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# Measuring the contribution of sport, physical education and physical activity to prioritised Sustainable Development Goals (SDGs)

## *Briefing and Status Report - November 2019*

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### Overview and Progress

- 1 A collaborative international project is underway to develop, test and validate a measurement framework and model indicators to support member countries, sporting bodies and other stakeholders to measure, evaluate and enhance the contribution of sport, physical education and physical activity to prioritised SDGs and targets.
- 2 This project is being led and coordinated by the Commonwealth Secretariat with the support of a high-level Steering Group made up of UN agencies, leading member countries and sector experts. An Open Ended Working Group structure has been established to support the project with the [first Open Ended Working Group meeting](#) held in September 2018.
- 3 Primarily this work delivers on Action 2 of the Kazan Action Plan, adopted by the Sixth International Conference of Ministers and Senior Officials Responsible for Physical Education and Sport (MINEPS VI) and endorsed by the UNESCO General Conference, and a direct request of the 9th Commonwealth Sports Ministers Meeting.<sup>1</sup> It has also been aligned and coordinated with the UN Action Plan on Sport for Development and Peace 2018 - 2020, which includes as Action Area 4 a focus on improving sport-related data,<sup>2</sup> and the World Health Organisation's Global Action Plan on Physical Activity.<sup>3</sup>
- 4 A preliminary measurement framework, model indicators and an accompanying toolkit have been developed, reviewed and updated, with version 3.1 now available. In total 18 cross-cutting indicators have been proposed (Category 1), with an additional suite of SDG-specific sport, PE and physical activity indicators developed that can be utilised based on national or institutional priorities and contextual factors (Category 2). This suite of indicators cover all 10 SDGs identified in the Kazan Action Plan,<sup>4</sup> and preliminary Commonwealth analysis,<sup>5</sup> as areas where sport, PE and physical activity can contribute.
- 5 An additional and coherent toolkit and model indicators will be developed for sporting bodies, sport for development organisations and civil society actors that supports their efforts to report on and enhance the contribution of specific programmes and projects to the SDGs. These tools and indicators are described as 'Category 3 indicators' within the current framework and project.

### Approach and Methodology

- 6 An iterative approach is being used to deliver this project that involves the phased development, testing and revision of the model indicators and associated tools. The approach draws on a 'lean start-up' methodology which favours "developing a product iteratively and incrementally...using iterative design over traditional 'big design up front' development...and (emphasizing) stakeholder input and feedback in the development process".<sup>9</sup>
- 7 The current measurement framework, indicator bank and toolkit is the product of two cycles of this iterative development process. Over one hundred (100) international and national level stakeholders, representing a broad geographic spread of potential users of the indicator framework, fed into the development process. Of particular note, the inputs of this broad stakeholder group resulted in substantial design improvements being made to version 1.0, presented to the inaugural Open Ended Working Group in September 2018, version 2.0 completed in February 2019 and the current version of the framework (version 3.1).

- 8 Five key principles guided the development of the measurement framework, indicators and associated tools:
- i. reducing the monitoring burden on countries and sector stakeholders;
  - ii. enhancing coherence across relevant global policy frameworks and action plans, including by aligning indicators and drawing on multiple data sources;
  - iii. improving disaggregation of sport-related data;
  - iv. promoting data-driven investment in policies aimed at enhancing the contribution of sport, PE and physical activity to the SDGs; and
  - v. creating the right conditions to maximize the impact of these sectors.
- 9 The measurement framework and toolkit draw on, and recommend, a Results Based Management (RBM) approach. This can be defined as “a management strategy by which all actors, contributing directly or indirectly to achieving a set of results, ensure that their processes, products and services contribute to the achievement of desired results (outputs, outcomes and higher-level goals or impact). The actors in turn use the information and evidence on actual results to inform decision-making on design, resourcing and delivery...as well as for accountability and reporting”.<sup>10</sup>
- 10 The next phase of project development will focus on the use of the measurement framework and model indicators at country and institution level. Thus far public authorities in Canada, Colombia, Japan, Jamaica, Kenya, Mauritius and Namibia, along with leading international sporting bodies and sport for development organisations, have committed to integrate or pilot the measurement framework and selected indicators in national or institutional monitoring and evaluation processes in 2019.

## **Stakeholders**

- 11 The project Steering Group is made up of stakeholders who have committed to the use or contribute to the development of the measurement framework and model indicators (Sport Canada, COLDEPORTES, IPC, Japan Sport Council and Jamaica’s Ministry of Culture, Gender, Entertainment and Sport) alongside UNESCO, United Nations Department of Economic and Social Affairs (UNDESA), the UNESCO Chair (Tralee), Swinburne University of Technology and the Commonwealth Youth SDP Network. Each Steering Group member has made a specific commitment to invest resources in the further development of the project.
- 12 The Steering Group and broader Open Ended Working Group process is facilitated by the Commonwealth Secretariat, who also lead the project technical team and have resourced the development of the preliminary measurement framework, model indicators and toolkit, and other products produced through the project to date.
- 13 The alignment of this work with the UN Action Plan on Sport for Development and Peace 2018 - 2020 and Global Action Plan on Physical Activity entails collaboration with the UN Department of Economic and Social Affairs (as Steering Group members) and the World Health Organization, the lead agencies responsible for the implementation of these plans.

## **Deliverables and Outputs**

- 14 The following products have been produced under the auspices of this project and are available on request:
- Measuring the contribution of sport, physical education and physical activity to the Sustainable Development Goals: Toolkit and Model Indicator Bank [Version 3.1]
  - Sport, PE, Physical Activity and the SDGs Model Indicator Protocol Sheets
  - Open-Ended Working Group on Model Indicators on Sport, Physical Education and Physical Activity and the SDGs: Meeting Report and Recommendations
  - Measuring and evaluating the contribution of national sport, PE and physical activity policies to the SDGs: Discussion Paper

## **Further Information**

- 15 For further information contact Oliver Dudfield, Head of Sport for Development and Peace, Commonwealth Secretariat (e. [o.dudfield@commonwealth.int](mailto:o.dudfield@commonwealth.int) p. +44 207 7747 6457).

## End Notes

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<sup>1</sup> Commonwealth Secretariat (2018) *9<sup>th</sup> Commonwealth Sports Ministers Meeting Communique*. Gold Coast, Australia, Retrieved from: <http://thecommonwealth.org/sites/default/files/inline/9CSMM%20%2818%29%20Communicu%C3%A9.pdf>

<sup>2</sup> United Nations General Assembly (2018) *Strengthening the global framework for leveraging sport for development and peace*. Report of the Secretary-General, A/73/325, available at: <https://undocs.org/A/73/325>

<sup>3</sup> World Health Organisation (2018) *Global Action Plan on Physical Activity 2018 - 2030: More Active People for a Healthier World*, Geneva: WHO, Retrieved from: <https://apps.who.int/iris/bitstream/handle/10665/272722/9789241514187-eng.pdf>

<sup>4</sup> United Nations Educational, Scientific, and Cultural Organisation [UNESCO] (2017) *Kazan Action Plan, Outcome document of the Sixth International Conference of Ministers and Senior Officials Responsible for Physical Education and Sport (MINEPS VI)*, Kazan, Russia, Retrieved from: <https://unesdoc.unesco.org/ark:/48223/pf0000252725>

<sup>5</sup> Commonwealth Secretariat (2017) *Enhancing the Contribution of Sport to the Sustainable Development Goals*. London: Commonwealth Secretariat, Retrieved from: [https://www.sportanddev.org/sites/default/files/downloads/enhancing\\_the\\_contribution\\_of\\_sport\\_to\\_the\\_sustainable\\_development\\_goals\\_.pdf](https://www.sportanddev.org/sites/default/files/downloads/enhancing_the_contribution_of_sport_to_the_sustainable_development_goals_.pdf)

<sup>9</sup> Blank, S. (2013). Why the lean start-up changes everything. *Harvard business review*, 91(5), 63-72.

<sup>10</sup> UN-HABITAT (2015) *Results Based Management Handbook*, Online, Retrieved from: <https://unhabitat.org/?rbm-handbook=1-1-what-is-results-based-management>