



Rights Through Sport

Mapping “Sport For
Development And Peace”



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Executive Summary

Over the past thirty years, an emerging “Sport for Development and Peace” (SDP) agenda has grown significantly, involving a range of actors including sports bodies, international organisations, companies and NGOs. Today, the amount spent on programmes supporting development and peace activities in the context of sport is estimated to be more than \$150 million a year.¹ It is a high-profile endeavour with some sports organisations having their own foundations, others funding grassroots organisations directly, and still others in partnerships with UN agencies and NGOs.

Yet there is little coherence between the different approaches being implemented by the diverse actors involved. Activities range from straightforward philanthropic support to others claiming more concrete outcomes in terms of either developmental impact and/or good governance. Increasingly these claims are made within the context of progress towards specific objectives linked to the UN Sustainable Development Goals (SDGs). A number of leading organisations active in the SDP sector have developed programmes based on human rights principles.

Between 2001 and 2017, a United Nations (UN) mandate holder was tasked with coordinating activities relating to Sport, Development and Peace and a specific UN Office supported this work. Both the Office and the Mandate ended in 2017 as an apparent cost-saving measure. This was seen by many experts as a reflection of the mixed results obtained in achieving coherence and impact across the UN system and with other actors involved, due also to the limited resources available.²

At the same time, a fledgling “sport and human rights” community is growing.³ This creates an opportunity for firmer integration of international human rights principles and standards across the world of sport, including by advocating a central role for human rights and by establishing links as appropriate with those involved in the broader sport, development, and peace agenda. This report proposes four areas where this goal could be pursued, through:

- **Responsibility.** SDP initiatives cannot just be about outcomes. They must also be about accountability and must manage the full range of their impacts through human rights due diligence. More can be done both to highlight how existing SDP endeavours have actual and potential adverse human rights impacts, in particular for those groups most affected by sport such as children, communities, workers, athletes and fans, and to propose the best forms of mitigation, prevention and remedy.

1 See Appendix 1: Mapping the existing players

2 For articles and commentaries on the recent closure of UNOSDP see <https://www.sportanddev.org/en/news-and-views/call-articles/closure-unosdp>

3 The Sports Rights Alliance (SRA) has been successful in aligning NGOs and Trade Unions across many of the affected groups most impacted by sport, in particular with respect to Mega-Sporting Events. The Mega-Sporting Events Platform on Human Rights brings together 26 different stakeholders (sports bodies, governments, hosts, sponsors, broadcasters, IGOs, NGOs and Trade Unions) and committed to establishing a Centre for Sport and Human Rights in 2018. See <http://www.sportandhumanrights.org/wordpress/index.php/2015/07/06/sport-and-rights-alliance/> and <https://megasportingevents.org>

- **Alignment.** Greater efforts are needed to demonstrate how a rights-based approach to SDP programmes and activities can support positive outcomes aligned with the UN Global Goals on Sustainable Development (SDGs), in particular for those groups most affected by sport.
- **Promotion.** New and existing networks can work together to engage a much wider spectrum of sports organisations and others involved in SDP programmes about the need for greater human rights integration.
- **Collective Action.** Multi-stakeholder coalitions like the Mega-Sporting Events Platform for Human Rights that will become a permanent, independent Centre for Sport and Human Rights⁴ can play a key role in the coordination of human rights efforts as part of the SDP agenda.

4 See joint statement setting out collective commitment to launch the Centre here: https://www.ihrb.org/uploads/news-uploads/Centre_for_Sport_and_Human_Rights_-_Joint_Statement_-_English.pdf. See meeting report from the second annual sporting chance forum here: <https://www.ihrb.org/focus-areas/mega-sporting-events/2017-sporting-chance-forum-meeting-report>



Background and Definitions

The UN system has defined sport in the context of development and peace as “all forms of physical activity that contribute to physical fitness, mental well-being and social interaction, such as play, recreation, organised or competitive sport, and indigenous sports and games”.⁵ Sport for Development and Peace (SDP) refers to the intentional use of sport, physical activity and play to attain specific development and peace objectives.⁶

One of the first formal Sport for Development organisations – the Mathare Youth Sports Association - was founded in 1987, although sport-based approaches have been used for much longer within broader development programming. The origin and proliferation of official SDP Programmes date back to the 1990s, in the aftermath of the Cold War. Increased athlete activism, a neo-liberal emphasis on entrepreneurship and mass mobilisations like the “Make Poverty History” campaign were all important factors that enabled growing activity in this area.⁷

In the following years, a series of international declarations, policies, publications and the influence of the Internet reaffirmed the importance of sport and physical activity. These efforts have consolidated support for SDP as a shared agenda for promoting development and peace objectives through sport.

Thousands of SDP programmes currently exist around the world, although it is a very difficult task to calculate the exact number,⁸ as they vary in terms of size, length and objectives they plan to attain. SDP programmes are mainly implemented in the Global South although the number of programmes that are developed in the Global North is not negligible. The examples in the box below are illustrative of the different objectives and nature of the activities falling under the SDP banner:⁹

5 See UN Inter-Agency Task Force on Sport for Development and Peace, Leadership gap at the international level on policy guidelines, research expertise and connections with other organisations to fortify the movement, 2003.

6 See Sport for Development and Peace International Working Group (SDPIWG), Harnessing the Power of Sport for Development and Peace, 2010

7 See Kidd, A new social movement: Sport for development and peace, 2008.

8 For a non-exhaustive list of SDP programmes see sportanddev.org and beyondsport.org, on-line platforms. A recent study identified 955 organisations involved in the operation of grassroots SDP practices. Africa was reported as being the top region where programmes are based and delivered. 787 organisations were found to identify the type of sport or activity used to deliver their programming in their mission statement or organisational description. Of these, almost half of the SDP organisations identified the use of multiple sports to deliver their grassroots programming, which includes the use of various play and physical activities. 30% used football as their sport of choice for SDP programming, followed by basketball (3.2), rugby (2.4%) and Martial Arts (2.0%). See Svensson, Woods, A systematic overview of sport for development and peace organisations, Journal of Sport for Development, 2017.

9 See Giulianotti, The Sport for Development and Peace Sector: An Analysis of its Emergence, Key Institutions, and Social Possibilities, 2008.

Box 1 - Examples of SDP programmes

Football matches featuring international top players organised by international organisations, sport associations and governments to collect funding to finance projects against poverty.

- **Example:** UEFA and UNITED NATIONS Match for Solidarity to raise funds for humanitarian and development projects.

Programmes in disadvantaged areas to promote development and peace objectives through sport, such as:

- **Supporting the education, training and employment of young people**
Example: The Youth Education through Sport Programme (YES) facilitates life skills training for young people, including promoting the spirit of voluntarism and self-initiative for community benefit.
- **Promoting health and fighting disease (e.g. HIV)**
Example: UNICEF-led project in partnership with other actors to raise awareness about HIV and AIDS and violence and to promote birth registration for all children in Ivory Coast.
- **Reducing juvenile crime and violence**
Example: Fight for Peace programmes combining boxing and martial arts with education and personal development to realise the potential of young people in communities affected by crime, violence and social exclusion.
- **Empowering social groups (women, ethnic minorities, people with disabilities)**
Example: Moving the Goalposts programme focusing on developing economic empowerment for girls.
- **Build peaceful relations in divided/post-conflict societies**
Example: PeacePlayers International Programmes uniting Arab and Jewish youth in basketball programmes in the Jerusalem Area.
- **Providing psycho-social support for refugees**
Example: Terre des Hommes activities and tournaments in child-friendly spaces strengthening ties between refugees and the local population in Egypt.

Campaigns led by NGOs to fight racism, sexual discrimination, homophobia and to promote good governance, transparency and media freedom in sport.

- **Example:** Play the Game is an international initiative aiming to strengthen the ethical foundation of sport and promote democracy, transparency and freedom of expression in sport.

Mapping Key Actors

In the SDP arena, a range of actors operate at different levels (policy, funding and operations).

The box below groups key activities and lists examples of the most commonly cited actors implementing SDP programmes according to interviews and desk research. Because of the cross-cutting nature of these activities, overlaps are inevitable. Additional information can be found in Appendix 1 to this report.

Box 2 - Key Actors and Their Activities

Activity	Actor	Examples
POLICY		
Integrate SDP into national and international development strategies	Governments and Development Agencies	Germany, United Kingdom, the Netherlands, Norway, United States, Canada, Australia
	International Organisations	UNESCO, ILO, UNICEF, the Commonwealth Secretariat, European Union
Provide overall direction	International Organisations	UNOSDP (discontinued in 2017), UNICEF, UNESCO, ILO, UNDESA
Skills and capacity building for local implementers, partner organisations, governments etc.	International Organisations	Commonwealth Secretariat, UNESCO, UNICEF
	Governments and Development Agencies	Germany, United Kingdom, the Netherlands, Norway, United States, Canada, Australia
	International and Development NGOs	Streetfootballworld, Right to Play, Magic Bus, Swiss Academy for Development
Communication and advocacy	International Organisations	UNOSDP (discontinued in 2017), UNICEF, UNDESA, UNESCO
	Sport Governing Bodies, National and International Sport Federations	UEFA, FIFA, IOC
	International and Development NGOs	Comic Relief, Terre des Hommes, Streetfootballworld, Right to Play, sportanddev.org

Activity	Actor	Examples
FUNDING		
Fund SDP activities or contribute funds to NGOs	Multinational Corporations	Nike, Adidas, Richemont
	Private Donors and Foundations	Laureus Sport for Good, Peace and Sport
	Teams and Sport Stars	Barcelona FC, Manchester United, Inter Campus, Stars members of Team UNICEF
	Governments	Germany, United Kingdom, the Netherlands
	International Organisations	UNESCO, UNICEF, the Commonwealth Secretariat
	Sport Governing Bodies, National and International Sport Federations	UEFA, FIFA, IOC, IBF, World Taekwondo, Dutch Football Association
OPERATIONS		
Facilitate and/or implement SDP projects and campaigns	International and Development NGOs	Terre des Hommes, Streetfootballworld, Right to Play
	Community-based Organisations	Mathare Youth Sport Association
	Campaign Groups and Social Movements	FARE Network, Athlete Ally

SDP programmes are often delivered through partnerships and collaboration between different actors. For example, in the context of the FIFA Football for Hope Programme, the NGO Streetfootballworld has worked since 2007 as service provider for FIFA on specific tasks in connection with the implementation of the Football for Hope programme.¹⁰

Interviews for this report with major stakeholders identified a series of challenges faced by those involved in the SDP agenda.¹¹ On funding, it is hard to **disaggregate SDP contributions from other areas of sport**. For example, investments that focus on non-sporting outcomes such as supporting the right to play, increasing education standards, empowering women or reducing gang violence differ from investments that focus on providing resources, equipment and coaching in order only to increase performances and results at the elite level. The latter are not inclusive and should not be considered SDP initiatives.

10 See <http://www.fifa.com/sustainability/football-for-hope.html> and <http://www.streetfootballworld.org/project/football-hope-programme-support>

11 See Appendix 2 for the interviews conducted.

The **limited and unpredictable funding** awarded to implementing NGOs constitutes a significant hurdle to scaling up and making SDP programmes sustainable, an issue typical of mainstream development cooperation.

SDP programmes often follow international development dynamics characterised by financial resources moving from **Global North donors to Global South implementers**. Some interviewees stressed that SDP is not immune to the risk of asymmetric donor-recipient relationships between the North and the South that such dynamics entail. In particular, some participants highlighted the risk of Southern grassroots actors being perceived as less relevant and legitimate in the partnership process, while Northern donors appear to be in a position of efficiency and superiority, with consequent impact on the design, implementation, and effects of SDP programmes. Understanding SDP from the perspective of actors in the Global South and a more culturally and politically sensitive approach were flagged as a key element to address this risk.

At the operational level, the difficulty of **access to information on the application of standards** into the stages of SDP programming has been highlighted as a key challenge. This often involves imprecise criteria to assess the social impact of programmes and a **lack of attention towards affected groups as well as limited understanding and implementation of rights based approaches to development activities**. At the local level, those involved in SDP activities are often not aware of human rights language and standards. Research and interviews also made clear that some funders and implementers **selectively undertake SDP initiatives on the basis of the issues they want to address**, picking and choosing to deal only with those issues with which they feel comfortable. Such an approach, fails to make inclusive and equitable development a reality for all.¹²

As far as communication and policy is concerned, some SDP practitioners may use over-promising language and **over-simplify the development challenges that sport claims to address**. Sport possesses unique positive attributes but it is not immune to scandals, corruption and abuses, in particular against children and young athletes.¹³ Its positive impact cannot be taken for granted. It was noted that SDP practitioners and funders should not claim sport's innate goodness to legitimate their activities but should develop – among other measures - a solid Monitoring and Evaluation system for capturing the impact of the project's different interventions.

Finally, many interview participants lamented a **leadership gap** at the international level on policy guidelines, research expertise and connections with other organisations to fortify the SDP agenda. The section below describes the development of UN mandates on SDP over the years and the potential contribution SDP programmes can play in the delivery of the Sustainable Development Goals.

12 The UN Office of the High Commissioner for Human Rights (OHCHR) noted that mere charity is not enough from a human rights perspective. United Nations agencies have agreed a number of essential attributes that define a human rights approach to development. See frequently asked questions on a human rights based approach to development cooperation, 2006, at: <http://www.ohchr.org/Documents/Publications/FAQen.pdf>

13 See for example the recent articles below on children abuses in sport: http://www.playthegame.org/news/news-articles/2017/0401_he-had-total-power-total-control-over-me/gymnast; <https://www.theguardian.com/sport/2018/jan/27/larry-nassar-trial-gymnastics-sexual-abuse>

Mapping SDP and The United Nations

From Priority to Uncertainty

In 2001, then UN Secretary-General Kofi Annan nominated former President of the Swiss Confederation Adolf Ogi as his Special Adviser on Sport for Development and Peace. The Millennium Development Goals (MDGs), which were established the year before, emphasized the role of developed countries in aiding developing countries to achieve a “global partnership for development”¹⁴ and the SDP movement led by Ogi in the United Nations context gained some momentum in its effort to mainstream sport in development programmes to fulfil the MDGs.

2005 saw the establishment of the United Nations Office for Sport, Development and Peace (UNOSDP), whose objective (was) to “raise awareness about the use of physical activity, sport and play as powerful development tools in the advancement of development and peace objectives”.¹⁵ Two international conferences took place in 2003 and in 2005 in Magglingen (Switzerland) and gathered NGOs, grassroots sport leaders, officials from the UN and sports federations and high level politicians to increase awareness and discuss how to improve the effective impact of SDP programmes. A third conference, planned for the end of 2008, was cancelled¹⁶ and the movement started to lose momentum.

In April 2008, Secretary-General Ban Ki-moon appointed Wilfried Lemke, of Germany, as his Special Adviser on Sport for Development and Peace. During the Lemke era, the UNOSDP focused on the promotion of the use of sport as a tool in international development through reports and conferences. Many researchers and experts¹⁷ argue that not enough was done by the UNOSDP to critically analyse the effective impact of SDP programmes and to recognise or encourage action to address issues associated with sport that may actually impede development and peace.

In April 2017, the newly appointed UN Secretary-General Antonio Guterres discretely announced a “direct partnership” with the International Olympic Committee (IOC) and the closure of the UN Office on Sport for Development and Peace (UNOSDP), an apparent cost-saving measure. According to his spokesman, most of UNOSDP’s portfolio will be

14 See MDG 8

15 See <https://www.un.org/sport/>

16 See <http://www.playthegame.org/news/news-articles/2008/sport-and-development-conference-forced-to-cancel-after-loss-of-funding/>

17 See Footnote 2

handled by the UN Department of Economic and Social Affairs (DESA).¹⁸

The box below provides an overview of the key international declarations, policies and publications on the use of sport and physical activity as a tool to contribute to development and peace goals.¹⁹

Box 3 - Sport, Development, and Peace and The United Nations

1978 Adoption of the UNESCO international Charter of Physical Education, Physical Activity and Sport, (see 2015 for revised version).

1990 Adoption of the Convention on the Rights of Child

2001 Appointment of the first UN Special Advisor on Sport for Development and Peace

2002 United Nations Inter-Agency Task Force on Sport for Development and Peace Convened

2003 UN General Assembly Resolution 58/5 'Sport as a means to promote health, education, development and peace'

2003 Publication of Sport for Development and Peace: Towards Achieving the Millennium Development Goals (United Nations)

2005 International Year of Sport and Physical Education proclaimed by the General Assembly of the United Nations

2005 Establishment of the UN Office for Sport for Development and Peace and Sport for Development and Peace International Working Group

2006 Adoption of the Convention on the Rights of Persons with Disabilities

2013 United Nations General Assembly resolution 67/296 proclaiming 6 April as the 'International Day of Sport for Development and Peace'

2015 Adoption of the revised UNESCO International Charter of Physical Education, Physical Activity and Sport

2015 Adoption of United Nations General Assembly Resolution 70/1 Transforming our world: the 2030 Agenda for Sustainable Development

2017 Announcement of closure of the UN Office for Sport Development and Peace

¹⁸ See <https://www.un.org/press/en/2017/db170504.doc.htm>

¹⁹ Adapted from Commonwealth Secretariat, Enhancing the Contribution of Sport to the Sustainable Development Goals.

Reconsolidation Around the UN Global Goals on Sustainable Development

For two decades, a considerable number of UN resolutions and related efforts have reaffirmed the importance of sport as a means to promote education, health, development and peace, most recently in the Declaration of the 2030 Agenda for Sustainable Development.²⁰ There are clearly many ways SDP can contribute to the 2030 Agenda. The Commonwealth Secretariat has conducted one of the most comprehensive pieces of research to help SDP stakeholders (including governments, sports organisations, civil society actors and development agencies) maximise the contribution that sport-based approaches can make to sustainable development.²¹ It identifies six SDGs where sport can best help drive positive change: health (SDG3), education (SDG4), gender equality (SDG5), economic growth (SDG8), sustainable communities (SDG11), and peace (SDG16), with a recognition that partnerships (SDG17) are also crucial to achieving successful outcomes.

The UNESCO Kazan Action Plan²² was adopted in 2017 by UNESCO's Sixth International Conference of Ministers and Senior Officials Responsible for Physical Education and Sport, MINEPS VI. The plan marks the inter-ministerial commitment "to link sport policy development to the 2030 Agenda of the United Nations, as well as support to an overarching sport policy follow-up framework and five priority areas for international and national multi-stakeholder cooperation." Maximizing the contributions of sport to sustainable development and peace is one of the key policy themes of the plan.²³

The 2030 Agenda presents an opportunity to improve the coherence and effectiveness of SDP action, to establish new partnerships and to strengthen the transfer of knowledge and information between the different actors at the policy, funding and operational levels.

20 See UN Resolution A/70/L.1 Transforming our world: the 2030 Agenda for Sustainable Development: "Sport is also an important enabler of sustainable development. We recognise the growing contribution of sport 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." http://www.un.org/en/ga/search/view_doc.asp?symbol=A/RES/70/1

21 See Commonwealth Secretariat, *Sport for Development and Peace and the 2030 Agenda for Sustainable Development*, 2015 at http://thecommonwealth.org/sites/default/files/inline/CW_SD-P_2030%2BAGenda.pdf

22 See <http://unesdoc.unesco.org/images/0025/002527/252725e.pdf>

23 See <https://en.unesco.org/mineps6/kazan-action-plan>

Rights-Based Approaches

Participation in sport and physical activity is itself also a human right:

- Article 1 of the Revised International Charter of Physical Education, Physical Activity and Sport adopted by UNESCO's General Assembly (2015) states that: "The practice of physical education, physical activity and sport is a fundamental right for all".
- Article 30 of the UN Convention on the Rights of Persons with Disabilities (2006) affirms the right of persons with disabilities to: "Participation in cultural life, recreation, leisure and sport".
- Article 31 of the UN Convention on the Rights of the Child (1989) states that: "Children have the right to relax and play, and to join in a wide range of cultural, artistic and other recreational activities".

Building on the above-mentioned conventions and internationally agreed human rights standards,²⁴ a number of organisations active in the SDP sector have developed programmes based on human rights principles. The boxes below identify a series of examples linked to specific thematic issues.

Box 4 - Sport Based Psychosocial Assistance for Refugees – Terre des Hommes

Through a rights-based approach, Terre des hommes (TdH) aims to guarantee respect for and implementation of the rights of children to bring about positive and sustainable change, both at institutional and community level.

Since 2004 TdH has focussed on sport-based psychosocial assistance. Doing sport with others makes children more resilient and teaches them, their families and their communities teamwork, fair play and leadership qualities. In Egypt, which has accepted over 190,000 refugees, almost half of whom are children, TdH delivers daily sports activities and tournaments in child-friendly spaces to strengthen ties between refugees and the local population, ensuring non-discrimination, participation, empowerment of children and accountability of duty-bearers.²⁵

24 Human rights are internationally agreed standards aimed at securing dignity and equality for all people. These rights apply to every human being without discrimination. At the international level, they include the rights contained in the "International Bill of Human Rights", which is comprised of the Universal Declaration of Human Rights, the International Covenant on Civil and Political Rights and the International Covenant on Economic, Social and Cultural Rights. These instruments, beginning with the Universal Declaration adopted by the United Nations in 1948 in the aftermath of the second World War, set out a range of rights and freedoms including the rights to life, to freedom of expression, to privacy, to education, and to favourable conditions of work.

25 See <https://www.tdh.ch/en/news/role-model-award-sports-children-football> and <http://www.terredeshommes.org/causes/human-rights-development/>

Box 5 - Rights of Children and Women – UNICEF Human Rights-Based Approach to Programming

UNICEF's Sport for Development (S4D) work is rooted in its commitment to ensure every child's right to play and recreation. UNICEF uses S4D to help achieve goals in five thematic focus areas: young child survival and development; basic education and gender equality; HIV and AIDS prevention, treatment, care and support; child protection from violence, exploitation and abuse; and policy advocacy and partnerships for children's rights.

A human rights-based approach to programming means for UNICEF that the ultimate aim of all UNICEF-supported activities is the realisation of the rights of children and women, consistent with the Convention on the Rights of the Child and the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW).

Human rights and child rights principles guide the organisation's work in all sectors²⁶ – including SDPs - and at each stage of the process. These principles include:

- universality,
- non-discrimination,
- the best interests of the child,
- the right to survival and development,
- the indivisibility and interdependence of human rights,
- accountability and respect for the voice of the child.

Box 6 - Rights of Young People in Communities Affected by Crime and Violence – Fight For Peace²⁷

Fight for Peace uses boxing and martial arts combined with education and personal development to realise the potential of young people. It supports young people in communities affected by crime and violence by creating new opportunities for them and supporting them to make the most of existing opportunities.

The Fight for Peace methodology is aimed at young people between the ages of 7 and 25 who have to live with situations of violence and low social and financial resources on a daily basis. The approach is driven by five values:

- EMBRACING "We believe in a society without exclusion. Everyone is welcome."
- CHAMPION "We work with pragmatism and preparedness to be the best in all we do."
- SOLIDARITY "We work in unity across our staff, young people and the community."
- INSPIRING "We aim to inspire our young people and be inspired by them."
- FEARLESS "We work where there is need and are proud to stand up for peace."

26 See <https://www.unicef.org/policyanalysis/rights/> and https://www.unicef.org/sports/23619_23621.html

27 See <http://fightforpeace.net/metodologia/>

Well-crafted SDP programmes currently develop methodologies that look at the overall impact of programmes on the well-being of the communities where they operate. A smaller number of SDP programmes explicitly look at human rights outcomes, or claim to embody a right-based approach. However, there is very limited recognition of the programmes' own human rights responsibilities or to the concept of human rights due diligence in relation to the UN Guiding Principles on Business and Human Rights (UNGPs, 2011).²⁸

As noted in the previous section of this report, SDP programmes are often planned and delivered through partnerships between different actors (NGOs, private sector, governments, Sport Governing Bodies etc.). These partnerships add value in terms of access to financial resources, development of skills and mutual exchange of knowledge. At the same time, however, the different stakeholder groups often hesitate to build relationships of trust between each other and struggle to define their roles and understand what each player can bring to the process for reasons that include lack of common methodologies and weak Monitoring and Evaluation (M&E) criteria.

The UNGPs outline a series of key "human rights due diligence" steps expected of companies in their operations, with the objective to help actors understand human rights risks, how these risks may change over time and how to respond to address them. While the UNGPs were developed primarily to address corporate human rights due diligence, adherence to these steps by all the parties involved in the delivery of SDP Programmes would help build mutual trust among the different actors involved and avoid negative impacts for affected groups.²⁹

Human Rights Due Diligence

BOX 7 - Human Rights Due Diligence

Human rights due diligence is the set of on- going processes through which a company or organisation "knows and shows" that it is respecting human rights in practice. This involves:

- Assessing actual and potential human rights impacts;
- Integrating the findings and acting to prevent or mitigate the impacts;
- Tracking how effectively impacts are addressed;
- Communicating how impacts are addressed.

28 The UN Guiding Principles on Business and Human Rights (UNGPs) are a set of guidelines for States and companies to prevent, address and remedy human rights abuses committed in business operations. They are based on the three pillars of the UN "Protect, Respect and Remedy" Framework:

- The state duty to protect against human rights abuses by third parties, including businesses, through effective policies, legislation, regulations and adjudication;
- The corporate responsibility to respect human rights, meaning that companies should avoid infringing on the rights of others and address negative impacts with which they are involved; and
- The need for greater access to effective remedy for victims of business related human rights abuses, through both judicial and non-judicial means.

The UNGPs were proposed by UN Special Representative on business & human rights John Ruggie, and endorsed by the UN Human Rights Council in 2011. Available at: http://www.ohchr.org/Documents/Publications/GuidingPrinciplesBusinessHR_EN.pdf

29 On the accountability of NGOs to international human rights standards, see <http://www.ethicalcorp.com/charities-should-be-held-same-human-rights-standards-business>

Leaders in the sports sector increasingly recognise the need to respect people's human rights as part of doing business in today's inter-connected world. Four sports governing bodies (IOC, UEFA, FIFA and the Commonwealth Games) have taken strides towards implementing human rights commitments. Building on this momentum, SDP initiatives should follow this example and include a human rights due diligence approach based on the UNGPs in the lifecycle of these initiatives. This means that those wishing to develop programmes or specific parts of their programme in sport and development should include human rights due diligence considerations in all the particular stages of the 'project management cycle' – which includes the process of planning, implementing and evaluating SDP programmes.



Recommendations

Responsibility

The SDP agenda has largely operated independently of wider concerns about the governance and accountability of sport. The emerging consensus around the human rights responsibilities of non-state actors, as set out in the UN Guiding Principles on Business and Human Rights (2011), is the most suitable framework for understanding both the preventative and remedial measures of SDP initiatives.

SDP initiatives must integrate human rights due diligence mechanisms into its processes to identify actual and potential adverse human rights impacts, and to propose the best forms of mitigation, prevention and remedy.

Alignment

A significant number of existing SDP initiatives recognise human rights in terms of their outcomes or with respect to the importance of a rights-based approach to implementation. However, greater alignment with SDP programmes is needed to ensure **the inclusion of the fundamental principles of non-discrimination, participation, rule of law, consent, accountability and good governance**. The 17 UN Global Goals on Sustainable Development (SDGs) offer a unique opportunity for such alignment and the human rights movement should take this opportunity to work proactively with the broad SDP community in this direction.

Promotion

The human rights movement is well placed to make significant advances with the SDP world but the promotional challenge is huge given the very low awareness of human rights responsibilities within Sport. However, the human rights policy commitments of IOC, FIFA, UEFA and Commonwealth will generate wider interest as well as the promotional efforts of some governments. There is an opportunity to foster closer links between those involved in the SDP agenda and actors working to promote the connections between sport and human rights. Indeed, a number of the actors involved are involved in both agendas and have important leadership roles in to play in fostering greater dialogue and collaboration aimed at more fully integrating international human rights principles and standards within the broader sport, development and peace agenda.

Collective Action

Making progress in embedding a human rights due diligence into SDP operations requires ongoing commitment, resources and engagement, including with external stakeholders. The sports and human rights effort in relation to SDP needs more effective co-ordination. The new Centre for Sport and Human Rights - to be established in 2018 - should play a central role in the upcoming years to facilitate and support collective action in embedding human rights principles in SDP Programmes.

Appendix 1: Mapping the Existing Players

This mapping is based on information obtained through interviews and desk research. It is not intended to be a comprehensive list of all relevant actors in this area.

a. International Organisations, National Governments and Development Agencies, Sport Governing Bodies, National and International Sport Federations

Stakeholder Group	Organisation	Description
International Organisation	UN Office for Sport, Development and Peace (discontinued in May 2017)	Entry point to the United Nations system with regard to the use of sport as a tool in the pursuit of development cooperation, humanitarian aid and peacebuilding efforts.
International Organisation	The Commonwealth Secretariat	Advocates for sport to be used as a vehicle for peace and development. Assists member countries to develop policies and frameworks that link sport to outcomes in areas such as health, education, gender equality and social cohesion.
International Organisation	The United Nations Educational, Scientific and Cultural Organization UNESCO	Assistance and guidance services are provided for governments, NGOs, and experts to debate the evolving challenges of physical education and sport. The organisation also assists and advises Member States wishing to elaborate or strengthen their training system in physical education.
International Organisation	European Union (EU)	Erasmus+ offers the opportunity to develop, transfer and implement innovative practices in different areas relating to sport and physical activity between various organisations and actors in and outside sport.

Stakeholder Group	Organisation	Description
International Organisation	UNICEF (United Nations Children's Fund)	UNICEF's work with sport is grounded in its mission to ensure that every child has the right to play and sport in a safe and healthy environment – a right founded in Article 31 of the Convention on the Rights of the Child and other international treaties. SDP Programmes in India, Palestine, Turkey, Zambia, Mozambique, Bangladesh, Brazil among others.
Government	Australia	The Pacific Sports Partnerships programme (PSP) is a range of sports initiatives funded by the Australian Department of Foreign Affairs and Trade. These programmes are designed to support both Australian national sporting organisations and their Pacific counterparts to deliver development priorities alongside increased governance and capacity building in developing Pacific Island countries.
Government	Canada	The Canadian Government supports various SDP Programmes
Government	Germany	GIZ is implementing various initiatives using sport for development on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ). Priority areas comprise substantive and strategic policy advisory services, the development of Germany's contribution to using sport for development with long-term national and international positioning, research support, and monitoring and evaluation for analysing lessons learned and measuring impact.
Government	Norway	The Norwegian Aid Agency (NORAD) supports various SDP Programmes
Government	United Kingdom	The British Council and Premier League, together with UK Government and Kenyan partners, have announced an innovative pilot project which uses football to tackle issues of violence against women and girls in Mount Elgon, Western Kenya.
Government	United States	USAID works with development partners around the world to advance development objectives through sport.
Sport Governing Bodies	FIFA	FIFA launched the Football for Hope initiative in 2005 to help improve the lives and prospects of young people around the world. It offers funding, equipment, and training to organisations running such projects, and organises events for experts and young leaders.

Stakeholder Group	Organisation	Description
Sport Governing Bodies	IOC	The IOC cooperates with partners, including numerous United Nations agencies, as well as international governmental and nongovernmental institutions, on projects which use sport as a tool for development and advance the Sustainable Development Goals (SDGs). Programmes include Sport for Hope Centres, support to youth refugees and gender equality programmes.
Sport Governing Bodies	UEFA	The core directives of the UEFA social responsibility portfolio are based on a selection of four to five-year strategic partnerships which strive to make the UEFA business process more socially responsible and sustainable thus contributing to society in the fields of anti-discrimination and diversity, social integration and reconciliation, active and healthy lifestyle, implementing football for all abilities as well as promoting sustainable event management and human rights

b. Non-Governmental and Not-for-Profit Organisations

Stakeholder Group	Organisation	Description
International and Development NGO	Right to Play	Global children’s charity working in about 20 countries globally aiming to help children develop essential life skills through sport and to drive social change in their communities
International and Development NGO	Women Win	Women Win theory of change is built on the belief that adolescent girls, their families, communities and societies at large benefit from, and are empowered by, sport and well-designed sport programmes.
International and Development NGO	Street-footballworld	Supports an international network of grassroots organisations using football to promote education, employability, social integration, peace building, gender equality, health and social change. Since 2002, it has hosted close to 30 festivals and forums all over the world, raising awareness of our cause and bringing together the key players from the field.

Stakeholder Group	Organisation	Description
International and Development NGO	Grassroots Soccer	Grassroots Soccer is an adolescent health organisation that leverages the power of soccer to educate, inspire, and mobilize at-risk youth in developing countries to overcome their greatest health challenges, live healthier, more productive lives, and be agents for change in their communities.
International and Development NGO	Magic Bus	Magic Bus supports more than 370,000 children in India – targeting girls at risk of early marriage, violence, and school exclusion, and youth marginalised due to poverty and caste discrimination. Combining mentoring with an activity based curriculum that includes football, cricket and kabbadi, Magic Bus supports the average participant for more than 10 years.
International and Development NGO	Fight for Peace	Fight for Peace combines boxing and martial arts with education and personal development to realise the potential of young people in communities affected by crime, violence and social exclusion.
International and Development NGO	Swiss Academy for Development	SDP Programmes Management of the International Platform on Sport and Development - sportanddev.org : it is the most important information centre and communications hub for actors and individuals with an interest in the field of Sport and Development.
International and Development NGO	Comic Relief	One of the largest independent funders of sport for change in the world. Their funding model relies mostly on fundraising activities. Funds over 200 grants totalling more than £27 million. Programmes they've supported include helping youth stay in school, reducing violence and promoting equality. Very large amount of money which goes into the sport sector.
International and Development NGO	Laureus Sport for Good Foundation	Foundation that supports 100 sports-based community programmes in 35 countries focusing on issues such as health, education, gender equality, employability, inclusive society and peace. Has a large network of patrons, partners and ambassadors including big name corporates, athletes and others.
International and Development NGO	Save the Dream	Implements and promotes activities to empower youth through safe access to sport and to its educational and social values.

Stakeholder Group	Organisation	Description
International and Development NGO	PeacePlayers International	Brings together children from opposite sides of religious, ethnic and cultural divides to develop friendship and mutual respect. Brings different communities together for regular integrated practices and games,
International and Development NGO	Beyond Sport Foundation	Over the past 10 years, the Beyond Sport Foundation has supported over 180 organisations worldwide, providing over \$700,000 in cashing funding, and distributing over \$6 million in long-term strategic support.
International and Development NGO	The Homeless World Cup	The Homeless World Cup is a social movement which uses football to inspire homeless people to change their own lives.
International and Development NGO	Peace and Sport	Monaco-based organisation that works with local project leaders (governments, NGOs, National Olympic Committees and sports federations) in areas affected by extreme poverty.
Community based Association	Mathare Youth Sport Foundation (MYSA)	A community development organisation that uses sports to engender broad socio-economic development, while also effecting positive social change
Community based Association	SCORE	SCORE started in 1991 in Khayelitsha, South Africa. SCORE's vision is to change lives and build stronger communities through sport. SCORE uses sport to provide children and youth with skills and opportunities that they need to succeed in life and contribute to their communities.

c.Private Sector Institutions and Private Donors

Bill and Melinda Gates Foundation	Coca Cola	Microsoft
Clinton Foundation	Daimler	Mitsubishi
Ford Foundation	Deloitte	Nike Foundation
Jacobs Foundation	Deutsche Bank	Reebok
Novo Foundation	Ikea Foundation	Richemont
adidas	Johnson SC	Samsung
Al-Dabbagh Foundation	Land Rover	Standard Chartered Bank
BT sport	McDonalds	The LEGO Foundation

d. Campaign Groups and Social Movements

Stakeholder Group	Organisation	Description
International and Development NGO	Athlete Ally	Athlete Ally is a nonprofit organisation that provides public awareness campaigns, educational programming and tools and resources to foster inclusive sports communities.
International and Development NGO	FARE Network	The Fare network tackles discrimination in football and uses the game as a tool for social inclusion.
International and Development NGO	Play the Game	International conference and communication initiative aiming to strengthen the ethical foundation of sport and promote democracy, transparency and freedom of expression in sport

Appendix 2: List of Interviewees

Name	Organisation
Eli Wolff	Brown University
Oliver Dudfield	Commonwealth Secretariat
Martin Kainz	Fairplay Initiative. Vienna International Institute for Dialogue and Cooperation
Andreas Graf, Irina Schlossarek	Fédération Internationale de Football Association (FIFA)
James Baderman	Fight for Peace
Erik Broekhof	Former National Dutch Football Federation
Minky Worden	Human Rights Watch
Giovanni Di Cola	International Labour Organization (ILO)
Katia Mascagni	International Olympic Committee (IOC)
Angela Murray	Laureus Sport for Good Foundation
Vladimir Borkovic	Streetfootballworld
Marc Probst	Swiss Academy for Development
Rémy Friedmann	Swiss Department of Foreign Affairs
Marc Joly, Fanny Belier	Terre des Hommes
Sylvia Schenk	Transparency International
Liz Twyford	UNICEF
Philipp Muller Wirth	United Nations Educational, Scientific and Cultural Organisation (UNESCO)
Marianne Meier	University of Bern
Brendan Schwab	World Players International

Appendix 3: Roundtables

12 June 2017 Roundtable, Geneva

Name	Organisation
Mary Robinson	Chair
Sandra Lendenmann Rémy Friedmann	Swiss Department of Foreign Affairs
Stephanie Schmid Lene Wendland	United States Department of State UN Office of the High Commission of Human Rights (OHCHR)
Giovanni Di Cola Houtan Homayounpour	International Labour Organization (ILO)
Tim Noonan	International Trade Union Confederation (ITUC)
Linda Kromjong	International Organisation of Employers (IOE)
Andres Franco Liz Twyford	UNICEF
Lucy Amis	UNICEF UK
Ruth Pojman	Organization for Security and Co-operation in Europe (OSCE)
Kathryn Dovey	Organisation for Economic Co-operation and Development (OECD)
David Grevemberg	Commonwealth Games Federation (CGF)
Katia Mascagni	International Olympic Committee (IOC)
Fani Misailidi Federico Addiechi	Fédération Internationale de Football Association (FIFA)
Brendan Schwab	World Players Association
Minky Worden	Human Rights Watch
Ambet Yuson	Building and Wood Workers International
Marc Joly	Terre des Hommes
Sylvia Schenk	Transparency International
Vincent Vleugel Lisa Salza	Amnesty International
Matthias Thorns	The Coca-Cola Company
John Morrison; Scott Jerbi; William Rook Haley St. Dennis; Guido Battaglia; Alison Biscoe; Ron Popper; Ed Potter	Institute for Human Rights and Business (IHRB)

New York, 21 September 2017

Name	Organisation
Hudson Taylor	Athlete Ally
Gareth Sweeney	Crisis Action
James Cottrell	Deloitte
Michele Alexander; Minky Worden	Human Rights Watch
John Morrison Guido Battaglia	Institute for Human Rights and Business (IHRB)
Erik Broekhof	Independent
Houtan Homayounpour	International Labour Organization (ILO)
Kate Rosin	Open Society Foundations
Mary Harvey	Ripple Effect Consulting
Brent Wilton	The Coca Cola Company
Christopher Kip	UNICEF
Ryan Kaminsky	United Nations Foundation
Rita Riccobelli	UNITED 26 Bid
Douglas Sabo	Visa INC.
Greg Tzeuschler Regaigon	Wellspring Foundation

Geneva, 4 October 2017

Name	Organisation
James Lynch	Amnesty International
Oliver Dudfield	Commonwealth Secretariat
Nevena Vukasinovic	European Non-Governmental Sports Organisation (ENGSO)
John Morrison Guido Battaglia	Institute for Human Rights and Business (IHRB)
Giovanni Di Cola	International Labour Organization (ILO)
Lerina Bright	Mission 89
Marc Probst	Swiss Academy for Development
Rémy Friedmann	Swiss Ministry of Foreign Affairs
Marc Joly	Terre des Hommes International Federation
Matthias Thorns	The Coca Cola Company
Anastasia Anthopoulos; Brigitte De Lay	The Oak Foundation
Liz Twyford	UNICEF
Patrick Gasser	Union of European Football Associations (UEFA)
Stefan Hall	World Economic Forum
Brendan Schwab	World Players Association
Michael Roberts	World Trade Organization (WTO)

Geneva, 30 November 2017

A session on Sport, Development and Peace was held during the 2017 Sporting Chance Forum in Geneva.³⁰

The panel discussion included **Oliver Dudfield** (Head of Sport for Development and Peace, Commonwealth Secretariat), **Eli Wolff** (Director, Sport and Society Initiative, Brown University), **Delphine Schmutz**, (Manager, Taekwondo Humanitarian Foundation) and **Guido Battaglia** (Oureach Manager, Institute for Human Rights and Business).



30 See https://www.ihrb.org/uploads/meeting-reports/Sporting_Chance_Forum_Meeting_Report_2017.pdf p.21-22

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Sport for Development and Peace (SDP) refers to the use of sport, physical activity, and play to attain specific development, and peace objectives. It is a high-profile endeavour, involving multiple stakeholder groups adopting different approaches and operating at different levels in terms of their policies, funding, and operations.

Well-crafted SDP programmes currently develop methodologies that look at the overall impact of programmes on the well-being of the communities where they operate. A smaller number of SDP programmes explicitly look at human rights outcomes, or claim to embody a right-based approach. However, there is very limited recognition of the programmes' own human rights responsibilities or implementation of human rights due diligence as outlined in the UN Guiding Principles on Business and Human Rights.

Rights Through Sport: Mapping "Sport for Development and Peace" provides an overview of the actors involved in SDP and outlines how their work incorporates human rights principles. The report includes a series of recommendations for SDP actors to harness the power of sport for good, to maximise its positive effects and to minimise the negative.