bas@un.org and pollack@un.org by **April 30th**.

Name and designation of respondent:

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ACTION

**What action is your entity taking to respond to COVID-19 within the context of its mandate?
Please highlight specific actions that related to sport for development and peace.**

On the **International Day of Multilateralism and as part of the UN75 initiative**, the UN Office at Geneva hosted a very well attended virtual conversation on Multilateralism in the time of COVID-19, organized in cooperation with the Graduate Institute of International and Development Studies, the University of Geneva and Foraus. Speakers included UN Geneva Director-General Tatiana Valovaya, IPU Secretary-General Martin Chungong, CERN Director-General Fabiola Gianotti, ILO Director-General Guy Ryder, ITU Secretary-General Hualin Zhao, and EBU Director-General Noel Curran. The President of the IOC, Thomas Bach who was invited in January to participate to discuss on sports and multilateralism unfortunately could not participate this time as a speaker but will be invited again to the next virtual conversation to take place most probably in June. We will start discussing this option as of next week with the International Relations Department of the IOC.



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Since the beginning of the COVID-19 sanitary crisis, we redefined our communications storytelling and focused on developing series of topics in line with our communication's goals and relevant to the current situation. We aimed at supporting a communication of solidarity and to support the fight against mis-information by redirecting to campaigns and messages developed by the WHO. In addition, we actively matched our publications' and project's content with the current situation, in the view of providing useful information for people. The COVID-19 crisis has made it clear that we need widespread awareness, and the ability to leverage creative solutions, like sport, to tackle health concerns including mental illness.

We developed new branded content to share tips about physical and mental health while being at home, that we are sharing every day. Through appealing visuals we are supporting the campaigns promoted by WHO such as #TogetherAtHome or "HealthyAtHome, and to unpack complex information in simple daily tips and effective visual communication; We are promoting the physical, mental and spiritual benefits of practicing yoga at home as well as promoting tips on physical education including the United Nations Global Health Challenge to do at least 6,000 steps daily and the many free and accessible online tools targeted at encouraging people for all ages and abilities to stay active and mobile in times of confinement.

KEY MESSAGES

What are the main 3 to 5 key messages you wish to highlight about the impact to and contribution of sport for development and peace as it related to COVID-19?

- Sport is not simply physical activity. Sport is also an important enabler of sustainable development, recognized for driving peace and development by promoting tolerance and respect. It contributes to the empowerment of women, young people, individuals and communities, and is known to improve health, education and social inclusion, all priority issues in the times of a sanitary crisis.
- Sports can promote peace, social integration and economic development in different geographical, cultural and political contexts while disregarding geographical borders and social class. As the crisis caused by the coronavirus pandemic continues around the world, sport organisations are playing a role in promoting awareness and encouraging people to remain healthy, active and united in solidarity.



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- We need to encourage people to be active while experiencing containment measures. We need to think about how to include people with disabilities.
- The global sporting community is facing serious challenges due to measures imposed in countries around the world. We should not pause the discussions about Sports and

Development, the UN can invite the sports and development decision makers and actors to find together solutions on how to continue promoting sports and physical education in the times of COVID-19. The UN can provide a space for the global network to share the challenges and the issues they are facing, as well as ideas that can stimulate new thinking and solutions.

RESOURCES

Has your entity produced relevant resources on COVID-19 and sport for development and peace? Please attach/provide the links below:

On the occasion of the International Day of Sport for Development and Peace, the United Nations Office in Geneva organized, in collaboration with renowned athletes, a video of solidarity on the COVID-19 crisis that is now affecting the entire planet.

<https://twitter.com/UNGeneva/status/1249050144160526336?s=20>

Diversity being a key word for the United Nations, the video intends to get the message across through men and women from different sports and backgrounds. The sports personalities participating in the video are in order of appearance: Olivier Giroud French professional footballer; Nicolas Batum French professional NBA basketball player; Eugénie Le Sommer, French female football player; Valtteri Bottas, Finnish F1 racing driver; Fernando Hierro, Football national coach; Charles Leclerc Monégasque F1 racing driver; Ada Hegerberg Norwegian female professional footballer; Sofía Mulánovich Peruvian professional surfer; Nikola Vučević, Montenegrin NBA professional basketball player; Pierre-Emerick Aubameyang Gabonese professional football player, Tiffany Cromwell Australian road cyclist, Theo Curin French Paralympic swimmer, Daniel Carter New Zealand rugby player, Marta Brazilian female football player, Neymar da Silva Santos Júnior, Brazilian football player. The video was launched through the social media platforms of the UNOG and the sports personalities participating in the campaign through the #TheMatchOfOurLives and #COVID19. It has been watched more than 500 00 000 times (all social media accounts combined) with very positive messages and the news have been published on media outlets such as Afrique Sports Net, Sport Media Set in Italy, ESPN Yahoo and TV Globo in Brazil. Le Parisien, l'Equipe, TeleFoot in France, Canal 2 Perú, 24News, etc.



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