

2023 FiCS Summit Session Concept Note



Side event n°7

Bridging the Gap between Knowledge and Practice in Sport for Development: from Measurement to Multilateral Action

6 September 2023 /8.30am – 9.30am - Barahona 1

Coordinator(s)

- **Andrea Benassi**, Head of Public Affairs, Communication and ESG Projects & Sustainability, Istituto per il Credito Sportivo (ICS)
- **Matthieu Valot**, Sport & Development Project officer, Agence française de développement (AFD)

Detailed information about the session	
Rationale	<p>There is a growing case among Public Development Banks and international investors to recognize sport as a strong driver of sustainable development outcomes. As data improves on the broad cost-benefit of investment in grassroots sport, it becomes increasingly clear that sport for development is an underutilized and powerful field for investors to produce measurable impact in social and economic domains.</p> <p>This makes grassroots sport a prime field for cross-departmental and multi-lateral investment. However, it remains a challenge to translate output-oriented investments in sport programs, accessible infrastructure, or physical education into dollars and cents.</p> <p>In other words, sport – globally acknowledged as a universal language – needs to talk the talk of economic observers. This is the <i>raison d'être</i> of this panel conversation.</p>

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<p>Objective</p>	<p>Immediate objective(s): (happening during the session)</p> <ol style="list-style-type: none"> 1. Contribute to the discussion on PDBs and their financing role in advancing just transitions; 2. Contribute to the discussion on addressing the needs of PDBs to develop effective impact assessment; 3. Contribute to the discussion on using innovative data analysis to measure impact. <p>Post-event objectives :</p> <ol style="list-style-type: none"> 1. Launching a dynamics ahead of the Olympic and Paralympic Games of Paris 2024 and Milano Cortina 2026 2. Capitalizing on the impacts of grassroots sport & development projects to convince other PDBs to invest in Sport & Development.
<p>Target audience</p>	<p><i>Public development banks' representatives</i></p>
<p>Outcome of the event</p>	<ul style="list-style-type: none"> ▪ ICS intends to bring its experience to show that Sport is an undervalued and underused asset class for promoting inclusive and sustainable growth. ▪ AFD will highlight the Sport for Development and peace technical report published in April 2023, which highlights how social impact bonds can encourage dialog and greater involvement of public authorities in sport for development projects. AFD will announce the launch of a feasibility study to implement a sport & development pilot project using the Social Outcome Contracting Model in Africa in partnership with UNESCO ▪ GIZ will present the main results of its scientific studies in cooperation with the German Sport University Cologne, in order to measure the impact of its Sport for Development project in Colombia, Northern Iraq, Morocco, the Western Balkans, and Mexico

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	<ul style="list-style-type: none"> ▪ UNESCO will do a call for actions to the PDBs' community to invest more in sport & development as a lever to accelerate the sustainable development. ▪ IOC will present the results of research and project evaluations that highlight opportunities for PDBs, the UN system, civil society and the sport and Olympic movement to partner to enhance the contribution of sport and development to inclusive sustainable development, a key focus of Olympic Agenda 2020 + 5.
Format of the event Select which applies:	<ul style="list-style-type: none"> • Side event: 1 keynote, 1 moderator and 5 panelists on stage • Considering the time of the event, the suggested format of the side event would be on "breakfast mode".
Partners	ICS and AFD will work closely with other partners of the Coalition Sustainable development through sport including UNESCO, IOC, CAF and GIZ.
Chair/Keynote	<ul style="list-style-type: none"> • Antonella Baldino, Vice-President, ICS
Moderator	<ul style="list-style-type: none"> • Juan Pablo Salazar, Coordinator Inclusion Unit, CAF
Speakers/Experts	<ol style="list-style-type: none"> 1. Stepan Uncovsky, Country Director Colombia, GIZ 2. Angel Melguizo, Regional Advisor, UNESCO 3. Will Mbiakop, Executive Chairman, ASCI 4. Ollie Dudfield, Associate Director Olympism 365, IOC 5. Federico Bonaglia, Deputy Director, OECD 6. Rémy Rioux, CEO, AFD
Run of show	<p>Introduction : After a short presentation of the objectives and expected results of the side event, the moderator, Juan Pablo Salazar will introduce and will pass the floor to the keynote, Antonella Baldino.</p> <p>Keynote: Antonella Baldino (ICS) will stress the importance of multilateral action using impact measurement data and evidences. Sharing best practices can help fill knowledge gaps and promote a new mindset that considers sports facilities as social infrastructures, actually making them even more attractive to investors.</p>

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This is why ICS, a financial institution with a public mandate to foster high social value investments in the sport and cultural sectors - in order to drive Italy's sustainable and inclusive growth - has put in place innovative and effective practices of ex-ante measurement of the social return of all funding.

In this way, ICS gains a perspective that broadens the visual field on the project and allows appreciating the supported initiatives in a three-dimensional way, along the dimensions of risk, return and impact, including the tangible and intangible legacy of those facilities built for small, medium and large events.

The moderator will introduce the speaker 1 and pass the floor

Speaker 1: Stepan Uncovsky (GIZ) presents the main results of its scientific studies in cooperation with the German Sport University Cologne, In order to measure the impact of its Sport for Development project in Colombia, Northern Iraq, Morocco, the Western Balkans, and Mexico. The conducted impact assessments have revealed compelling results, emphasizing the positive influence of GIZ's initiatives. The studies specifically focused on the significant impact of the offered sport courses and activities on various aspects. For instance, the studies examined the change in attitudes towards gender equality and employability.

The moderator will introduce the speaker 2 and pass the floor

Speaker 2: Angel Melguizo (UNESCO) will present the new UNESCO publication "Impact investment in Sport" and will do a call for actions to the PDBs' community to invest more in sport & development as a lever to accelerate the sustainable development.

The moderator will introduce the speaker 3 and pass the floor

Speaker 3: Will Mbiakop (ASCI) will present the different research papers of the think tank ASCI on the economic impacts of sport and the new financing model with public-private partnership. He will announce the launch of the Nkomkana Sports Fund.

The moderator will introduce the speaker 4 and pass the floor

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	<p>Speaker 4 : Ollie Dudfield (IOC) will present research and project evaluations highlighting opportunities and modalities for PDBs, the UN system, civil society and the sport and Olympic movement to collaborate to support social mainstreaming and financial inclusion, drawing on examples of joint projects and investments in Latin America and the Caribbean.</p> <p><i>The moderator will introduce the speaker 5 and pass the floor</i></p> <p>Speaker 5: Federico Bonaglia (OECD) will present the main OECD ongoing works and the objective of the next international economic forum at OECD.</p> <p><i>The moderator will introduce the speaker 6 and pass the floor</i></p> <p>Speaker 6 : Rémy Rioux (AFD) for closing remarks – will present the Sport for Development and peace technical report published in April 2023, which highlight how social impact bonds can encourage dialog and greater involvement of public authorities in sport for development projects. AFD will announce the launch of a feasibility study to implement a sport & development pilot project using the Social Outcome Contracting Model in partnership with UNESCO.</p> <p><i>The moderator will pass the floor to the audience for a Q/A session with the panelists (TBC according the remaining time).</i></p>
<p>Language of the event Select which applies:</p>	<p>The event will be held in : English</p>