

MISSION 2030 WEBINAR SERIES

NEW FRONTIERS IN SPORT FOR ALL



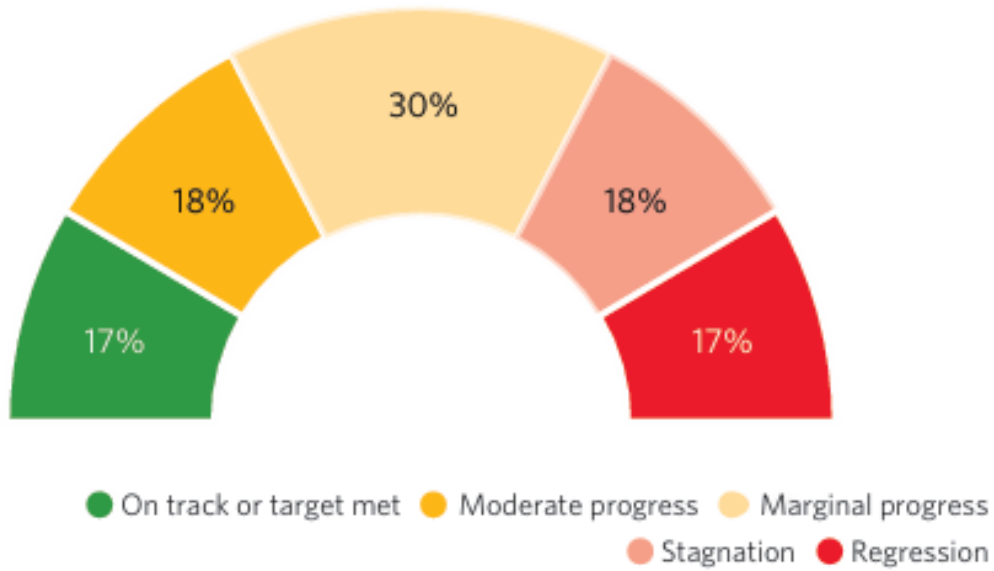
Phil Furrer, bloomUp, 18 February 2025



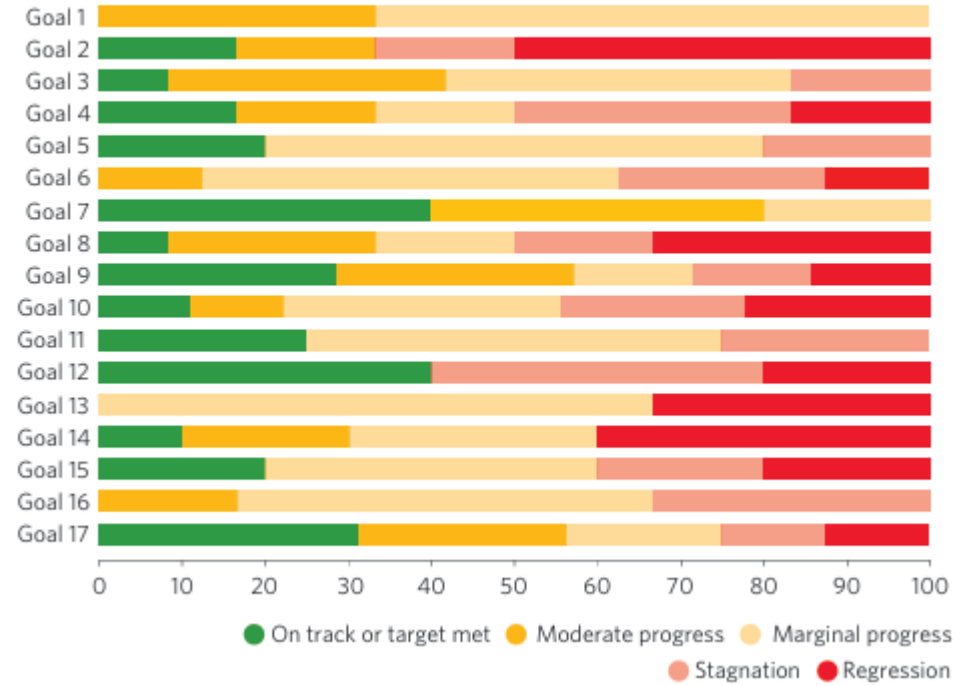
Overall progress across targets based on 2015–2024 global aggregate data



The Sustainable
Development
Goals Report
2024



Progress assessment for the 17 Goals based on assessed targets, by Goal (percentage)



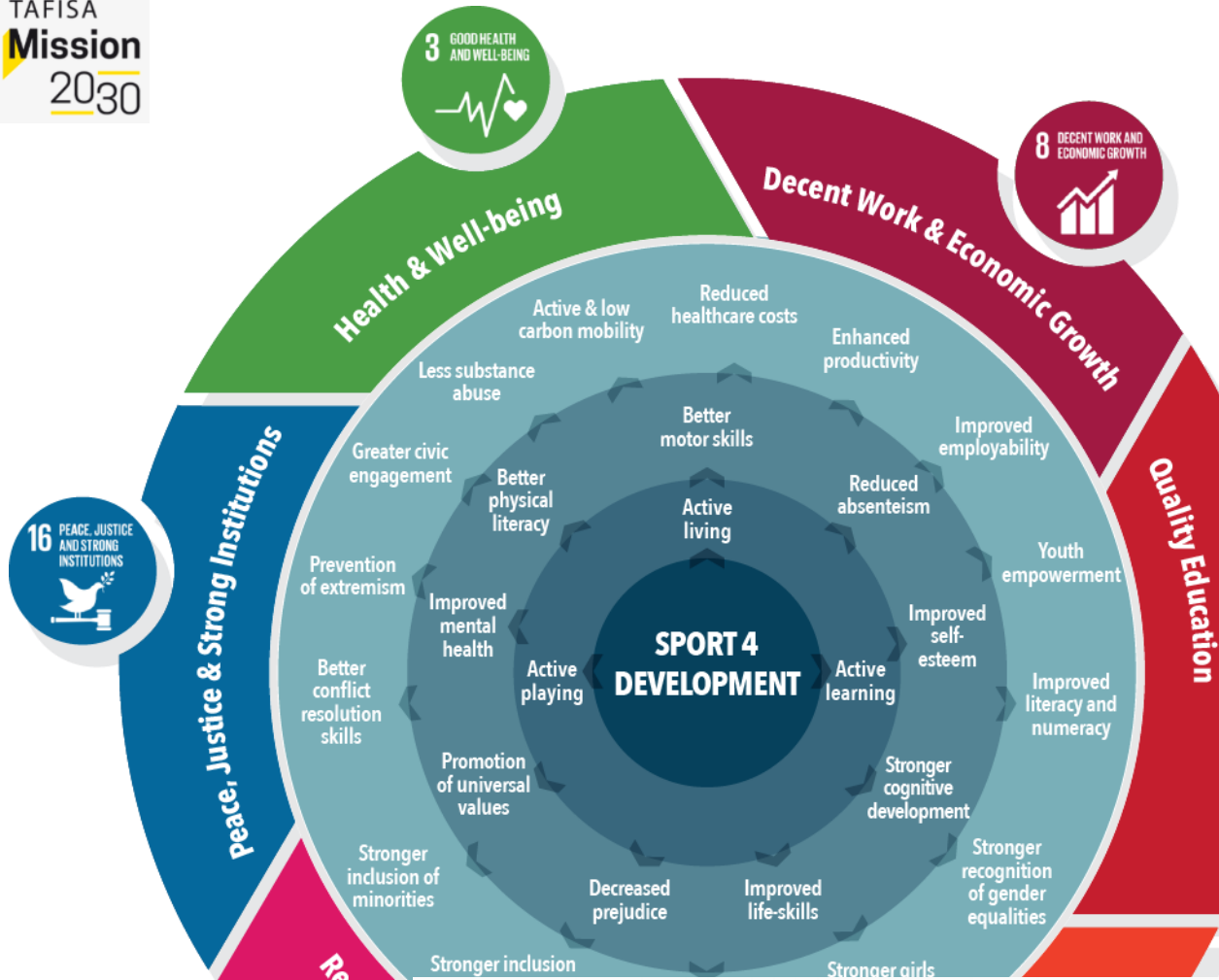
Now is the time to lift the declaration's words off the page, and invest in development at scale like never before."

— ANTONIO GUTERRES
SECRETARY-GENERAL OF THE UNITED NATIONS

"Unless we act now, the 2030 Agenda will become an epitaph for a world that might have been,"



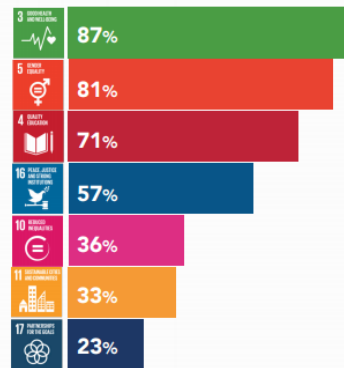
Transforming youth, communities and cities... through inclusive sport, physical activity and active play...



POTENTIAL OF ADDRESSING SDGs

Similarly, the International Platform on Sport and Development (sportanddev) asked their community to select the five SDGs that they thought sport could have the biggest impact on:

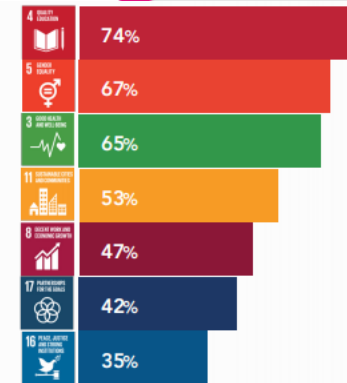
Figure: What the industry thinks. The SDGs that sport could have the biggest impact on (survey conducted in 2019 by sportanddev.org)



SDGs REFERRED TO OR MEASURED AGAINST

In our survey, we asked the S4D community to select the SDGs that they measure against in their reporting. The percentage of organizations measuring against each SDG is illustrated below (only top 7 SDGs included).

Figure: Which SDGs do you refer to or measure against in your reporting. Multiple answers. N=44



- Inputs
- Outcomes
- Contribution to SDGs

<http://>



Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

— Gro Harlem Brundtland —

AZ QUOTES



Gro Harlem Brundtland

BrainyQuote



Health is the core of human development.

Gro Harlem Brundtland

quote fancy

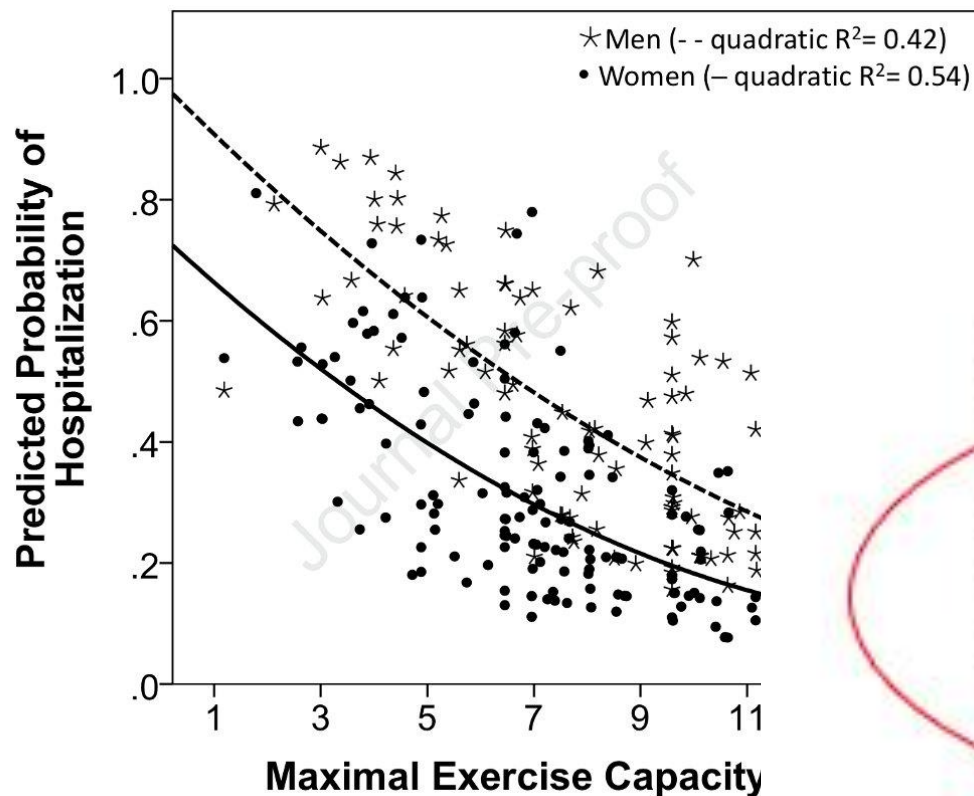
“You cannot tackle hunger, disease, and poverty unless you can also provide people with a healthy ecosystem in which their economies can grow.”

The Growing Burden of Sedentarism

Original Article

Maximal Exercise Capacity is Inversely Related to Hospitalization Secondary to Coronavirus Disease 2019

Clinton A. Brawner PhD¹ ✉, Jonathan K. Ehrman PhD¹, Shane Bole BS², Dennis J. Kerrigan PhD¹, Sachin S. Parikh MD¹, Barry K. Lewis DO¹, Ryan M. Gindi MD¹, Courtland Keteyian MD³, Khaled Abdul-Nour MD¹, Steven J. Keteyian PhD¹



Physical inactivity is associated with a higher risk for severe COVID-19 outcomes: a study in 48 440 adult patients

Robert Sallis¹ ✉, Deborah Rohm Young,² Sara Y Tartof,² James F Sallis,³ Jeevan Sall,¹ Qiaowu Li,² Gary N Smith,⁴ Deborah A Cohen²

ABSTRACT

Objectives To compare hospitalisation rates, intensive care unit (ICU) admissions and mortality for patients with COVID-19 who were consistently inactive, doing some activity or consistently meeting physical activity guidelines.

Methods We identified 48 440 adult patients with a COVID-19 diagnosis from 1 January 2020 to 21 October 2020, with at least three exercise vital sign measurements from 19 March 2018 to 18 March 2020. We linked each patient's self-reported physical activity category (consistently inactive=0–10 min/week, some activity=11–149 min/week, consistently meeting guidelines=150+ min/week) to the risk of hospitalisation, ICU admission and death after COVID-19 diagnosis. We conducted multivariable logistic regression controlling for demographics and known risk factors to assess whether inactivity was associated with COVID-19

moderate to vigorous physical activity (MVPA).³ Similar guidelines have been promoted in many countries based on strong evidence that regular PA results in a broad range of health benefits.^{4–6} It is reasonable to expect regular PA may mitigate poor COVID-19 outcomes. It is well known that immune function improves with regular PA, and those who are regularly active have a lower incidence, intensity of symptoms and mortality from various viral infections.^{7–9} Regular PA reduces the risk of systemic inflammation, which is a main contributor to lung damage caused by COVID-19.¹⁰ Additionally, exercise benefits cardiovascular health, increases lung capacity and muscle strength, and improves mental health.^{3 11} These are mechanisms by which regular PA could play an important role in mitigating the severity of the COVID-19 pandemic, in addition to its beneficial effects on multiple chronic diseases.

and death (OR 1.52, 95% CI 1.09 to 2.10) due to COVID-19 than patients who were doing some physical activity.

Conclusions Consistently meeting physical activity guidelines was strongly associated with a reduced risk for severe COVID-19 outcomes among infected adults. We recommend efforts to promote physical activity be prioritised by public health agencies and incorporated into routine medical care.

COVID-19 pandemic, populations across the world have been advised to stay home and avoid unnecessary travel. Individuals outside of one's household and other measures that constrain access to gyms, parks and other places where people can be active.¹² In the context of the pandemic, advice about the benefits of PA and advice to increase PA during the pandemic is generally absent. While prepandemic physical activity levels were generally insufficient,¹³ pandemic-related changes have likely had the unintended effect of reducing PA even more. Indeed, a study¹⁴ indicated a significant reduction in PA at the beginning of the pandemic.^{14–16} In this study, we used an electronic health record to evaluate self-reported PA behaviours during the pandemic to evaluate the hypothesis that meeting guidelines prior to diagnosis was associated with more favourable COVID-19 outcomes among infected adults. If regular PA is associated with better outcomes for COVID-



Good news is...

Physically active people have lower health risks

Cognitive decline

↓40%

Type 2 diabetes

↓35%

Hypertension

↓33%

Depression

↓48%



All-cause mortality

↓30%

Bone fractures

↓66%

Breast cancer

↓20%

Coronary heart disease and stroke

↓25%

Colorectal cancer

↓19%

Social value broken down

Social Value of Sport Report Released | 2024

À regarder ... Partager

**Why is it important to get people more active?
... it's the economy, stupid!**

The annual social value of sport and physical activity in England for 2022/23

SF4D Sports & Finance for Development

Transforming
young people's
lives through
sport, physical
activity and
active play



The concept of innovative finance for
development incorporates four facets

I

Mobilize additional
resources that would not
otherwise be available for
development – it does not
displace or replace existing
resources;

II

Make the resources available
more effective and efficient
by redistributing or reducing
risk and linking financial
flows to the success of
development activities;

III

May combine public
and private sector
resources;

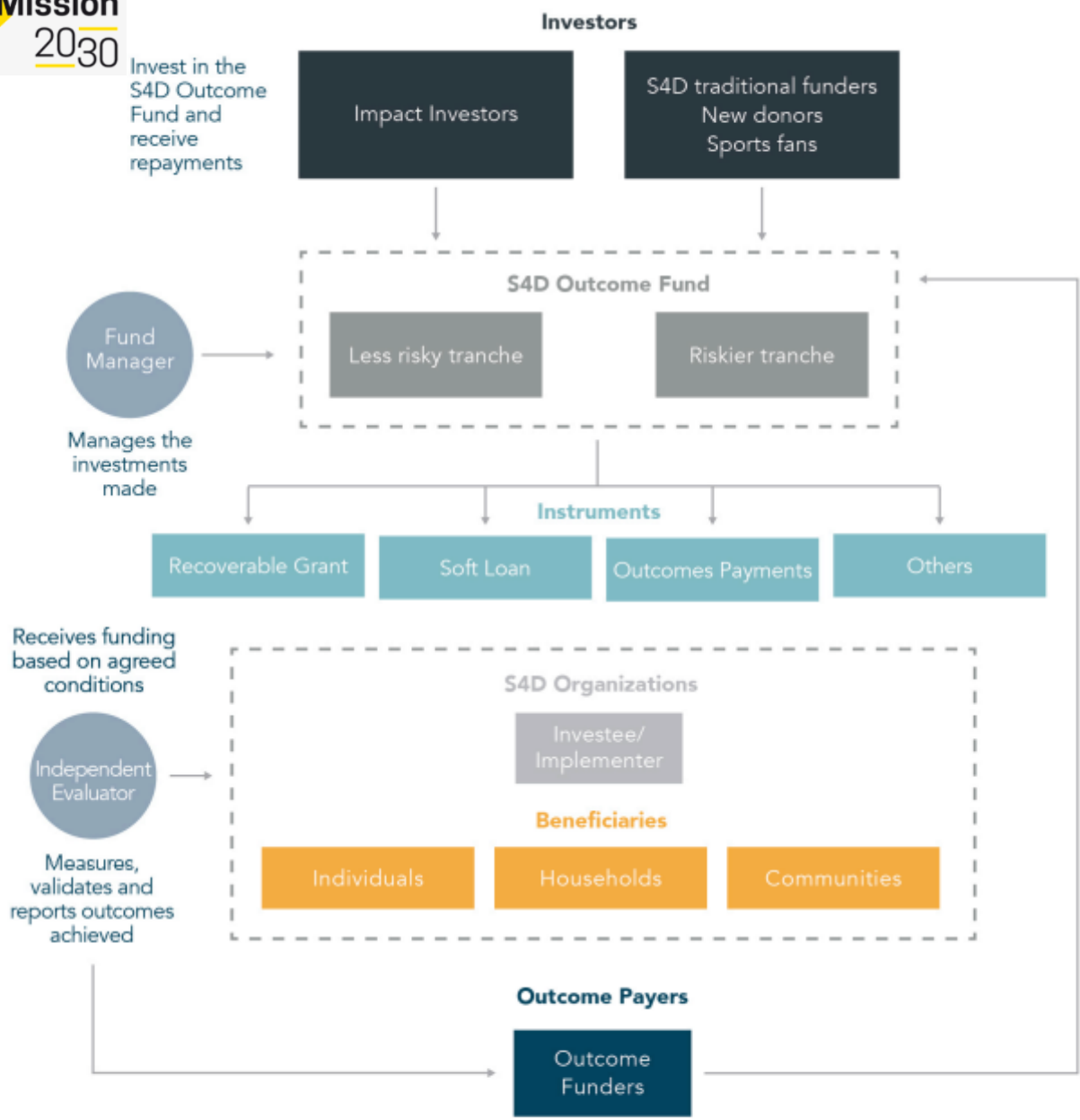
IV

May include many mechanisms
that are not necessarily new in
the finance world - the innovation
lies in applying it to international
development, including the ways
in which resources are mobilized
and spent.

<https://inspoweredby.ch/sf4d/>

While there are a wide variety of innovative finance
instruments pursuing different objectives, the over-arching
features of these mechanisms are the results-oriented
approach and the intention of mobilizing additional private
sector financing to realize social outcomes.

Invest in the S4D Outcome Fund and receive repayments



TERMES de REFERENCE
 Etude de faisabilité quant à la structuration d'un contrat à impact de développement sur la thématique du sport pour le développement
 17 octobre 2023





cities
changing
diabetes

AARHUS

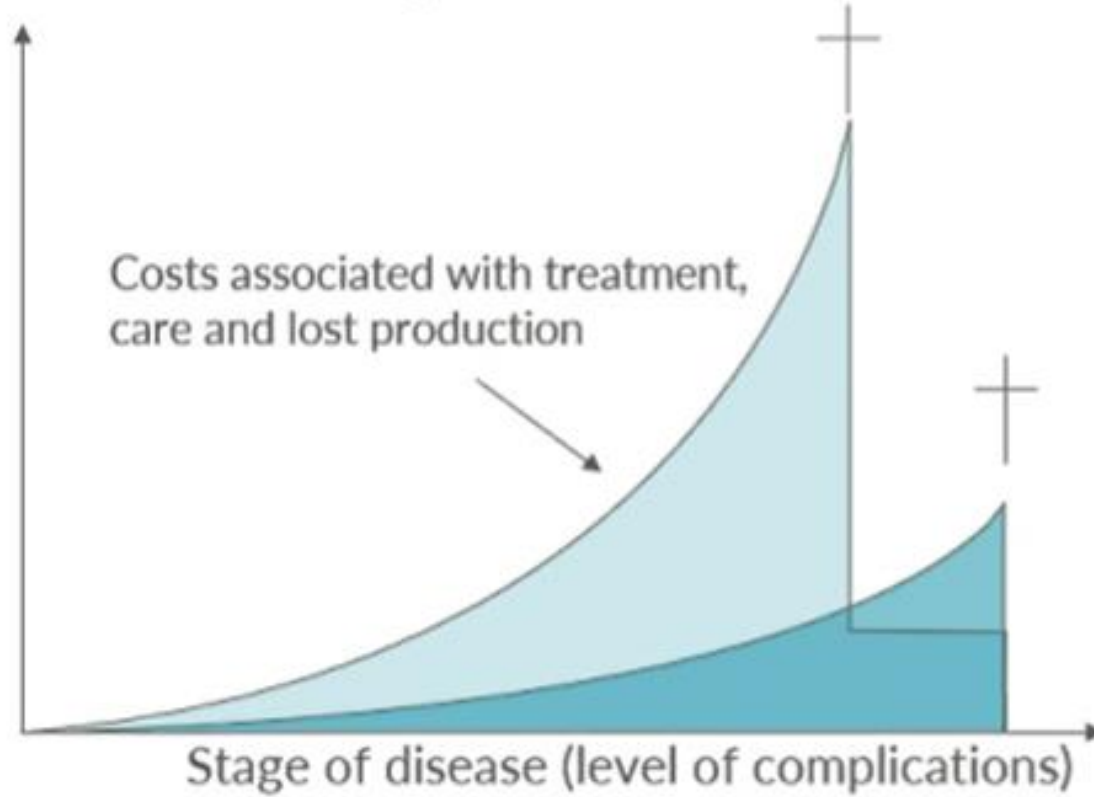
Investing to reduce the burden of type 2 diabetes

Social impact bonds to help accelerate the implementation of effective health solutions in Aarhus, Denmark

December 2021



Economic consequences



- Total costs with intervention
- Total costs without intervention

17,840

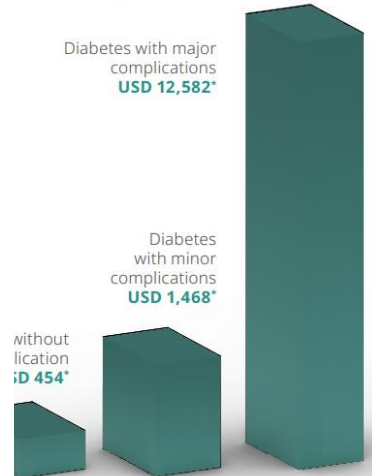
2030

Figure 5: Costs per patient with complications

Diabetes with major complications
USD 12,582*

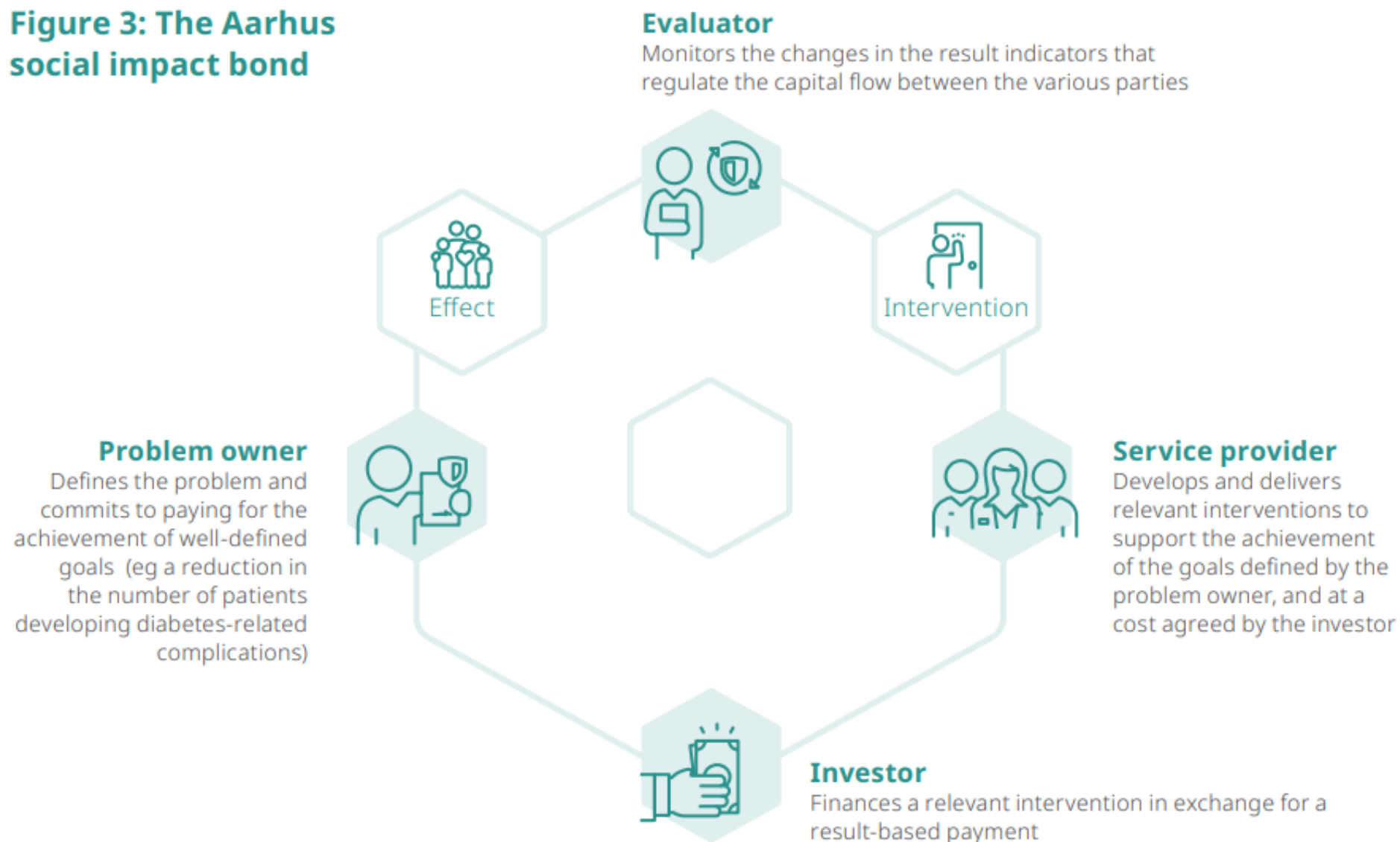
Diabetes with minor complications
USD 1,468*

without medication
USD 454*



* Annual cost saving per person (USD) estimated with preventing type 2 diabetes.

Figure 3: The Aarhus social impact bond







Educate Girls' Development Impact Bond (DIB)

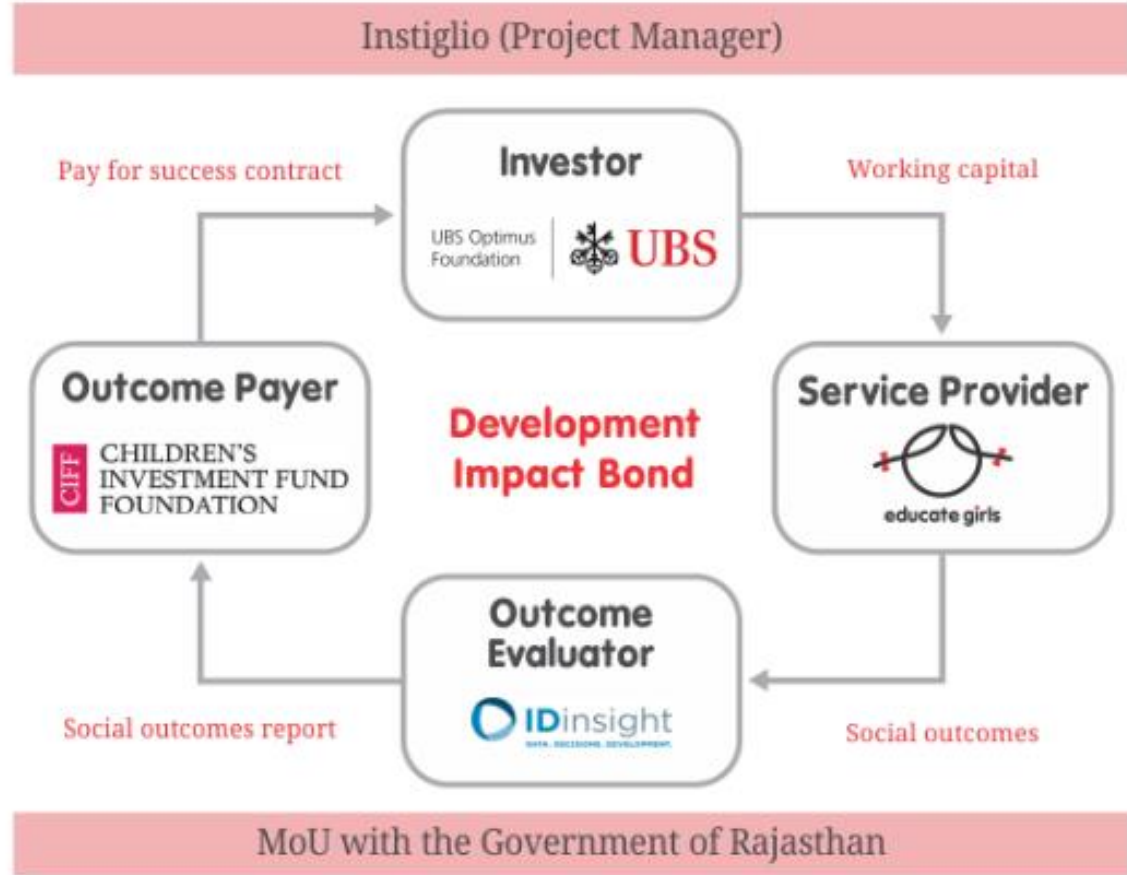
The World's First DIB in Education
Surpasses Both Its Target Outcomes

by achieving...

 **160%** of the total learning target

 **116%** of the total enrolment target





Educate Girls' DIB had a project budget of US\$ 270,000. It reached 7,300 children, covering 166 schools across 140 villages in Bhilwara, Rajasthan and had an 80% focus on achieving learning gains and a 20% focus on achieving enrolment of girls.



Multimedia Newsroom

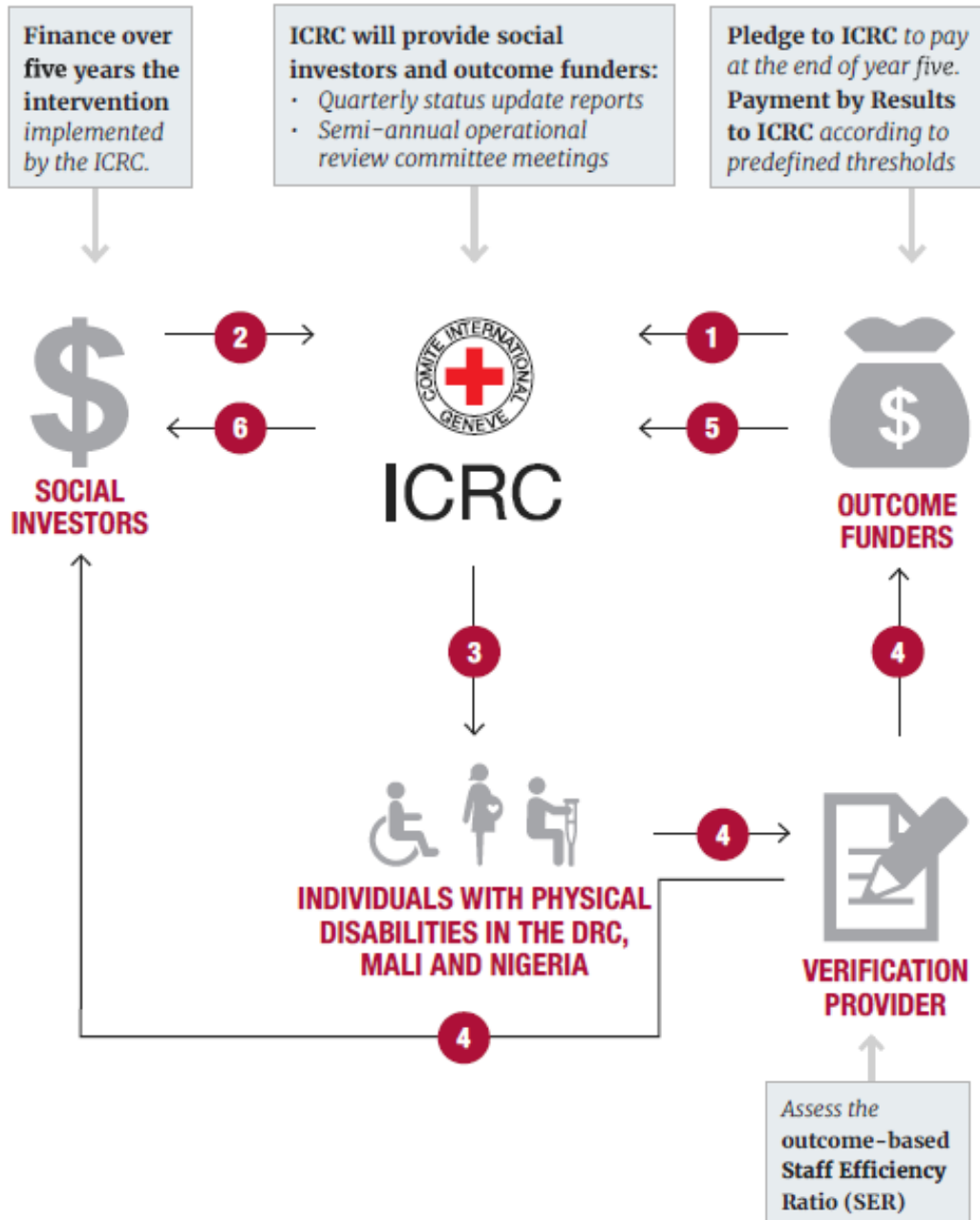
Images & footage available to download at no charge.
They may not be sold or transferred to a third party or used for commercial purpose.
Caution: our footage can be distressing.

[Latest News](#) [Africa](#) [Asia & Pacific](#) [Middle East](#) [Europe & Central Asia](#) [The Americas](#) [Health Care in Danger](#)

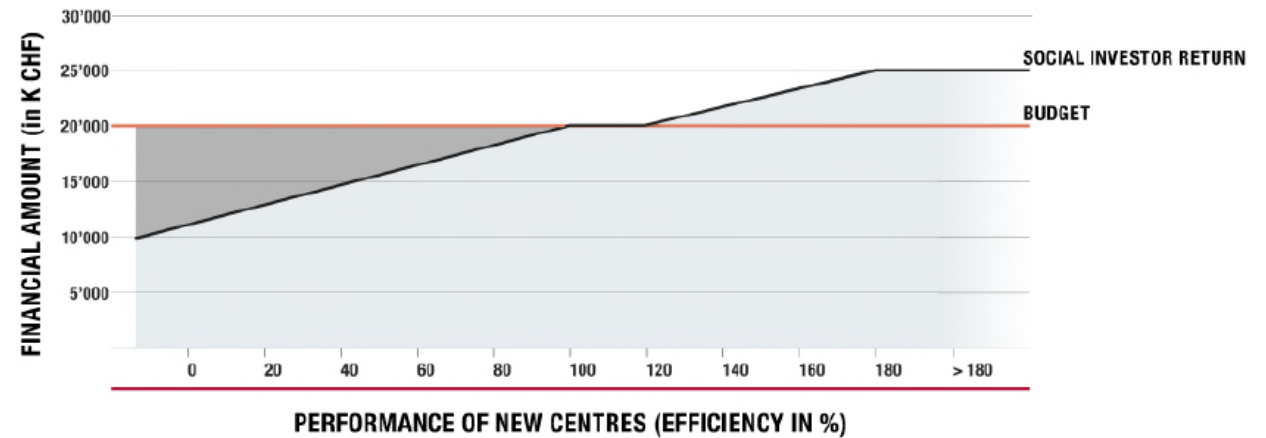
[Latest News](#) [Europe & Central Asia](#) 28-07-2022

First Humanitarian Impact Bond successfully brings physical rehabilitation services to conflict-affected communities





- 1 Conditional Pledge
- 2 Investment
- 3 Implementation of Services
- 4 Outcome Evaluation & Verification
- 5 Payment by Results
- 6 Return Payment



OUTCOME FUNDER PAYMENT

SOCIAL INVESTOR LOSS

Building capacities rather than building higher walls



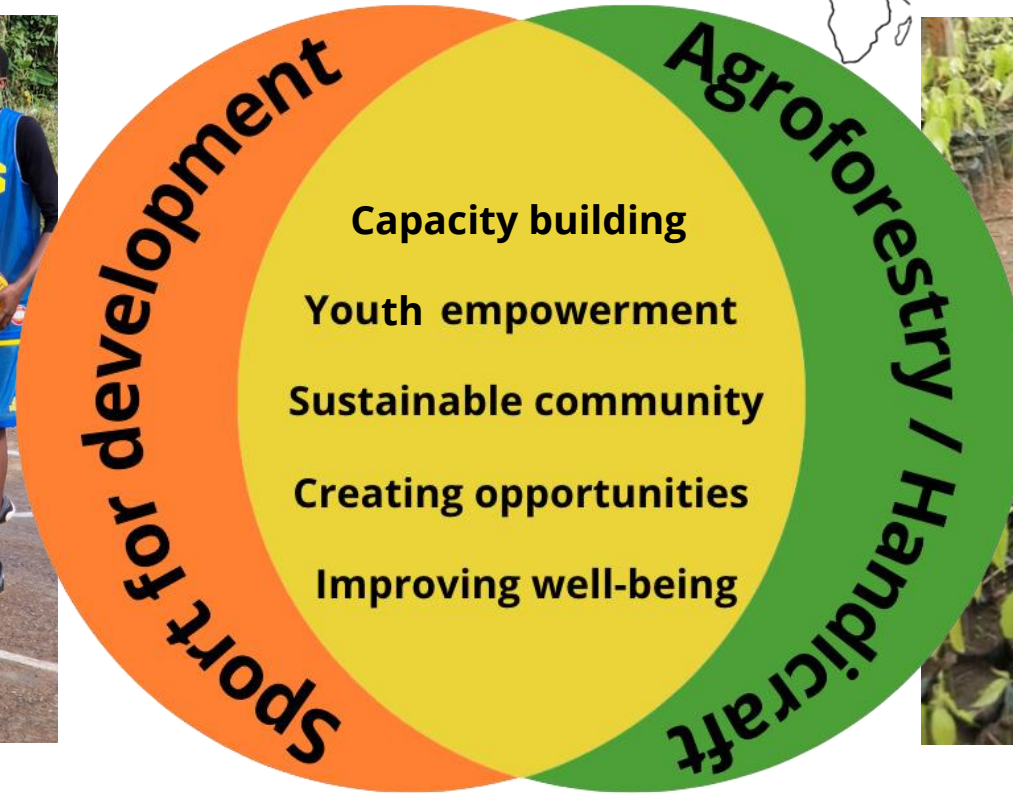
EMI-AFRIKA +



Wall separating Ceuta from Morocco

Source : AFP - Antonio Sempere

EMI-Afrika+



Weekly women's basketball lessons

Our first cocoa nursery in Yaoundé

Combining **the best of an NGO** in the field of **Sport for Development (S4D)** with a **social business in agroforestry**.

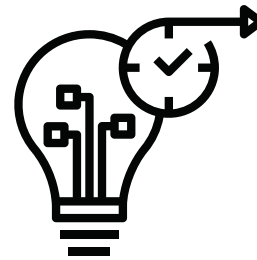
- **S4D** - Promoting the practice of sport and its benefits in terms of **physical and psycho-social well-being + preventing clandestine emigration**
- **Social Business** - developing a **sustainable culture and transformation of cocoa beans and upskilling young professionals**

Vision and objectives



Empowering local youth and preventing their emigration through the power of sports & role-models

Developing the skills of young people, who will then be able to aspire to a better future



EMI-AFRIKA +



Developing the agroforestry industry to **provide employment** and achieve a self-funding sustainable model



A few take-aways...

- It's hard to manage what you cannot measure... it is even harder to fund what you cannot measure...
- Joint effort between sports organisations, financial institutions, government agencies/ministries, Foundations, academia, etc.
- Advocate, advocate and advocate...
- Don't shy away from innovations and risk... go for a solid pilot
- Never underestimate the power of a few young, local talents – they may become great social entrepreneurs through sport
- Document well and know what you need to scale-up