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| Appendix: Coding tree with unitized text and derived causal links |  |  |
| **THEME 1 Environment** | Related code | Valence |
| **1.1 Travel-related carbon footprint** |  | **-** |
| But there is the travel aspect as well, you know, to travel to all the Olympic Games and World Cups, there are efforts to make it as sustainable as possible, but competitions take people from around the world to set places, there are these aspects, but I think the positive ones weight more than the negative ones. |  |  |
| So, now sport, like any human activity, can have a negative impact on the environment. This happens there are many, for example, in the culture, and many sectors of society, many events: people come by plane, and people come by car. Every Sunday, there are people practicing sport and the impact is even much more important than major sports events. There are millions and millions of people taking their car to go to play football or whatever or to go to the stadium. As such, it is a human activity which has the potential to play a negative role in the environment. |  |  |
| In my mind, I have sport…the professional competitive sport cannot be sustainable in the first place; with all the big travel and mega sport events, I am not sure if the sport sector really wants to engage so much with the SDGs. I am not sure if they can ever be aligned with the aim of a sustainable sports sector. I do not know how you can do sport without flying around that much, and all the event organization and infrastructure you have to do, that is still something I am reflecting about in my head. |  |  |
| So staging, this is where one needs to have a sort of opinion that staging of a mega event or not so mega-event will have a positive carbon footprint because there will be transportation, there will be athletes flying around, and nothing that you do at the event will not offset the flights in the staging of the show. But if you do it the right way and you have the right messaging around communication, around advocacy around education, then I think that you have a further reaching effect using the megaphone that sport can be, which cannot be measured. | Climate change | + |
| And I think sport feels the pressure, especially regarding the environment and climate change, because the sport has a lot of travelling and flying everywhere, which is crazy. I think Corona can help to reschedule the competition calendar and should do that. | Climate change | + |
| Obviously, every single sport event comes with a carbon footprint. |  |  |
| **1.2 Unsustainable use of existing sport infrastructure** |  | **-** |
| I think that always whereas there are positive aspects, there are also negative ones, and one is hosting mega sport events. What we have seen in the past is that buildings or venues for sport championship, in particular for Olympic and Paralympic Games, were not used any more after this, and I think this is really the dark side, and these aspects of sustainability are sometimes not in the centre of the organizers, they focus on the particular event, but they do not think about what will happen afterwards. |  |  |
| For water sports, the reduction of microplastic has a direct impact on sport and how much plastic we produce during events, there are thousands to a million events happening, and they decide whether they produce or whether they reduce waste. That is an important question for water. |  |  |
| Because if it is not applied correctly... if children are training in very bad situations, such as playing ball on the cement, their knees will be destroyed, you know? It is better to train on the ground rather than on the cement. | Safety | - |
| You can add about the facilities, if the facilities are not safe and have the frame of safety. Safety in general, not only through quality, but the child, when it goes in it, is safe (environment). Nothing bad will happen to him or to her. |  |  |
| **1.3 Building sustainable infrastructure** |  | + |
| In less developed areas, major sport events could be used as a catalyzer for infrastructure development. So there are ways where sport can be used for more than just bringing people together and attracting them through sport and then giving them education on good sanitation and hygiene practices, but it could also bring infrastructure when sport facilities are built. | Equality | + |
| And still in the sport, not just in Germany but in Germany as well, you have the issue of legacy – so that if you have the Olympics and that you build a stadium and that the stadium late can be used effectively later and not just be a white elephant. And quite often because sustainable infrastructure can be used in the same way as the infrastructure is used afterwards as well. So people are mixing sustainability and legacy, and that makes discussions very difficult. You can have a stadium that is not at all sustainable because it is built with the exploitation of the workforce, and it is built in a nice green forest, so it is not sustainable. But if you use it afterwards every day, it is a legacy you can use for many years, **so the money you spend is not for nothing**. And the other way around, you can have a very sustainable stadium that is not a legacy because it will never be used after the Games. To explain that to people, as they use the words synonymously, is very difficult. So we still have lots of work to do for awareness rising for the SDGs, for sustainability, the three pillars and everything. | Public costs | + |
| They are thinking of ... you know it very well, of making better use of the facilities and built environment with sustainable materials used in the stadium, so there is now taking into account the environmental considerations. Everywhere there is an awareness concern now in sports now. So, sports is just a human activity like the others. It is dangerous for the environment from time to time, and there is a potential and clearly, now more and more the wish to make efforts to contribute together to find the most sustainable way of practicing sports, clearly. |  |  |
| Sustainable cities and communities are also related to how infrastructure has been built, whether it is functionally or designed as part of the overall cities; of course, sport can bring people together, meet at sport events, and bring them to the clubs and streets, so that’s a way of strengthening communities. | Social networks | + |
| Then there is life on land; there is the question if you build facilities for sport events on land if the locations are selected related to if the impact is as small as possible or compensating possible impact by protecting wildlife as compensation. |  |  |
| **1.4 Waste production** |  | **-** |
| For water sports, the reduce of micro plastic has a direct impact on sport; how much plastic we produce during events, there are thousand to a million events happening, and they decide whether the produce or whether they reduce waste, which is an important question for water. |  |  |
| **1.5 Sustainable sourcing** |  | - |
| I think if I look narrowly at the sporting goods industry rather than the sport industry more broadly, I think there is also an area we can contribute in terms of sustainability of the materials we use, the cyclical economies, etc. These things we can definitely contribute to. As discussed before, in the enthusiasm the industry creates in general, it is a passion-filled and driven industry. Sometimes people clink more broad benefits than I think is tangible, if that makes sense. |  |  |
| It is not enough to just say we are eco and sustainable. You have to think about how your products have been produced, where the action actually comes from, where your employees come from, who is building your stadiums for the World Cup, etc. |  |  |
| So I think there is a lot of learning for major sport events, in particular, as to how they claim that their employees are well-treated at every stage of this supply chain. I think no one would claim that the sporting goods industry is perfect at every stage of the way. I just know we had this early start because we got a shock when the global economy started, people started with supply chains all over the world, and we knew we had to take care of this. We had to take it up in our own house. | Equality | + |
| And for overfishing, sport clubs and facilitators can take action by the decision about which kind of food they serve in their cafeterias, sustainably fished or be conscious about that and being role models is a point. There is the Green Rowers, serving only vegan food at their games, so changing the food is one point. | Sport organizations as role models | + |
| The global nature of our supply chains. We have material that is sourced in Vietnam, Cambodia or China and is then assembled and shipped all over the world. I know that there are global companies focusing on how to reduce their global footprint with that, but it is, of course, a challenge because it is not the same as, for example, me in Berlin, sourcing fabric from 2 kilometres away, producing a product in my house and selling it to my neighbour. Of course, my carbon footprint is much smaller than global companies. So I think there are points that need to be addressed, and the question, which is more a philosophical one, is what is the best way to tackle this: is it to try to make everything locally again, or is it best to try to offset? |  |  |
| **1.6 Active travel** |  | + |
| Regarding the environment also, we believe sport for all and sport, in general, can play a role not only by having negative effects on the environment but can also have positive ones; there are lots of initiatives, anti-littering, constructing sport infrastructure that is positive. So for me, this is the future, and with all this active mobility like skiing and cycling and walking, we see many countries, not all over the world, of course, we are in Europe but at least all of those CO2-free modes of transport that can contribute to a climate-friendly approach. | Travel-related carbon footprint | - |
| And second is active transport, the bicycle or commuting, walking, these are obvious ways in which we can contribute to the environment. |  |  |
| **THEME 2 Social inclusion** |  |  |
| **2.1 Equality** |  | **+** |
| Now, in terms of the social role of sport it is also important and is highly recognized because there is, in our Institution, there is a big focus put on sport in the field of social inclusion and social integration of many categories of citizens and people who have, I would say, diverse, is a social category, age, gender and so on. And we have developed policies precisely to promote social inclusion through sport. As an institution, the Commission believes in the social role of sport course. It is a tool for integrating people into clubs and making them feel a part of the community. Also, yes, to cooperate to be on the pitch to have friends. So, yes, clearly, sports play a role in the integration of people. |  |  |
| Reduce inequalities; well, sport and physical activity always attracts people, no matter what their background is, so the programs are not only connected to sports but to the wider objectives of sport. They target the needs of people and communities, and they can have a specific impact, but there is work there, the traditional sport system is not always fully equipped, and this is what we worked on. |  |  |
| Another example is to reduce inequalities. By definition, sport is the only area of human existence in which international law has been achieved. And in the case of sport, everyone, regardless of age, gender, race, religion is equal. |  |  |
| To reduce inequalities, of course, sport clubs can work on that by bringing people together and reducing segregation through the educational value of sport, it can bring people out of marginalization and projects for the homeless, so there are indirect sports for development aspects. | Values and soft skills education | + |
| Empowerment | + |
| As a sports person myself, I have no doubts that this is the case, having seen how sports can contribute to education to attract the attention of children around the world as a vehicle to address social issues. | Tool for bringing children to school or attracting attention | + |
| That is something that is definitely to me... And I have seen it from the first tense, and I experienced it first-hand. If it wasn't for sport, I would have never been where I am today. I would never have done all the things that I was able to do because sport provided me with a number of values and opportunities as well that no other thing did. So from global to me, It has happened, it has had an impact on me, and I have seen it happening at the level of hundreds of non-governmental organizations around the world using football in particular as a tool for social development locally and how much of a value sport has and how much of a convener, of a catalyst, of a language it can be. |  |  |
| So there are many people with disabilities in the world who are affected by poverty because they do not benefit from the same opportunities as persons without these abilities. Therefore, there are various synergies that we are exploring and how we can bring it to life. |  |  |
| That is the key point that comes to my mind, but sport and physical activity in general on the grassroots level can reduce inequality and contribute to quality education and sustainable cities and communities, partnerships, in some cases, peacebuilding because there are so many practitioners especially youth that is engaged in sport, so it is important to do quality PE and sport events, and they could develop other skills, and it could have a more positive over-societal effect. | Empowerment | + |
| Peaceful and equitable societies | + |
| I am a firm believer in sport for social change, and a lot of my work is about developing strategies to grow diversity in sport, so getting more women involved in areas where things are not great, using sport as a mechanism to bring people on the same page to talk differently about respect for cross gender, cross race, social cohesion. |  |  |
| Targeted support programs can be used to advance gender equity by engaging and supporting women and girls, promoting female leadership and encouraging respectful attitudes toward women and girls. | Stakeholder involvement and leadership diversity | + |
| Gender equality and the use of women to be leaders but also the sport as a tool to engage more girls to be active. We know that there are more barriers to women than to men accessing sports, and we are working on a tool to engage them more. | Stakeholder involvement and leadership diversity | + |
| And in terms of gender equality, we do a lot of work, like it is one of the most obvious things besides health and education that sport is working to promote equal participation in different levels and different tasks of sport whether it is equal pay or equal representation of the different genders in leadership positions, coaching, equal participation of men and women. A lot has been done, and a lot still has to be done. | Stakeholder Involvement and leadership diversity | + |
| First of all for inclusion, because inclusion is another component in the SDG. If it provides places for girls because we know that in some places in the world, they have separate places for girls and for boys to practice, so at least if this is considered - so if these are considered but at least if people have access to education we can achieve many places and many aspects because PE is a component of the system. And, of course, there you have all the fundamental principles of PE and sport since 1978 and then the review in 2015. |  |  |
| So we have taken actions like that, and now we also work like things how we can, through our sport, support gender parity. |  |  |
| Then, I can talk about gender equality. In sport, in general, there is the opportunity for inclusive activities. The sport itself, you can say that it is a part and the platform to advocate and raise awareness for gender equality. Then, I will turn again to values that someone can learn through sport. So, through sport especially, young girls and women can learn and can achieve and can develop self-esteem, and this way, with such skills, they can become equal participants, if not leaders, in their communities. Especially when we refer to countries in which there is discrimination against women, we can understand how many things these young women can achieve in the future. Also, sports, in our case, can provide a safe environment for women and for girls. And, of course, there are always. I think there are many opportunities for better gender relations and collaborations, cooperation in whichever pitch. | Values and soft skills education | + |
| Empowerment | + |
| There is obviously the issue of gender equality, which is far from being resolved. Fantastic progress has been done in many ways, in many aspects of gender equality in and through sport, but still in, the number of obstacles that we need to continue to work on in order to involve stakeholders to move forward. |  |  |
| And as I said, for gender equality, the statistics speak for themselves; still, a lot has to be done. |  |  |
| Now coming to the next question, the negative effects of sport and physical activity hindering the SDGs: sport can be a platform or restructure for some activity, as would be gender equality, sexual violence, bullying, anti-doping, so it can have factors that decrease the health, so I think it is rather the question of the relevance of sport for the society in general and what you really want to achieve, is it really health and physical activity or has it more grown into something more entertainment like. |  |  |
| **2.2 Peaceful and equitable societies** |  | **+** |
| The main thing is to build a peaceful, inclusive and equitable society through sport. This is the main focus. |  |  |
| The second is intercultural and interreligious understanding. Through sport, you can bring cultures together, and you can bring people from different religions together. All these cross-cultural statuses. | Social networks | + |
| And, of course, as an athlete … you learn the world by travelling in the world; you explore, and people come together. | Social networks | + |
| And then... social inclusion. Sport activities provide opportunities for marginalized, underprivileged groups. People at risk of discrimination interact and integrate with other social groups challenging social divides. For example... in Zatari, the kids are learning their level of sports is getting higher… these kids go and participate in the national competitions of Jordan. First of all, they go out of the camp. They need special permission to sleep there, and they get out of the caravan, and then they interact with other Jordanians who take part... And then we say that sports is a global language, and they participate on the same terms. So all of a sudden, they start to talk to each other, all this interaction but also hotel that will accommodate them, this is also integration, you know... now they have to accept the Syrians, they have to accept the refugees. | Communication means | + |
| And through sport you can have an impact on your society in general, also on the government of this society and community. Be it because the sport is part of the government - from the general frame of governments in every country. So with sport you can follow this path. |  |  |
| An important SDG for us is, of course, the number 16. That is what we serve. Sport is a powerful communication platform that can be used to promote a culture of peace. The Olympic truce has been achieved, not because the International Truce Center came but because we actually served the Olympic truce that can be achieved and done throughout the different sport events around the world. |  |  |
| And for peace and justice and strong institutions in terms of building democratic societies and inclusive communities, sports clubs and grassroots can have a huge impact when teaching their members and volunteers about good governance practices and how the policies work, so there are the educational aspects and educating people in practice. And peaceful societies, sport clubs should be a place for everyone, so they have to check whom they address and if their facilities are inclusive and accessible, then they have the potential to promote peaceful societies and communities. | Communication means | + |
| That is the key point that comes to my mind, but sport and physical activity in general on the grassroots level can reduce inequality and contribute to quality education and sustainable cities and communities, partnerships, in some cases, peacebuilding because there are so many practitioners especially youth that is engaged in sport, so it is important to do quality PE and sport events, and they could develop other skills, and it could have a more positive over-societal effect because now coming to the next question, the negative effects of sport and physical activity hindering the SDGs: sport can be a platform or restructure for some activity, so that would be gender equality, sexual violence, bullying, anti-doping, so it can have factors that decrease the health, so I think it is rather the question of the relevance of sport for the society in general and what you really want to achieve, | Values and soft skills education | + |
| Communication means | + |
| **2.3 Tool for reconciliation** |  | + |
| Then… reconciliation and coexistence. Because sport provides safe places, when a child goes to a Community Centre or has sports in a refugee camp, or in the club, pitch or something, if it is not refugees but vulnerable communities, it is a safe place. It is very important because suddenly you feel safe. If you are in South America on the street, there is violence…. and you arrive at a place where you feel safe and you can play safely. And you are not contacted by the tragedies around you, and you like playing bowls in the streets. So immediately, this is a feeling of safety. It is healing your fears and your anxieties. And then... It is building relationships, and kids are building relationships. Of course, if it is applied correctly, there is a positive interaction in other post-conflict situations. It Fosters respect and encourages dialogue between the groups. | Safety | + |
| Social networks | + |
| Communication means | + |
| The Commonwealth is a historical type of entity, but they are bringing it into the modern century and talking about issues of reconciliation, you know, countries that are involved in the slave trade or treating indigenous people badly... in the Goal Coast games, they had LGBTQ house. |  |  |
| …peace because there are also studies showing that using sport has a positive impact on communities and societies that are reconciliation and that have been disrupted through war zones and post-war zones, so it can be peacebuilding activity. | Peaceful and equitable societies | + |
| **2.4 Discrimination and suppression** |  | **-** |
| So the challenge we have is not to be too rosy-eyed about sport and think sport is the best but also see that it can increase xenophobia and inequality and excludes people. It does not do all of this if it is done badly, but when it is done well and intentionally, it can address a whole of issues. | Equality | - |
| We cannot accept that there are situations like the case of Iran and the non-allowance of women into stadiums. That is the topic that is very close to my work because we have been working for a long time in order to take some baby steps that allow us to achieve some success in the end.  Those are examples that are exacerbated, and discrimination is exacerbated through sports and through football.  That is something that is not acceptable.  Those are definitely negative aspects of it. | Equality | - |
| But coming to the second part of the question about the role of sport…it has a lot of potentials, but we have to be very reflective and critical in the way we use it. As I indicated earlier, I taught sports history in the most colonized parts of the world. And Africa has been the most colonized continent in the world. Sport played a central role in the colonization of the country. Zambia was colonized by the British. The colonizers groomed and grew up in British public schools where sport and sporting values were at the core, and these values they tried to import. At the moment, I am reading a book from Mangan and Becker about sports in Africa and essays on social issues. From Mangans and Becker's point of view, and I agree with them, the recruiters of colonial administrators in Victorian England were looking for people that had what they called character, and this was defined by playing team sports rather than cricket. These people were chosen to project the British Empire, so the way the sport was introduced was as a tool to civilize, educate, modernize and suppress as well. It suppressed our physical culture and played a role in dominating and colonizing, and brutalizing. The effects are still present now. From that angel I am careful to say we use it as a tool because it can be used in two different ways, it can be used from one way but also from a different way, and that is where we have to be more reflective in the way we use it to achieve some of the Development Goals. We should not be naive. Sport is not only about creating peace and friendship; **it also creates conflicts and fights and long-term divisions.** | Peaceful and equitable societies | - |
| **2.6 Social networks** |  |  |
| So we work with both communities and try to build bridges between the refugee community and the Turkish community. That is difficult because of the cultural differences. But that is also the magic of sport, especially in Judo ideology, then the technical level and knowledge of the sport you have. Not if you are black, white, or so on. That is the magic of Judo. |  |  |
| **2.7 Peaceful and equitable societies** |  |  |
| …peace because there are also studies showing that using sport has a positive impact on communities and societies that are reconciliation and that have been disrupted through war zones and post-war zones, so it can be peacebuilding activity. |  |  |
| **THEME 3 Economic growth** |  |  |
| **3.1 Public costs** |  |  |
| Of course, sport and physical exercise have added value in terms of health. I mean, we also are confronted with an obesity crisis, which creates a tremendous amount of public health costs. |  |  |
| **3.2 Innovation and entrepreneurship** |  | + |
| …in terms of the tag-ons that exist from a technological development perspective through to just sporting equipment, facilities design, places and spaces designed for people to play, from that perspective, it is huge. |  |  |
| With things like Motorsport, even some marine sports like us and even in a certain sense cycling, I think some of the innovation that we see... the amount of money invested at a top end of our sport can be disseminated for the much wider economy and the much wider industry. So it is like a Formula One type of analogy... if they can make their engines 1% more efficient and in 5 years this gets applied to all new cars being built, this has got a much bigger impact. I think there is so much potential, and I think sports is kind of waking up to that. | Environment | + |
| **3.3 Consumption of products and services** |  | + |
| Of course, work and the economic growth, sport and sport for sectors are huge contributors, not only in providing jobs but also consumption of people in their daily life, like sports gear or others we must have in mind. |  |  |
| I suppose sport is also a driver of consumption, e.g. sport teams use gear and outfits, facilities that could be whenever choosing the outfits or facilities you could use…I think sport is at the forefront in many ways. |  |  |
| **3.4 Positive cost-benefit intervention** |  | + |
| We have a lot of initiatives and programs from the late 1990s, and they are continuing to grow with tools and platforms as cheap vehicles to achieve the SDGs. So, yes, I support the perspective that they support the SDGs. |  |  |
| **3.5 Job creation** |  | + |
| Sports, first of all, is becoming and seen more and more as a sector creating jobs and growth. So, contributing to the prosperity and, at the same time, this is a sector also contributing to improving well being and health of the population. So, as such, I think that sport has a role to play in the progress towards prosperity and the better well-being of the population. | Health and well-being | + |
| And decent work and economic growth, well sport as a big employer has the role of ensuring good working conditions and pay for the staff that works in sport but also work around major sport events and the preparation, including infrastructure and sport as a big economic driver like in the European Union sport is 2.6.% the GDP, so it is a big employer, it does contribute to economic growth, and it is quite labour intense, so there is even a bigger impact in work and not just producing capital. |  |  |
| **3.6 Employment-relevant skills** |  | + |
| Through this program, we will develop... methodology through which young people, unemployed people, refugees and other minorities can develop skills which will help them enter the labour market. | Values and soft skills education | + |
| …e.g. for poverty, we have an indirect impact through skills development and equality and inclusion. So sport can be used as a tool to reduce poverty in that sense, but that is probably through the other SDGs and not as a sport through the clubs. | Values and soft skills education | + |
| **3.7 Volunteering** |  |  |
| From an economic perspective, from filling a void from a volunteer perspective or actual employment, there is a huge industry that supports that, and that industry becomes more and more diverse. |  |  |
| The value is created by volunteers to sport and to society. Also - volunteering contributes hugely to not just sport, but it's also beneficial for the skills development and well-being of the volunteers themselves. | Values and soft skills education | + |
| Health and well-being | + |
| **THEME 4 Health and well-being** |  |  |
| So from an individual perspective, it creates hormones that bring positivity to your life. |  |  |
| With health and well-being, it is more obvious that sport can make people more physically and socially active and help them in social and mental well-being and health. | Social networks | + |
| Because it is about physical activity, but actually, the mental health aspect is reflected more in the work we do because of our work on psychosocial support of children who face conflict and disaster and because we have our focus on addressing food consumption in relation to obesity. |  | + |
| But it can be part of a healthy lifestyle and make people more confident of their own bodies. And people who are confident with their bodies and that have **social networks** that can play these things seem that the indirect outcome is physical and psychological health. And t is a prevention strategy and a curative strategy for mild to moderate depression, stress and anxiety. It goes across the board to something people would not assume in this case. They think with a sport you get fit, which is obviously not true. | Social networks | + |
| If you look at, for example, SDG 3, which is good health and well-being and sport is probably the number one activity that attributes the most positively to all of these things. And indirectly, it moves on to all the other things because when you promote good health and well-being in a physical sense as well as in a mental, it leads to SDG 8, leads to SDG 4, Leeds to SDG 10, so, in my opinion, I do not think there is anything better than sport that can actually help SDGs after government policies. I do not think that any other sector besides sport has a bigger say, although no, I do not see my answer on this being very reliable in a pointwise fashion. I would say that at least three or four of the SDGs are directly related to physical activity, and physical activity is done therefore in all sports, and it contributes a lot to the SDG agenda. |  |  |
| The longer you do sport, the longer you are also active in your mind. |  |  |
| If young people have too strong training sessions, it destroys their body and their mind. | Quality of provision and management | + |
| But more relevant is that physical activity and nutrition are part of a healthy lifestyle. |  |  |
| So, I think I have never argued on the role of sports and physical activity in terms of contributing to promoting health and well-being for people of all ages because sports and physical activity are something everyone wants to take part in. |  |  |
| Good health, I really believe that sport and physical activity can contribute a lot. When we speak about the general population and children in general, then sport and physical activity is a must and absolutely necessary. |  |  |
| …when you look at the SDG agenda, well-being, of course, would be especially from the sport and physical side of things; you know of all the positive effects that sport and physical activity have on health |  |  |
| So I see physical activity as a prevention of non-communicable diseases much more directly to meet some of the targets and indicators set by the SDGs rather than sport that is kind of little bit everywhere. |  |  |
| Sport is the education of your body, and we have to understand that it also educates physically. If you take physical sport in general, it is something you can do for society and for your body and yourself, and if your body is able and strong, you are able to handle also other matters like business or family. | Tool for obtaining physical literacy | + |
| I think there are sectors where the sport industry can make more of an active contribution to the SDG agenda to increase the health and well-being of the global population through physical activity. |  |  |
| I think sports can contribute a lot. I think the most physically active people are, the more they can help contribute to the goals. Because if you are fitter and healthier, you can contribute so much to society. |  |  |
| **4.1 Doping** |  | - |
| Of course, other aspects (of sport) can be dangerous to health. When we think of athletes and doping or too intense use of the human body, there are many aspects that can hinder sustainable development. |  |  |
| **4.2 Physical and psychosocial harm** |  | - |
| Health and well-being: sports injuries are a health problem or harassment and gender-based sexual violence: still a lot of things that exist in sport, and we have to solve them in sport together with the right partners like governments, police… | Aggression and violence | + |
| I never thought about how sport can hinder the SDGs, and what I learned from the webinars was how people use sport to punish themselves, so it can be used as a self-sabotage. Or what some people do with eating disorders. But a lot of people do it with sports. They push themselves too much, and this is the way to punish themselves physically, hurting themselves through sports. |  |  |
| High-level sport is not always healthy. In some sport activities, your body is not getting better; maybe you understand which one I mean even if I do not name it, it is also now allowed for women. I would say it is not a healthy sport. Also, there are sports where you stress your muscles in such a strong way that I would say you have a shorter life. It is not helping your body. For the first moment, you enjoy it, but if a medical person is measuring your body, he will find out that you damaged your body based on the sport you did. |  |  |
| **THEME 5 Positive visibility** |  |  |
| **5.1 Sustainable development awareness-raising** |  | + |
| …and, of course, sport should **support the SDGs** as a major sector that contributes directly to the goals and as a role model and a vector to transmit good practices and **bring people around** for a topic like hygiene and respect for others... | Social networks | + |
| Environment | + |
| Social inclusion | + |
| Economic growth | + |
| Health and well-being | + |
| It is rather how sport can be used as a platform and tool to reach people and raise awareness and the voice the athletes have because they are big influencers. It has been great to see that some athletes are engaged in UN activities as well, so at the UN, you have the UN CHR, the Refugee one, the UN Women, or the Union Ambassadors, so for me, it is more the role of the sport organizations and big athletes. |  |  |
| You know, we can also hinder when we are not talking; if we are aware but do not do advocacy, spreading it to our members, it is like passive hindering as well. If we are committed to it, we should promote it as much as possible. |  |  |
| One is bringing visibility and awareness raising. Professional sport has a huge outreach, and we cannot disregard the outreach of the entertainment industry. That can be an excellent channel for communication, small things, like how we should adapt our habits with respect to the importance of the SDGs. That is one aspect of visibility. |  |  |
| And then, we informed all the broadcasters about what we were doing so that when there was a break in the competition, the commentators could talk about this about the IPC trying to promote Sustainable Development Goals. So there are lots of actions that we have been doing in 12 months, and we want to do more. |  |  |
| We have 183 national Paralympic committees, and what we do is try to raise awareness. Then that filtered through to the number of our National Paralympic Committees for now taking actions at the international level to contribute to the SDGs. |  |  |
| And also, if you are active, you can change your attitude towards disability. And this is the joys of what you're doing currently. Come on, and we have done some stunning research that people who were at the Paralympic games in London 2012, 1 of 3 people changed their attitude towards disability. We realized there are 20 million people in Britain, and we realized that we could really contribute to more or four points from my 0.1 social inclusion. What we realized is that by aligning with the SDGs, we can amplify our message to more people. |  |  |
| And so I think with sport you can work on the SDGs, on the responsibility people and organizations and countries have. And we, e.g. are working together now with other German NGOs on the UEFA EURO 2024, which takes place in 10 host cities, and our approach is that human rights and, anti-corruption and SDGS all brought together because they are interlinked should be an important issue in preparing the EURO 2024. This can also raise awareness in the population in Germany about the SDGs. So sport is an instrument for the SDGs. | Alignment with the human rights agenda | + |
| Corruption and match-fixing | - |
| It can definitely hinder. That mostly depends on how it is used. It applies to pretty much anything else, and it is a kind of communication strategy. There are multiple examples where good intentions and poor presentations were translated wrong or something without huge importance or were even ridiculed. The green movement made several attempts to institutionalize certain green movements, which were, in the end, unsuccessful because the way they were communicated was not adjusted for the audience for which it was intended. To sum it up, it can hinder if it is miscommunicated or not transported well to the audience. In that case, the audience gets misinterpretations, and then it is hindering. |  |  |
| **5.2 Athletes acting as role models** |  | + |
| It has been so much part of my life, either from the elite athlete perspective, where you are an inspiration for others. |  |  |
| And there are our role models, our champions of peace. Because if you put the role model who is accepted by those cultures and who is accepted by both religions, and they all tend to look up to this champion with a lot of enthusiasm, then they see that they have something in common. These role models can go back, and they can bring them together easily. For example, in our event in Cyprus, Didier Drogba came, the kids’ hero. They were crazy, not only the kids but the coaches, like wow!! They are there, and they are doing it together. They're giving hand-to-hand together because in front of them is this role model. Through these activities, through coming together doing sport then having the brake, break, drink something... suddenly they realize and understand it is not much they are different... are why do we hate each other? |  |  |
| I think that sport athletes are the ideal role models to promote all this. Peace**,** and to raise their voice for human rights globally. |  |  |
| **5.3 Sport organizations acting as role models** |  | + |
| And for affordable and green energy, I suppose the biggest could be a role model. For example, what IOC has done with their new headquarter is carbon-neutral, so be a good example and show the way indirectly. And also, when new infrastructure is built to then do it climate-neutral so that it will contribute to the overall trend of greening infrastructure and housing in terms of energy. | Building new infrastructure | + |
| In climate action, sport is taking on to reflect on its own practices and how to contribute to climate change, and sport can be used as a vehicle to promote environmentally friendly behaviour through clubs examples and training volunteers. That is what we do in the Play Green Project. And being a role model to others and taking belief, not lagging behind. | Climate change | - |
| And my second thought was, are they Olympic Forest, or are there other positive examples like at the Lausanne Olympic Games in February, they were praising one of their sustainability efforts that the Olympic Torch was fueled by sustainable sources, and they said wood pallets are sustainable sources in Switzerland. But everyone was wondering if wood pallets are sustainable…So you know, these kinds of examples that are obviously pushed and forced might hinder the SDG agenda because you can see the rainbow washing in that. | Credibility | + |
| When it comes to the protection of the environment, we have our own green office procedures and mechanisms in place. We have a CO2-neutral building, and it is no emission building, and we have a number of elements that follow principles of sustainability which translate into very concrete things also at FIFA headquarters although it must be said that the impact that we have in our headquarters compared to the ones of our events is very small. |  |  |
| **5.4 Promoting unhealthy practices via sport spectatorship** |  |  |
| …so I think it is rather the question of the relevance of sport for society in general and what you really want to achieve, is it really health and physical activity or has it grown into something more entertainment-like? For example, there was a stadium in Latin America built with 1 Million seats, so 1. Million people could see 22 people running around one football, and this was promoted on the radio. So this is not promoting sport, **promoting beer and fast food while watching 22 people doing sport**. So I would say there are some occasions where it might hinder, but that comes from mirroring society because it is so interlinked with what is going on in society and the sports world, so it was a difficult question to answer. | Health and well-being | - |
| Then we need to look at sports: there is a drinking culture around, people drive, and there are a lot of traffic accidents. Then the entire advertising from soft drinks to fast foods... again, there is this controversy. We are promoting an active, healthy lifestyle, but at the same time, we are advertising products that are problematic. Alcohol, beer etc. If we have a sponsor advertising non-alcoholic beer, this is fantastic. This is where we need to head. | Credibility | - |
| **5.5 Display of negative societal occurrences** |  | - |
| Sports can also be a negative influence in some cases. Someone can come and say there is a fight in the stands and there is discrimination in football.  And yes, definitely, it is a space where the best and the worst can be exposed. I think that many of the negative manifestations of the worst of people are coming of being exposed sometimes in sports because in particular, football offers a great platform, it is an amplifier for the good and for the bad. Therefore, that is where we as sports organizations need to play an important role in making sure that these things are prevented and, if not prevented, then sanctioned.  So the issues of discrimination, sexism, and homophobia in football are things that can be seen at a level of the biggest leagues of the world that are amplified a lot and can have a damaging effect on kids, youth and the general public. | Discrimination and suppression | + |
| **5.6 Public opinion of sport organizations due to integrity scandals** |  | - |
| I think when we talk about international sports federations and often people relate sport with international sport federations like IOC or FIFA, people maybe have not a good opinion about them because of all the scandals. And this is also why, when you make a referendum when you want to bid for big events, people who live in the city are not so in favor. It is not because they do not like sport but because federations who are related to them do not have the best image. This is one. | Credibility | - |
| **THEME 6 Safety** |  |  |
| **6.1 Climate change** |  | + |
| So, of course, physical exercise and sports. But we need to make sure, first and foremost, that you can exercise and do sports in a meteorological environment that allows you to do so. One aspect is pollution issue which is one of the key topics in terms of creating climate change but it also so directly provokes medical issues. |  |  |
| I mean for climate action there is also the winter sport to be considered, will there be outdoor winter sport in the future is a big question. |  |  |
| So this is something that we are contributing negatively to climate change and therefore, we need to be conscious, we need to try to do our homework, we need to try to reduce, we need to have commitment, we need to be carbon neutral.  But how do you make that a reality? It is not an easy task and it requires a shift that sport usually is not used to. **Structural change** in football is not an easy task, but this is needed. Again this is a negative impact, a direct negative impact of sport or any other human activity on our climate and the SDGs. |  |  |
| **6.2 Aggression and violence** |  | + |
| At the beginning of the camp, they couldn't have football games. It was impossible. Because through football, the refugees got aggressive. If there was a foul or not a foul... so the Jordanian authorities ordered to stop the games of football, not the training but the games. Because the psychological being of refugees was so sensitive that this was harming the situation rather than bringing them together or making them feel better, they needed the time to calm down, mature, to learn how to behave within the football game and all the other games. This negative side is that if sport is not applied correctly, it is not effective at all. | Quality of provision and management | - |
| There are always personal dangers. I mean sports have been involved in issues. We all know about sad issues like gender violence. There can be others, and we have to take a close look. We like to believe in detail also from our scope of work on sport and physical activity that we might be leading the way to change the negative side of sports, especially on the SDGs. |  |  |
| The statistics say that one in every five children experiences sexual harassment or any kind of harassment through sport. The CoE had a campaign about it at a conference in Finland, which really opened my eyes. In the sports federation, there were some cases, when you look at the statistics, you see that so much is **slipped under the rug because it is a taboo or children do not speak up, or the sport community itself does not want to speak up because they know how badly it will influence themselves.** And children and the most vulnerable people are suffering because they cannot address these arguments, so it definitely has to be addressed. Giving an example of my sport, a risk factor for sexual harassment is an authoritative **relationship** with your coach, a lot of exposed skin, and contact. All these things create an environment where things like that might happen. So it was a real eye-opener for me. I was almost crying. | Corruption | + |
| Establishing social networks | + |
| **THEME 7 Communication means** |  |  |
| **7.1 Non-language communication means** |  | + |
| We are trying to bring in people of different agendas and cultural backgrounds, and I think that sport can really be a door opener. E.g. when the refugees came to Germany, they relatively fast created opportunities for them to take part in sport because **you can practice sport without language skills.** |  |  |
| We truly believe that sport and Judo, in particular, is, together with culture, a way to help people live together, to respect themselves and others. It is a universal and common language. You know, when I go to another country and teach a Judo lesson, **everyone understands it. Even if they speak another language, we have a language in common which is sport,** and because of that, we keep in mind it is a game, but by having fun and enjoying, we can spread values. When I speak to young people in refugee camps, they get it when we practice it, and that is why sport and culture are universal languages to spread those values. |  |  |
| So the philosophy of sport to use for your body is a kind of physical communication with others. |  |  |
| It is a communication channel. Imagine you are at a conference and you can have an ice-breaker, some physical activity. |  |  |
| **29 Diplomatic tool** |  | + |
| Together with table tennis, they (the children In a refugee camp) start to train with the club which is in the nearest city. So the international federation pays the transfer for the coaches and the kids, we organize permissions, they go 3 km, and then they train together with the Jordanian kids. This is integration through Sport. This is sport diplomacy. Two societies which are against this found common ground in order to have a dialogue. This is also integration in the way. And interaction. |  |  |
| So we work with both communities and try to **build bridges** between the refugee community and the Turkish community. That is difficult because of the cultural differences. But that is also the magic of sport, especially in Judo ideology, than the technical level and knowledge of the sport you have. Not if you are black, white, or so on. That is the magic of Judo. | Social networks | + |
| Sports diplomacy is a huge untapped resource. Already thinking of participating as a volunteer or athlete in an international sports event makes me think of all my cool friends around the globe and how much less I would understand the world without them - and how similar we all really are. I suppose that's the basic thing, right? Bringing people together in spite of their differences. |  | + |
| So in sport, you have to overcome political obstacles, and this is what sport can do. Sport can be united by one rule; 206 countries have the same rule to follow in fencing, in whatever discipline. Sport is the only body with one legal rule, and everyone from wherever in this world has to follow this rule to take part in the competition. |  |  |
| **THEME 8 Educational tool** |  |  |
| I think that fair and peaceful societies…I think there are the ones in which almost all programs or sporting activities can contribute to them if done well intentionally. They can have safeguards in place or can actively address violence in communities, they can provide gender equality and support women in role models roles, it can support the education of life skills, but also more formal education for children and it can improve both mental and physical health. | Quality of provision and management | + |
| **30 Values and soft skills education** |  |  |
| …peace education. Sport values education. Not only necessarily the Olympic values, sport values. They come in a package with sport… through sport, you learn some values. You learn respect, respect for the person, respect the program, time…. all these frames in your life that one needs to respect. Then the, team building, to coexist with others together. To learn the difference... because all the kids come there, they are not the same... so they learn the difference. | Peaceful and equitable societies | + |
| For education, sport in itself can teach a lot of things soft skills. |  |  |
| Regarding, especially children and youth, I believe that sport teaches them values, and they can help to eliminate violence and crime. |  | - |
| I really do believe that sport is one of the highest forms of education. Through sport, you can teach children and youth and people in general so many different values, which can help them in all aspects of their lives. You can promote lifelong learning opportunities for people.  people can develop life skills through sport. |  |  |
| **31 Empowerment** |  | + |
| Sport is a powerful leverage to include in youth empowerment processes. Young people gain the ability and authority to make informed decisions, and they take decisions while in sports. And implement change in their own life. Also, change their lives and those of other people through sport... you can change. | Values and soft skills education | + |
| We have a paragraph on sport, and we have that sport is good for empowerment, education and so on. So that is what active sport can do if you use it in the right way. |  |  |
| Sports and any kind of physical activities always devise and concentrate around youth. And that is where if you are hitting a positive note with the adults of tomorrow, I think you are contributing towards a positive impact on every SDG because all of these young people are going to be the world of tomorrow, so that is again a very intense debate but the most relevant impact that sport makes. |  |  |
| **32 Tool for bringing children to school** |  | + |
| Many NGOs believe that sport is not the main tool and not the main goal of learning sports, but they have understood that sports are very essential in any program. They want to educate for jobs to make them electricians, or to learn how to cut hair or anything, to specialize in anything, sport is very, very good - they have understood this. |  |  |
| Sport for development projects can use sport as a tool to bring more children to schools and make parents more committed that parents send them to schools, so it is also direct and indirect. |  |  |
| **33 Tool for teaching sustainability** |  | + |
| So I think this is one of the features that makes it a really really useful tool and actually a very flexible and low-cost tool to promote the SDG agenda, to raise awareness of the general public about the SDG agenda. | Raising awareness about sustainable development | + |
| We have some obesity sport for development programs, but that is not about physical activity itself but about educating children about the right foods to eat and using sport as a playful environment to do that. |  |  |
| So we start thinking, we have this collective thinking how we as a team support each other and how we can be concerned, for example, why the periods, the seasons are not controlled as they were in the past, how is that affecting the sport, why do we have a rainy period that lasts longer, that it has to be with climate change and with how we damaged the land. So, I strongly believe that through PE, you can speak about all the 17 goals that are there and make the kids aware of that. |  |  |
| So it is not automatic, but sport is a very interesting tool for me because I think a lot of people around the world are in contact with Sport. They are practising sport, they are spectators, they are following as fans, so they have a relationship with sport...but it needs more: it needs programs, it needs educational tools really to reach the goals, to in these agendas. Sport cannot do work on its own it has to be related to other activities. |  |  |
| **34 Tool for obtaining physical literacy** |  | + |
| …and from my shallow point of view, the core would be physical education and sports, primarily the role physical education can play in orienting young people and introducing physical literacy to young people because I think when they are introduced to young people in a proper holistic and inclusive way, then it will force having well trained physical education teachers and coaches. | Quality of provision and management |  |
| So it is done at a young age, young people can grow with these positive attitudes towards sport and physical activity. If this foundation is laid and the population grows, I think they have to play a role in preventing diseases or cardiovascular diseases. To me, that is core. And that is because I was introduced to it at a tender age in a positive environment, and that is what I believe in, that sports and physical activity can play a role towards SDG 3, especially when introduced at a tender age. | Health and well-being | + |
| Physical literacy is also very important and contributes to sustainability. |  |  |
| **35 Capacity to learn** |  | + |
| When I look at art and sport, or sport in particular, it ticks so many boxes, in terms of health, in terms of education, we did a lot of work in New Zealand on the impact of physical activity on **the impact on the ability of young kids to learn**. It is so important to have schools because of that, it is vital in terms of the agenda. |  |  |
| **36 Quality of provision and management** |  |  |
| Of course. It can contribute to the (SDG) Agenda when it is applied correctly. Definitely, and in the big part, it can contribute because it touches many things not only…. it touches on health, well-being, values, life values, society values, it touches the big range of aspects of society, but when it is applied correctly and with the organized and specific programs. |  |  |
| However, many NGOs... say I have a friend who plays good football. Let's bring this friend to teach children football. No, this is nothing. They need to know something about pedagogy, about the good part, about the correct part and how to teach sports. And then the psychological aspects that come with it. As they take teachers for their speciality... they take teachers to teach these kids to cut hair, then they need to take the right teachers to teach sport. |  |  |
| I do not argue for the role of sports in the way of preventing and ensuring healthy lives or playing a role towards promoting well-being if well-introduced, because if not well-introduced can result in resentment.  I think that fair and peaceful societies…I think there are the ones in which almost all programs or sporting activities can contribute to them if done well intentionally, they can have safeguards in place or can actively address violence in communities, and they can provide gender equality and support women in role models roles. They can support the education of life skills but also more formal education for children and it can improve both mental and physical health. |  |  |
| There are lots of powerful social things that have to be done. The mistake everyone makes is thinking that the potential outcomes will necessarily happen, but this is not true, and I think the key factor is convincing that pedagogy and didactic is the environment in which it takes place. The sporting and physical activity environment is the key. |  |  |
| Now, what do we need for that? You need a PE teacher who is trained, so it is true that equality education is there and when you reveal what quality education means - it means to have someone who is trained for that. So I believe if the person is trained in PE - I am not saying she is trained to get sport talents, ok? Then we can speak about other elements that can be really discussed. Secondly, when we talk about sport often people think that if you make team sport you are social and so on. No, you need special opportunities and special education treatment to reach that go through the tool of Sport. |  |  |
| When we speak of social development and SDGs and, therefore, all the bases of sports and how we manage it - if we manage it properly, it can definitely have a positive impact on millions and millions of people. |  |  |
| Of course, it is all about leaders, and it is always about who is organizing what programs, how it is organized, and how qualified the persons are, so people have to be trained and qualified to ensure that what is delivered is state of the art and engages young people. |  |  |
| Yes, absolutely. The intention is everything, and a failure to intend everything is also problematic. We have seen situations of violence linked to tribalism which is reinforced by professional sport in particular, and I have mentioned homophobia, xenophobia,  and racism before. There is lots of issues in and around spectatorship of sport; absolutely mega sporting events, my goodness. When they are done badly, they jump all over people’s rights. Let’s be honest, people are forcibly being relocated, journalists go to prison, supply chain due diligence isn’t there, children are involved in the supply chain, and there are lots of negative impacts. We have to really make a conscious decision to be human rights aware and due diligence processes. | Aligning with the human rights agenda |  |
| Another problem in terms of outcome is naively believing that not PA nor sport has any positive effects by itself. If you measure someone’s heartbeat, you can chase them with a stick for an hour, and you get some health effects, but if people walk, they can acquire cardiovascular functions and psychological and mental health, but almost every other outcome is mediated by the environment in which it takes place, and if you do not train teachers, coaches and local community volunteers we have no reasons to believe that these health outcomes happen. You can easily think of instances where sport was harmful, where people became lonely, stressed or anxious or socially isolated, or their self-esteem was damaged: it is not sport that makes these outcomes. It is the framework in which sport is displayed in the environment. So we have to realize that these things are mediated by the environment created in which they take place. Sport is neither good or bad; it is dependent on how it is presented. |  |  |
| Well, you can answer this question in different ways. When we look at different kinds of activities or sports I think there is no sport you can't reach it. It depends on how you practice it. For example, we always have a discussion about boxing. Is it a sport if your aim is to push your opponent... but it depends on how you practice it and how you educate. So for me, it is not dependent on sport. |  |  |
| **37 Physical education** |  |  |
| …looking at the role of sport and physical activity and play in schools, improving pedagogy and child-teacher relationships and improving retention in schools, we have lots of concrete steps about that, schools where sports are introduced, more children going more often to school and staying longer, and benefit from the education offered in the schools as a result. |  |  |
| Physical education - understanding that physical education is an umbrella and there are means to develop and sport, PA, dance, and recreation are means to complete this full concept that we call physical education. So I strongly believe that there are components in physical education that touch the elements of sustainable development goals. But it will depend on how nations understand what physical education is. First of all, physical education is a component of the education system, and as a component of the education system there, we can talk about the goal related to the quality of education. So if there is a push to make all kids participate, at least to agree to have at least 100% of kids participate in primary education, which I know the numbers have increased worldwide, but still in places where there are refugees, where is war, girls are more discriminated than boys, and they don't have access to sport. So if physical education is a component and it is getting because of the push because of the Millennium Development Goals into the education system, there you go that it could help, definitely. |  |  |
| But of course, in PE, you reinforce other elements such as tolerance, fair play, justice, and how to understand, for example, the weather changes. I mean we explain to the kids what we can do with land, how we can play, how you can make things grow up, how you can practice, for example with baseball games, how you can practice maths, physics, how you could support each in group work, how you can incorporate industry, how you can elaborate products, resources to practice PE and sport. Why is hygiene important, why do we need to hydrate, why do we need to eat properly, why do we need the whole team to feel ok, that means that I get worried because my mate has eaten, has a house, has a house, has a shelter. | Values and soft skills education | + |
| Also, with governments, we are pushing this... every government is making the hours of sports less in schools. We have this increase, and everywhere in Europe, they make it voluntarily, and they devalue sport, and we're fighting for this not to be devalued. This is the part that we are working on with governments through the Kazan action plan. |  |  |
| **THEME 9 Governance and integrity** |  |  |
| Governance is now the focus of all sport organizations, so it is important that international sports federations establish sure some good governance mechanisms and good governance is a lot of things that we can do. It is policies, but also so when we talk about all the documents visible for everybody and so on and so forth. So it is a large development for the Federations, but I think almost every international sport federation have started with that because it is so important now to show to follow good governance. Maybe when you have all these policies in place in federations, it will also be a little bit better when we talk about what will follow that. But I think the international sports federations came from a really low start when we talk about diversity, for example. And you are not able to change it immediately, but I think the steps all these federations are doing or, at the moment, are going in the right direction. |  |  |
| **38 Corruption and match-fixing** |  | - |
| It can hinder specifically in A level sport when it comes to match-fixing and those issues. But when we talk about what we do in refugee camps or places with social disorders, we do not talk about A level, we are not talking about doping or match-fixing. We talk about education and values, and that can only be positive! Of course, what we have to be careful of is that our activities are not taken by people with wrong ideas, meaning that they use our ideas for political reasons. |  |  |
| Yes, (what can hinder sustainable development)… I think the integrity aspect, the corruption in some sport has put it into a kind of black market that has put doubts in some people about it. |  |  |
| When we go back to some of the questions you asked looking at grand corruption that exists in these international sports federations, international aid organizations and the abuse of resources in NGOs, even UN agencies - the abuse of power andresources, when you look at that you have to be a little humble in these claims that sport can be used to achieve some of the SDGs but of course, it can be. | Focus on the profit | + |
| Some negative phenomena that already existed for a long time and are part of the problem that the SDGs try to solve, and they are part of the world we live in. Corruption is a part of the problem that should be solved. |  |  |
| Corruption is bad practice in the professional sports area associated with the lack of integrity. | Credibility | - |
| **39 Focus on the profit** |  | - |
| They are too much about the big and quick box. And their whole operations are not socially responsible. The key thing is that they also look at how they are making their revenues.  Revenue should be made in a socially responsible and sustainable way, which basically leaves enough resources intact for future generations to be able to still practice sports. So it should uphold the concept: of purpose over profit. It is not only sports, but this is also a global industry that embraces this way of thinking and going about it. |  |  |
| The challenge with sport is when it gets overly commercialized, and it becomes just about the commercial elements of it.  This can take away from the sport for all of the good benefits sport has. We live in a celebrity culture, celebrity-driven culture, we live in a commercially driven culture, and this makes it sometimes tough. |  |  |
| **40 Stakeholder involvement and leadership diversity** |  | + |
| When we talk about all these goals, equality and so on,  we have to mention that in most international sport federations, often you do not have the diversity you should have in the leading positions. When we talk about gender but also when we talk about out... let me see different ethnic groups, persons with disabilities and so on. |  |  |
| We would like the transport something with sport, but in our own environment, it is often difficult to follow that. And this is maybe something that is difficult to explain when people are asking. We have the same in FISU when we talk about university sport, but we only started in the last two years with the involvement of young people and students. So this is the first step, but I think the diversity that we would like to see when we talk about sport for all and we promote that doesn't reflect in our bodies sometimes. And this is, I think, really a challenge for us. We also have to live what we preach. This is, let me say, a dark side, a critical side. |  |  |
| **41 Ignorance of sustainability** |  | - |
| Regarding the SDG agenda in general, I am afraid it could be back walked in prioritizing now with the Coronavirus cause when the economy is doing well, organizations have time to engage in social projects, cooperation and CSR activities related to SDGs. I feel this is not the focus any more. I am afraid this will push us even further down the SDG agenda and the progress we are making. |  |  |
| **42 Panacea attitude** |  | - |
| Sometimes the panacea option is also problematic, e.g. in refugee settings where courts are built, but due to their soft programming, they do not make any difference, so you have facilities that are not used on quite the same level. It ends up having facilities used only by boys and not girls and becomes more exclusive. So there are lots of ways in that intentionality sport can have a negative contribution, but I believe with the right intentionality and the right people, it can have a positive contribution. |  |  |
| Sport does not have that magic broomstick. It is played on the ground with feet. Sport can make a contribution, but it is not the ultimate solution to these problems. There are people who think that sport should be able to make it all, and this is too much to ask from sports. But we can contribute, and we can try to make a bigger contribution to make our strategies and concepts that are more in the spirit of purpose over profit. |  |  |
| **43 Credibility** |  | - |
| Then we need to look at sports: there is a drinking culture around, people drive, and there is a lot of traffic accident. Then the entire advertising from soft drinks to fast foods... again, there is this controversy. We are promoting an active, healthy lifestyle, but at the same time, we are advertising products that are problematic. Alcohol, beer etc. If we have a sponsor advertising non-alcoholic beer, this would be fantastic. This is where we need to head. | Promoting unhealthy practices via sport sponsorship | - |
| And my second thought was, are the Olympic Forest or other positive examples like at the Lausanne Olympic Games in February, they were praising one of their sustainability efforts that the Olympic Torch was fueled by sustainable sources, and they said wood pallets are sustainable sources in Switzerland. But everyone was wondering if wood pallets are sustainable…So you know, these kinds of examples that are obviously pushed and forced might hinder the SDG agenda because you can see the rainbow washing in that. If you obviously know that this is not done with good intentions rather than marketing, this might be counterproductive, and you would not take a major stakeholder seriously any more. That makes me more critical of their future statements on that topic. |  |  |
| …we need to straighten our priorities.  That sort of thing will influence the way we operate. I am lobbying to get out of oil sponsors. To get rid of Gazprom just because we will not be credible in driving a climate action campaign if we have sponsors like this. |  |  |
| **44 Lack of evidence base or bad quality of evidence** |  | - |
| And then, with evidence…. as I told you in the beginning, we do not have evidence. So this is why we created our methodology in order to collect evidence. Ok? This is something negative that is not related absolutely to Sport, but it is related to the work that we are doing. This is an obstacle that we do not have scientific evidence of how the impact of sport on societies…. |  |  |
| He says the evidence for sport for development is very weak, and I say no, the outcomes are ill-measured because they do not measure the key variable, which is the environment, the pedagogy. And the point he makes that is correct is if you look at the evidence for sport and development and you have a quality assessment, it is very poor. If you look at the quality of evidence of sport for development, typically, they do what PA people used to do. They look for positive evidence and put this in the report. I think we have reached a point now that if it is not quality-assured, if there is no assessment of where this evidence comes from, it is meaningless, just a waste of time. Worse than that, it is misleading, and we are lying to people. Lots of studies report that playing football builds social inclusion, but how do we know - they asked the kids! What a complete waste of time. If you do anything unusual in the sport for a development environment, you will get a positive feedback if you interview people immediately afterwards. If you ask people if they like their baseball caps, that says nothing, it is called the novelty effect. Interviewing people is fine, but it should be part of a mix. Unless we measure some outcomes… is no evidence. |  |  |
| So, there are those things. So what is needed, monitor processes, but what happens if the countries do not achieve that? Nothing happens. Is there less support for those countries? No. Are there fewer awards for those countries? No, I think maybe the weak part is the follow-up and evaluation at the end of the story. Because it has a good start and beginning and good intentions, but good intentions are not good enough. |  |  |
| **45 Alignment with the human rights agenda** |  | + |
| There is also this whole dimension of better lining sport and the sports practice to human rights, for instance, which is a quite important subject of work at the moment and where we see that there are many challenges and, at the same time, any opportunities for the ecosystem for sport to put focus and attention on these topics. |  |  |
| They can contribute, but if they do not contribute, there will be less power to implement the SDGs. And if sport is corrupt, if it does not care for human rights and for the environment, it will be bad for the goals of the SDGs and what they are made for as well. But as far as I see on national and international levels, organizations are developing sustainability agendas, as World Athletics has made it. The (inaudible) has just published a guidance on sustainable sport events. It is all very much focused on the environment, and it is not very ambitious regarding human rights and labor rights. Mostly, there is just one sentence to that compared with the environmental issues, it is very weak. |  |  |
| **46 Partnership** |  | + |
| Sustainable cities: the entire topic of active cities that we work on to equip cities to make residents more active is **a cross-sectoral approach**. It is not only in sports and physical activity but in all other departments of the city, be it, this is transport, education, health, and what is the background of the SDGs not to tackle them one by one but to build bridges between all of the sectors to work with them. **Innovation** is one of them, and partnership is the most important key. I think that sports and physical activity can contribute. | Innovation and entrepreneurship | + |
| Regarding **peace**…. yeah... support collaboration, cooperation, and partnerships are more than obviously supposed to go through different sectors. We can talk about sports association sports clubs, NGOs, governments... so many levels of collaboration, so... partnership for the goals. | Peaceful and equitable societies | + |
| When it comes to member associations around the world, we have 211 countries who are our members whom we recommend the principles of sustainability.  It is not an easy process, as you can imagine, some countries are well advanced - some countries think as we are so it is easy to work with them it is easy because they run on their own and there is a number of federations around the world, where the topic is something completely unknown.  And there is a number of federations with which we can have a certain interaction and so far are we have had interactions on not one overall strategy but on the development of specific issues that they had. |  |  |
| The first I mentioned is the tension between sport and health within the physical activity agenda. If you look at the physical health literature, it barely mentions sport at all. There is this split. Policy analysts talk about this policy space: is physical activity is it owned by sport or is it owned by health, or is it owned by communities and education? This is a communication problem as much as a financial problem, and if you go to a HEPA meeting next to a European Union meeting and then to a European Union Youths meeting, it will be very different, and if you go to a PE meeting, different people again. |  |  |
| But it is not an automatic thing that means when we talk about, for example, gender equality or equity or the same opportunities for men and women or the same opportunities for all persons to live in a country. When you take sport, for me, sport is one tool besides other tools -  only with sport, you will not change anything. |  |  |
| **47 Limited resources for implementation** |  | - |
| I do not believe that sport can actually hinder the agenda, but what can actually happen is that because of some limitations, what sport can achieve for the agenda maybe will not be achieved.  I'm talking about social and cultural limitations; on many occasions, I'm talking about funds limitations... maybe we... We design something where we have this expectation of some things for the agenda, but actually, the participants cannot come because of ...they don't have access to transportation, or they don't have access to equipment or whatever.  Resource limitation again, in whatever world in African countries in Asia and in Europe. Resources are always an issue. |  |  |
| And, also many times, policy limitations.  Many governments don't provide the necessary structures or the budget, or they don't give permits for games for sport events to actually happen. So, in my opinion, when we discuss if sport can hinder the agenda, actually sports cannot do that, but the limitation that might come up... if you have some expectations and it might not happen. So only in this way, sport can hinder the agenda. |  |  |