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# **TAFISA MISSION 2030**

FOR A BETTER WORLD  
THROUGH SPORT FOR ALL

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ADOPTED BY THE TAFISA GENERAL ASSEMBLY IN SEOUL, KOREA, ON NOVEMBER 16<sup>TH</sup>, 2017



# PRESIDENT'S WORDS

TAFISA's Mission 2030: For A Better World through Sport for All will be the guiding document for a global strategy to fight the worldwide physical inactivity epidemic. It is a succinct, action-oriented document, introducing current critical issues the world is facing, and addressing some 12 key themes and how to maximise the contribution of Sport for All on the road to achieving a better world by 2030. Mission 2030 highlights key initiatives and stakeholders in the field, and calls critical change-makers to action under each of the 12 key themes.

TAFISA is calling on all members and stakeholders to adopt its principles and commit to sharing, supporting and acting as member of the Global Sport for All Movement to make the world a better place by 2030.

The TAFISA Mission 2030 was adopted by the TAFISA General Assembly in Seoul, Korea on 16th November 2017.



Prof. Dr. Ju-Ho Chang  
TAFISA President

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# FOREWORD

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Today, our people and our world face challenges and threats on a diverse scale never seen before – from climate change to civil unrest, non-communicable diseases, isolation, oppression, poverty, terrorism and the threat of nuclear war. These are not problems unique to any one demographic, geography, belief system or political status. These are global problems, faced by all of us; our friends, our neighbours, our families, our children. Without immediate and effective change, generations to come will not enjoy the world as we have done. The world they will live in will be a lesser world than ours. This is not only not fair, but unacceptable... and preventable.

Sport, physical activity, elite and grassroots sports, play, movement, traditional sports and games, leisure and recreational sports... Whatever you wish to call it, Sport for All has the power to make a change, to make the world a better place, to contribute to solving the world's problems like little else can. All people are made to play, and play, in all its physical forms, is understood by all people. It crosses boundaries of race, religion, gender, sexual orientation, age, socio-economic status, geographic location and physical or mental abilities, and builds bridges and bonds between people. It increases physical, mental and social health, reduces environmental and economic costs, preserves cultural diversity and creates peace. It is a basic human right, and a mighty tool to combat our greatest global challenges.

Our mission is to create a better world through Sport for All by 2030 for the next generation to enjoy. There are many outstanding research and white papers, agendas and guidelines establishing the case for Sport for All and physical activity (SAPA), as well as global Sustainable Development Goals, and TAFISA encourages you to access these. However, as the leader of the global Sport for All Movement, TAFISA is familiar with members, stakeholders and change-makers within the Movement, at local, national and international levels, and is calling them to action, alongside TAFISA.

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## *TOGETHER WE ARE STRONGER*

This Mission provides a foundation for action and growth of the Sport for All and physical activity Movement to create a better world in the 12 years between now and 2030. It contains concise descriptions of the contribution SAPA can and will make toward solving 12 critical global challenges, and how best we can work together to make effective change. With the support of global players and other sectors, we will fully unfold the potential of Sport for All and grassroots sports for peaceful human development into the future.

TAFISA implores all its members, stakeholders, partners and friends to stand up for SAPA and grassroots sports, and adopt the Mission as a framework and guideline for action. It is time we all take notice, take responsibility, take action, and, through Sport for All, commit to creating a better world for the next generation, by:

- **Sharing:** what is successful in one school, community or country should be available to others;
- **Supporting:** question not 'what is in it for us', but 'what can we do for others', and establish the exchange of experience between lesser and more developed states and countries;
- **Acting:** the time for talk is over. Lead by efficient and effective example. Act with integrity.

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# THE MISSION

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*Today, the world is facing critical challenges. Our mission is to create a better world over the 12 years until 2030 by unfolding the potential of Sport for All and physical activity globally, and maximising its contribution to overcoming:*

- Terrorism, civil unrest, domestic violence...
- Unequal opportunities of men and women...
- A lack of access to education at all stages of life...
- Absence of understanding, tolerance and appreciation for those who are “different”...
- A disappearance of play, resulting in physical illiteracy, isolation, illness...
- Exponential urbanisation...
- Negative environmental impact by humans...
- Loss of local, traditional knowledge and heritage...
- Corruption, unfair play...
- Disintegration of community...
- Disease, and the associated explosion of health costs...
- Unfair distribution of resources and wealth...

# THEMES

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## *Maximising the Contribution of Sport for All to...*

— <b>Peace, Development &amp; Partnership</b>	Page 05
— <b>Gender Equality</b>	Page 06
— <b>Education</b>	Page 07
— <b>Social Inclusion</b>	Page 08
— <b>Play &amp; Physical Literacy</b>	Page 09
— <b>Active Cities</b>	Page 10
— <b>The Environment</b>	Page 11
— <b>Cultural Heritage &amp; Diversity</b>	Page 12
— <b>Governance, Leadership &amp; Integrity</b>	Page 13
— <b>Community &amp; Volunteerism</b>	Page 14
— <b>Health &amp; Well-Being</b>	Page 15
— <b>Economic Impact &amp; Resources</b>	Page 16

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— To make a change...	Page 17
— Testimonies	Page 18

# 1. PEACE, DEVELOPMENT & PARTNERSHIP

## VISION STATEMENT

In 2030, children are born into safe environments, a culture of tolerance, and the pursuit of peace.

### — STATE OF PLAY

In 2015 worldwide, 40 active armed conflicts were recognised, causing 167,00 fatalities<sup>1</sup> and United Nations reports that more than 100 million refugees globally in 2017. Population shifts associated with migration will change not only local demographic profiles, but also their values, norms, culture and political and social institutions, possibly creating tensions and conflicts. One human development challenge will thus involve forging peaceful and cohesive multicultural societies in many parts of the world<sup>2</sup>. Alongside this are challenges including violence, crime, poverty and homelessness, human trafficking, forced marriage, malnutrition and disease.

### — WHAT CAN SPORT FOR ALL DO TO HELP ?

*“Sport has the power to change the world. It has the power to inspire. It has the power to unite people in a way that little else does. It speaks to youth in a language they understand. Sport can create hope where once there was only despair. It is more powerful than government in breaking down racial barriers.”*

Nelson Mandela is often quoted, testimony to how true his words were, are and will be. At its core, sport demonstrates and nurtures peaceful human development. At an organisational level, Sport for All is inclusive and partnership driven. Knowledge, experience and resources are readily shared, regardless of geography, chosen physical activity, target group or competition level. At an individual level, participation in physical activity and sport for all is strongly linked to community cohesiveness and social inclusion. It fosters a sense of belonging and values of respect, friendship, tolerance and discipline. It occupies what otherwise might be idle time, minds and energy with the potential to lead to violence, crime and discrimination. Sport is proven to be an effective tool in building peaceful bridges between people and communities.

### — OUR MISSION 2030:

**To make a change, the global SAPA Movement must:**

- Commit to contributing achieving the Sustainable Development Goals by targeting (potential) conflict and underprivileged areas via Sport for All interventions.
- Come together to share, support and act for the benefit of all people, using Sport for All as a tool for human development and community-building.
- Ask what knowledge and resources they can give to those less developed.

<sup>1</sup> Source: Armed Conflict Database, International Institute for Strategic Studies.

<sup>2</sup> Source: Human Development Report 2016: Human Development for Everyone, United Nations.

## 2. GENDER EQUALITY

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### VISION STATEMENT

In 2030, women and men, girls and boys will have equal access, opportunities and respect.

#### — STATE OF PLAY

Women and girls battle gender inequality in every field. In 2015 there were only 21 female heads of state, and 150 countries have at least one actively sexist law. In most countries, women earn between 60 and 75% of what men do for the same work<sup>3</sup>. Women often report being confronted to a glass ceiling blocking their access to managerial and leadership positions, both professionally and within society. This gender gap is all too apparent in sport, and particularly elite sports. Whilst women make up almost 40% of sportspeople in the USA, only 6 to 8% of the total media coverage is devoted to them.

#### — WHAT CAN SPORT FOR ALL DO TO HELP ?

Fortunately, Sport for All has the potential to, and often does, tell a different story. Females, and particularly girls, have higher rates of participation in grassroots sports and Sport for All for many reasons; more relaxed rules regarding uniforms, time and money commitments, more focus on fun and fitness than 'winning', greater employment opportunities, incorporation of music, dance, culture and family. Often, Sport for All places men and women, boys and girls on the same playing field, building understanding and respect. Critically, Sport for All can offer girls and women a welcoming and safe space to be physically active, where participation is celebrated above perfection, leadership, fair-play, diversity and inclusion are valued above competition, and confidence, discipline and community ties can be built. This leads to elevation of women and girls as captains, coaches, administrators, board members, ultimately empowering females throughout all aspects of society – privately, professionally, publicly.

#### — OUR MISSION 2030:

To make a change, the global SAPA Movement must:

- Have gender equity policies targeting gender balance in leadership, management, administration, coaching and officiating in all sports governing bodies.
- Promote and support female and male sports equally.
- Encourage girls to participate in sport and remove any negative connotation around being "like a girl".

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<sup>3</sup>Source: Global Gender Gap Index 2017, World Economic Forum

# 3. EDUCATION

## VISION STATEMENT

In 2030, all children, youth and adults have the opportunity to enhance life-skills and optimise formal education through access to Sport for All and physical activity.

### — STATE OF PLAY

The value of education, both formal and informal, cannot be overstated, and education is not limited to formal schooling. People learn, everyday, from cradle to grave, however what they learn will dramatically affect their quality of life and interactions with others. Quality education, in the form of formal schooling, mentorship, vocational training, guardianship and parenthood, coaching, participation and observation, prevents poverty, prejudice, low self-esteem, isolation, inequality, crime and violence. Unfortunately, access to quality education is not universal, and there are many barriers present at all stages of life, from lack of formal schooling opportunities, to social isolation and ill-equipped mentors. This is particularly the case for physical education, which is often undervalued and under resourced, its impact underestimated in comparison with academic pursuits.

### — WHAT CAN SPORT FOR ALL DO TO HELP ?

Participation in Sport for All and physical activity is a formidable tool to enhance both the formal and informal education of all people as it:

- Increases attendance and results in formal schooling, leading to increased opportunities to further formal education and vocational options<sup>4</sup>,
- Builds physical literacy, as important in human development as academic literacy,
- Instills values of fair play, respect, leadership, inclusion, and teamwork, which are translated to all facets of life,
- Develops the life-skills necessary for success in other arenas, particularly professionally, through volunteerism, officiating, leadership and management,
- Facilitates the transfer of knowledge, experience and cultural heritage between generations and people of different backgrounds.

### — OUR MISSION 2030:

To make a change, the global SAPA Movement must:

- Acknowledge the importance and effectiveness of a 'life-span' approach to providing Sport for All and physical activity, allowing access to people of all ages, wherever they work, learn, live, travel and play.
- Educate others regarding the importance of SAPA, seeing to it that formal education systems include quality physical education and opportunities to be active.

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<sup>4</sup> Source: Designed To Move – A Physical Activity Action Agenda ([www.designedtomove.org](http://www.designedtomove.org))



# 4. SOCIAL INCLUSION

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## VISION STATEMENT

In 2030, all migrants, refugees, minorities, levels of ability, gender and sexual orientations are understood, welcome, appreciated and integrated.

### — STATE OF PLAY

The United Nations reports that more than 100 million people were on the move as refugees in 2017, and hundreds of millions more face discrimination and exclusion because of their race, religion, age, gender, sexual orientation, ability level or socio-economic background. We see communities disintegrating because of fear, lack of tolerance, interest and understanding, and isolation – both self-imposed and forced by others.

### — WHAT CAN SPORT FOR ALL DO TO HELP ?

Academics, practitioners and participants alike recognise and publicly acknowledge the strong connection between sports, particularly grassroots sports and Sport for All, and increased social inclusion. Sport for All makes an important contribution to economic and social cohesion and more integrated societies. It can facilitate the integration into society of migrants and persons of foreign origin as well as support inter-cultural dialogue. When the specific needs and situation of underrepresented groups need to be addressed, Sport for All is a tool for equality in all its forms, and the fight against stereotypes and discrimination. Sport for All offers people, in particular the young, adequate opportunity to experience a positive and productive environment, reduce and avoid feelings of frustration or aggression, develop independently and be allowed to hope, meaning they may contribute to preventing the next round of conflict.

### — OUR MISSION 2030:

**To make a change, the global SAPA Movement must:**

- Recognise the power of sport for social inclusion and use it as a tool to aid the safe and harmonious integration of minority groups.
- Encourage and enable participation of all people, regardless of race, religion, age, gender, sexual orientation, ability level or socio-economic background.
- Work with governments to find opportunities to build bridges across borders using sport.

# 5.PLAY & PHYSICAL LITERACY

## VISION STATEMENT

In 2030, the world recognised the value of play – at all ages.

### – STATE OF PLAY

We are made to play – kids, adults, everybody. Somehow, amidst the pressures of academia, work and social insecurity, we forgot that. Just a few generations ago, we walked, ran, lifted and carried, we pushed and pulled; we dug, harvested and gathered; we danced, jumped and climbed. But things have changed; we have changed. This is a global problem, affecting all geographies and levels of development. Physical education in schools is undervalued by both educators and parents, and play at all ages is too often seen as folly and a waste of time. This is leading to a degradation in physical literacy, rendering people without the ability to move with competence and confidence across all aspects of life: at home, in the workplace, in recreation and leisure time, during travel, in daily interactions with other people and the world around us...

### – WHAT CAN SPORT FOR ALL DO TO HELP ?

Participation in Sport for All and physically active play develops human capital – intellectual, financial, social, individual, emotional and physical capital. Play is essential because it contributes to the cognitive, physical, social, and emotional well-being of children and youth... and adults. Play also offers an ideal opportunity for parents and the wider community to engage fully with their children and peers<sup>5</sup>. It is through play in all its forms – free play, structured play, traditional sports and games, new sports, indoor and outdoor play, competitive and elite sports – that we build physical literacy, learn to be creative and independent, develop physical and emotional strength, identify with our cultural heritage and explore our built and natural environment. It is a critical connector in the social fabric that makes us human.

### – OUR MISSION 2030:

**To make a change, the global SAPA Movement must:**

- Encourage and provide positive opportunities for play and participation in Sport for All and physical activity for all people.
- Lead by example, in our workplaces, communities, homes and public spaces.

<sup>5</sup> Source: The Importance of Play in Promoting Healthy Child Development and Maintaining Strong Parent-Child Bonds, Kenneth R. Ginsburg (<http://pediatrics.aappublications.org/content/119/1/182>)

# 6.ACTIVE CITIES

## VISION STATEMENT

In 2030, the world's cities will be Active Cities.

### — STATE OF PLAY

By 2030, 60% of the world's population will live in cities. If they're Inactive Cities, it's game over. "Managing urban areas has become one of the most important development challenges of the 21st century<sup>6</sup>". Unfortunately, levels of activity are not well understood by those with the most power to make a change. For example, in Europe, 84% of policymakers don't know statistics regarding their country's overweight population<sup>7</sup>. By 2030, the world is projected to have 41 mega-cities with 10 million inhabitants or more, and our increasingly urban world now frames many of our greatest challenges: global equality, health, education, prosperity and, not least, sustainability. The projected increase in urban populations dictates that the city setting has an increasingly important role to play in our sustainability as a human race. In particular, municipalities are leading actors through the wide range of relevant services they provide. This includes departments for sport and recreation, events, parks and open spaces, public health, education, urban planning, community safety, neighbourhoods.

### — WHAT CAN SPORT FOR ALL DO TO HELP ?

Active Cities, where priority is given to physical activity in all places where people live, work, learn and play, benefit from significant impact on<sup>8</sup> :

- **The Bottom Line:** Multiple studies have shown that making cities better for walking and cycling can boost trading by up to 40%, raise rents by up to 20%, lower healthcare and traffic congestion costs, and return three-fold (or in some cases up to nine-fold) on investment.
- **Safety:** Crime has been proven to drop in car-free streets, gardens and green spaces conducive to physical activity, and pedestrian and cyclist-friendly design saves lives.
- **Environment:** Walk and bike-ability drastically reduces fuel consumption and pollutants, public transport produces up to 95% less carbon monoxide per passenger mile than private vehicles, and the link between being active in the open environment and preserving that environment is a natural one.
- **Health – Physical, Mental and Social:** People like their cities more, and are happier, when they have active transport options, parks and playspaces strengthen community ties and participation in sport and physical activity drives integration and cultural understanding.

### — OUR MISSION 2030:

To make a change, the global SAPA Movement must:

- Work with Mayors and city departments to prioritise the utilisation of existing resources as active resources, such as programs within existing open spaces and parks, after-hours access to facilities including school playgrounds and sports grounds, establishing 'car-free' zones and times for citizens to utilise the streets for physical activity and play, encouraging the practice of traditional sports and games and providing means of active transport.
- Leave a legacy of sustainable physical activity for the enjoyment of the general population after major sporting events.

<sup>6</sup> Source: John Wilmoth, Director of UN DESA's Population Division

<sup>7</sup> Source: The European Association for the Study of Obesity (EASO), 2014

<sup>8</sup> Source: Designed To Move – A Physical Activity Action Agenda ([www.designedtomove.org](http://www.designedtomove.org))

# 7. THE ENVIRONMENT

## VISION STATEMENT

In 2030, humans have a greater awareness and concern for the environment, and take action to preserve it.

### — STATE OF PLAY

The increasing human population is having an increasingly negative effect on the environment. From air, water and ground pollution, to climate change, deforestation, ocean and rain acidification, ozone depletion and global warming. The more of us there are, the more space and resources we take up, and the more waste we produce, without means to effectively dispose of it. Ironically, even as sports promote health, they can also degrade the environment upon which good health depends via the environmentally irresponsible development of sports facilities, littering and waste generation by participants and spectators, and energy consumption<sup>9</sup>.

### — WHAT CAN SPORT FOR ALL DO TO HELP ?

Whilst not without blame, conscientious participation in Sport for All can enhance environmental protection and sustainability. Typically, the facilities and equipment necessary for Sport for All demand less in terms of construction materials, energy and space, and innovative use of existing facilities is encouraged. Sport for All can take place in and on beaches, rivers, hillsides, forests and fields, using natural resources without their destruction. It can also operate as a vehicle for education around environmental sustainability and protection, particularly amongst children if they are encouraged to walk, play and move through nature in a respectful way. Active people are often more cognisant of their environments, and therefore more aware of the need to protect it.

### — OUR MISSION 2030:

**To make a change, the global SAPA Movement must:**

- Make a systematic change towards an approach of Sport for All delivery that is eco-friendly, in policy, events and infrastructure.
- Develop forms of sport that are compatible with the natural environment, or look for innovative uses for existing facilities and the built environment.
- Lead by example – be aware of our personal impact on the environment and educate those around us.

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<sup>9</sup>Source: Charles W. Schmidt, Environmental Health Perspectives (<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1459948/>)

# 8.CULTURAL HERITAGE & DIVERSITY

## VISION STATEMENT

In 2030, cultural heritage, traditional and modern, is actively preserved, promoted and celebrated at local, national and international levels across the world.

### — STATE OF PLAY

Globalisation has brought many positives to the world of today, including increased access to resources, shared appreciation for global politics, sports and entertainment, and easier communication between families, friends, colleagues and leaders across the globe. However, it is also threatening the existence of distinct cultures and causing us to forget, or even ignore, our diverse heritage. Most linguists agree that if no action is taken, half of the over 6,000 languages spoken today will disappear by the end of the century, if not by 2050<sup>10</sup>. Traditions that have lasted centuries are disappearing with older generations, or are being quashed by a need to 'fit in' with widely accepted norms because of migration and other social pressures. The need for consistency is outweighing the appreciation for what is unique. Within sports, an interesting paradox is emerging. As the standardisation of rules and regulations in sport so that people from around the world can play together and compete on even ground increases, so does the disappearance of myriad varieties of sports and games which can attract more people toward activity.

### — WHAT CAN SPORT FOR ALL DO TO HELP ?

Sport for All encompasses not just widely recognised sports played at elite and international levels, but movement in all its forms – dance, play, new sports, recreational activities, sports tourism and traditional sports and games (TSG). Through the promotion of Sport for All, and in particular traditional sports and games where different generations are encouraged to interact, globalisation can be counterbalanced and diversity of cultures can be preserved. Traditional sports and games can be used as a tool to promote understanding and appreciation for what is different, and encourage those who are not inclined toward mainstream sports to participate in physical activity, and be a part of their community.

### — OUR MISSION 2030:

**To make a change, the global SAPA Movement must:**

- Actively recognise and promote both TSG and new sports as an excellent tool to tackle many challenges of today such as:
  - Fostering social inclusion,
  - Increasing participation in sport and physical activity,
  - Improving community health and cohesiveness,
  - Promoting cultural exchange and understanding
- Devote time and resources to collecting, recording and disseminating traditional sports and games examples.
- Exploit existing multi-sport and multi-cultural events, such as the Olympic Games, to demonstrate diversity in cultural heritage.

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<sup>10</sup> Source: Wurm, Stephen A. Atlas of the World's Languages in Danger of Disappearing. UNESCO, 2001

# 9. GOVERNANCE, LEADERSHIP & INTEGRITY

## VISION STATEMENT

In 2030, the world is led by examples of good governance.

### — STATE OF PLAY

Unfortunately, scandal, deceit, dictatorship and corruption are all too common across all forms of leadership and governance. The Edelman Trust Barometer depicts that people show defiance towards businesses, governments, NGOs and media<sup>11</sup>. In areas of civil unrest, people risk their lives to vote, or are simply denied the chance. News agencies present views and 'fake news' swayed by political and financial affiliations. Opportunities to 'skirt the system' are presented readily and are made too appealing. The desire to win has become stronger than the desire to play fair, and the need for speed has become more dominant than the need for accuracy and care. Self-preservation and promotion comes before the good of the people.

### — WHAT CAN SPORT FOR ALL DO TO HELP ?

Sport for All, by its very nature, contradicts the trend toward individual benefit at the expense of the many. It has the potential to lead by example, creating frameworks, guidelines and opportunities for the fair and equal participation of all people in sports and physical activity. On a global level, organisations like TAFISA, with its Code of Ethics, and the Sport Integrity Global Alliance, with its Declaration of Core Principles on Sport Integrity present accessible and adoptable leadership examples for all sports bodies. On a local and individual level, participation in Sport for All and grassroots sports develops values of fair play, equal opportunity, acceptance and understanding, leadership and discipline, which propagate throughout the community and lead to the development of democratic systems and governance.

### — OUR MISSION 2030:

To make a change, the global SAPA Movement must:

- Publicly adopt principles of good governance and integrity, and lead by example.
- Instil values of fair play, participation and positive leadership.

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<sup>11</sup>Source: <https://www.edelman.com/trust2017/>

# 10.COMMUNITY & VOLUNTEERISM

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## VISION STATEMENT

In 2030, volunteers are valued and communities are inclusive, safe and held sacred.

### — STATE OF PLAY

Across the world, the sense of community is disintegrating. Parents are fearful of letting their children play outside, neighbours remain isolated from those next door, and the elderly are left lonely in seniors' homes. "Community" means many different things to different people, and in different places. Some consider it the neighbourhood in which they live. Some consider it people with a similar outlook, faith or political opinion. Some consider it the people with which they work, learn or play. Whatever "community" specifically means to the individual, that which is common to all is the sense of kinship established within a community, and its necessity for a fulfilling life. Volunteerism, in all its forms, contributes greatly to a sense of community and weaving the social fabric that makes us human. It can engage those who might otherwise be lonely, isolated or without purpose, resulting in psychological issues and civil burden. However, at times, it is not valued, understood or acknowledged.

### — WHAT CAN SPORT FOR ALL DO TO HELP ?

Sport for All offers a perfect platform for volunteerism, and engaging the local and international community. In fact, Sport for All depends on volunteers. Practically, sports facilities, clubs, teams and get togethers all benefit from the involvement of volunteers – from leadership through coaching, administration and maintenance. At the same time, these settings and events offer social interaction and relationship building to volunteers and community members, along with skills development, a sense of purpose and a sense of pride. Being a volunteer, and being a part of an inclusive and welcoming community, brings happiness and satisfaction. Participation in Sport for All also increases community safety, both perceived and real. A community in which people are playing together on the streets, does not just 'look and feel' safer, it has been proven to suffer less crime and enjoy increased health.

### — OUR MISSION 2030:

To make a change, the global SAPA Movement must:

- Think to involve volunteers, and appropriately recognise their contribution, in sporting events, groups and clubs.
- Adequately train volunteers to increase benefit to both the volunteers and those they work for.
- Advocate for volunteerism, share knowledge and experience and bring others into the fold.

# 11.HEALTH & WELL-BEING

## VISION STATEMENT

In 2030, all people have access to the nutrition and physical activity necessary for a healthy lifestyle.

### — STATE OF PLAY

As a global race, we are getting better at feeding the hungry. Some 70 years ago, nearly half the world's population was undernourished, however we have reduced this to around 12%. In contradiction, during that same time, the world's obese population has more than doubled<sup>12</sup>. Along with poor diet choices, physical inactivity is to blame. Physical inactivity is also linked to approximately 5.3 million premature deaths worldwide annually – more than tuberculosis, lung cancer, HIV/AIDS or traffic accidents – and says nothing of the cost to human capital, life quality, and bankrupting economies. It is estimated that the direct monetary costs of physical inactivity in the USA alone will reach \$191.7B by 2030<sup>13</sup>. This is unsustainable.

### — WHAT CAN SPORT FOR ALL DO TO HELP ?

For an individual, physical activity has been proven to:

- decrease chances of obesity by 90%,
- increase school grades by 40%,
- decrease sex and drug related risky behaviour including smoking and early pregnancy,
- increase college attendance by 15%,
- increase lifelong earnings by 7-8%,
- save upwards of \$2500 annually in health care costs,
- reduce the risk of heart disease, stroke, cancer, diabetes and other diseases,
- be often as effective as medication for depression,
- serve as a tool for social inclusion and connectivity,
- and encourage the next generation to also be more active<sup>14</sup>.

### — OUR MISSION 2030:

**To make a change, the global SAPA Movement must:**

- Insist medical professionals prescribe physical activity as a solution and preventative measure.
- Teach the importance of moving alongside good nutrition.
- Build awareness of the positive impact of movement beyond physical health.

<sup>12</sup> Source: WHO

<sup>13</sup> Source: Designed To Move – A Physical Activity Action Agenda ([www.designedtomove.org](http://www.designedtomove.org))

<sup>14</sup> Source: *ibid.*



# 12. ECONOMIC IMPACT & RESOURCES

## VISION STATEMENT

In 2030, Sport for All is appropriately recognised, and adequately funded, for its contribution to society.

### — STATE OF PLAY

The rich are getting richer. Science is getting smarter. Travel and transport are speeding up. The world is more advanced, and more accessible, than ever before. However, the spread of resources across the globe, financial and otherwise, is dramatically unfair. Oxfam predicted that the percentage of global wealth owned by the top 1% was on pace to surpass 50% by 2016. In sport, this contradiction is incredibly evident. At least 10 top European soccer players earn over US\$14 million per year, whilst a program tackling juvenile crime through sport in the UK, reaching more than 70,000 youth receives only US\$70 per person. That's 0.0005% of what the leading soccer players receive. Across the board, and particularly between elite sports and Sport for All, we need to reassess the distribution of wealth, natural and man-made resources to better serve the global population.

### — WHAT CAN SPORT FOR ALL DO TO HELP ?

Sport for All, physical activity and grassroots sport contributes greatly to the economy. The obvious contribution is through the decrease in healthcare costs, which are predicted to increase by 477% in India by 2030. However, the contribution is far greater, and broader, than this. For the individual, being active is likely to result in a 7-8% increase in earnings over a lifetime. For local prosperity, foot traffic has been shown to increase visitors and employment by up to 300%, and investments in sidewalks return health and air quality benefits values at nearly twice the construction cost<sup>15</sup>. For the private sector, the benefits are huge. Consumers generate healthy returns from the purchase of sports equipment and memberships. Local, regional and international travel providers profit from participants in sport, as well as sports tourism. Corporations build employee satisfaction, loyalty and productivity through participation in workplace sports and activity programs. The economic impact of all of this cannot be overestimated, yet the Sport for All Movement remains critically underfunded.

### — OUR MISSION 2030:

**To make a change, the global SAPA Movement must:**

- Insist its governmental agencies invest heavily in grassroots sports and Sport for All, not just elite sports.
- Build awareness within the private and elite sporting sectors of the economic contribution of Sport for All, and establish partnerships to aid the security and growth of Sport for All.

<sup>15</sup> Source: Designed To Move – A Physical Activity Action Agenda ([www.designedtomove.org](http://www.designedtomove.org))

## *TO MAKE A CHANGE...*

The Sport for All and Physical Activity Movement is ready to take action and contribute to these 12 themes in pursuit of a better world. We understand that each country may have its own specific goals, perspectives and resources to achieve success. To fully unfold our potential and make effective change, it is critical that change-makers from other sectors recognise and actively support the positive impact of Sport for All. To this end, alongside the Sport for All Movement adopting this Mission, we implore:

- The elite sports movement to support grassroots and life-long sports participation, through funding and advocacy,
- National governments to specifically provide for Sport for All within policy and legislature,
- The health sector to prescribe movement over medication, and incentivise movement,
- Local governments to support and implement active living initiatives,
- Educators to provide quality physical education and encourage active learning,
- Parents to recognise the significance of physical activity alongside academia,
- The private sector to sponsor grassroots and community based programs alongside elite sports,
- Media outlets to promote Sport for All initiatives and positive leadership,
- Formal acknowledgement of voluntary and community contribution, and
- International organisations to facilitate the exchange of knowledge and experience.

Regular follow-up, analysis and review will be performed to track and measure the success of our “Mission 2030”.

**It is time we all take notice, take responsibility, take action, and, through Sport for All, commit to creating a better world for the next generation.**

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# TESTIMONIES

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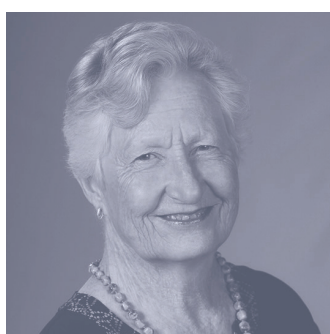


**Theme: Peace, Development & Partnership**

**Solly Solomon Reikeletseng**

Chairperson, National Sports Council, Botswana

*“Sport participation for all is essential in the continued realization of peace and social development. Botswana recognize the role of sport in nation building and bringing pride to the country. Sport participation encourages integration and social tolerance. Sport supports social development by teaching core values and life skills; brings people together, improves social cohesion, and addresses social problems such as drug abuse and crime. It also promotes volunteerism, resulting in volunteers learning new skills and feeling good about themselves. Sports have the power to bring people together and hence send a message of cooperation across diverse communities. In Botswana, Inclusiveness is our key value. We strive to ensure that every Botswana gets an equal opportunity to play sport, including the youth, the girl child and people with disabilities.”*



**Theme: Gender Equality**

**Carole A. Oglesby**

PhD, PhD, Co-Chair International Working Group on Women in Sport, USA

*“Female access to equality in sport, physical activity and physical education, in regard to participation, leadership roles, resources, is crucial to a positive 2030 for themselves and also for the families and communities for which they are the beating heart.”*



**Theme: Education**

**Malcolm Freake**

OAM, Founder and Director, Bluearth Foundation, Australia

*“We know early positive experiences being active will contribute to a lifelong love of physical activity. It will also create happy and healthy future leaders. Education plays a critical role in shaping our future, our childrens’ future, it is as fundamental as movement itself. Bluearth was founded on the principle that movement and physical activity are vital to our wellbeing. An active life brings us so much more than just good physical health. We still have a way to go to reduce sedentary levels, but in this, Bluearth’s 16th year of working in schools, I believe more strongly than ever that we are making a difference to the lives of Australian children and their families and creating an active nation for our future generations.”*



**Theme: Social Inclusion**

**Marion Keim Lees**

Chairperson, Foundation for Sport, Development and Peace, South Africa

*“Increased physical activity of society and the involvement of the youth in sport and recreation provides a basis for social inclusion and social economic development in our communities. Social inclusion in developing countries should focus on the integration of groups of various cultural backgrounds and origins, religions, disabilities, social class, ages and improved gender relations. Social inclusion requires and leads to human capital development including improved relationships, trust and collaborative action at civil society, government, academic and corporate level. The Foundation for Sport, Development and Peace provides a forum for exchange through various activities with its annual International Cape Town Sport and Peace conference, international roundtables and trainings and promotes communication and the exchange of information to strengthen the vision of using sport and recreation as well as values education with a focus on Universal and Olympic values as vehicles to build peaceful, healthy communities and a better society.”*

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**Theme: Social Inclusion**

**Leonard Thadeo**

Director of Sports Development, National Sports Council of Tanzania, Tanzania

*“Sport for All provides opportunities for involvement and engagement for all, promotes equality and diversity. It is indeed a low cost and high impact social tool that builds bridges and removes boundaries where they exist.”*

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**Theme: Play & Physical Literacy**

**Catherine Forde**

Vice President, Caribbean Association of National Olympic Committees (CANOC), Trinidad & Tobago

*“Play is an integral part of development, particularly for children. Play provides an opportunity for the expression of joy, happiness, freedom and learning.”*

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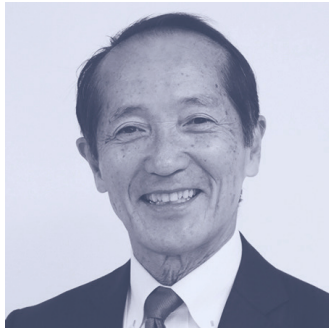


**Theme: Active Cities**

**Joe Anderson**

Mayor, City of Liverpool, United Kingdom

*“It is clear that physical activity and sport can make a positive contribution to improving the lives of Liverpool citizens. Physical activity and sport are vital components of daily life that can benefit communities by helping people to enjoy healthy and independent lives, creating employment opportunities and promoting community cohesion. The development of an integrated ‘universal offer’ for health and wellbeing is one of my key priorities for tackling health inequalities in the city.”*



### **Yasuo Yamaguchi**

PhD, Dr, TAFISA Japan/Kobe University, Japan

*“Environmental issues are a general concern that affects sport and physical activity as well. The destruction of natural environment causes climate changes and the reduction of outdoor fields, which bears a negative impact on our daily sporting life. We in Japan acknowledge that the preserving of natural resources by individuals is vital and many continuous efforts have been made through social initiatives. After-match cleanup activities at sporting venues by fans and spectators is now deeply rooted in culture, and picking up the litter has even become a new sport across the country.*

*These activities generally raise awareness of the importance of a healthy environment and also advocating for the establishment of a sustainable society through sport for the next generation.”*

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## **Theme: The Environment**



### **Yoon JaeHwan**

President, Sport for All Korean Association (SAKA), Korea

*“Cultural heritage creates a sense of belonging and is a core part of one’s identity. Within a society, it is a key component of social inclusion within communities. On the global stage, traditions and heritage are seen as cultural wealth that can help people from different cultures better understand the others’ cultures and thus improve communication and peace. It is thus important to safeguard our cultural heritage and preserve the cultural diversity of the world. Therefore, in Korea, we have launched a government-funded programme to promote Traditional Sports and Games as part of our intangible cultural heritage and as a way to improve the sense of community that binds Koreans together.”*

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## **Theme: Cultural Heritage & Diversity**



### **Peter Barendse**

KennisCentrum Sport, Netherlands

*“Leadership in Sport for All starts from within. Within our sports and within each person.*

*In order to make Sport for All a leading example of good governance in sport, and in other sectors, organisational strength, transparency and awareness of our role and the possibilities we have is key. The amazing international spread, inclusiveness and the cultural breadth united in Sport for All gives Sport for All opportunities unlike any other sports establishment or sector.*

*Sport for All promotes values of shared leadership, and by reaching out to other sectors such as education and health, Sport for All is a visible and leading example of integrity and good governance.”*

## **Theme: Governance, Leadership & Integrity**



## Theme: Community & Volunteerism

### Walter Schneeloch

German Olympic Sports Confederation Vice President (DOSB), Sports for All and Sports Development, Germany

*“Volunteering is at the heart of an active citizenry and civil society. This is especially true for sport in Germany which has more than 90,000 volunteer-run sports clubs. Volunteering at club level offers an opportunity for making social contacts while at the same time promoting the development of skills and know-how. Especially children and young people can benefit from sport as a source of social stability. Through these informal learning processes, sport acts as a communicator of important norms and values such as fairness, tolerance and team spirit, values that also apply to life outside of clubs and in society. The DOSB (German Olympic Sports Confederation) and its member organisations will continue to contribute to volunteer culture and campaign for a better environment for voluntary involvement, as well as for the recognition of volunteers.”*



## Theme: Health & Well-Being

### Maria Luiza Souza Dias

Manager of Physical and Sportive Development of Social Service of Commerce São Paulo (SESC), Brazil

*“Keeping physically active is one of the possibilities that the human being finds to develop and keep himself in balance, as a citizen in search of better social relations, well-being and quality of life.*

*Sports programs and physical activities that starts in the early stages of life are potential facilitators for an active life starting from the analysis that active children will become active adults. Sport and physical activities have much to contribute to health, education and social inclusion.*

*One of the points that we must consider and insert in the 2030 agenda is recognize sport as a facilitator of development and peace. It is worth saying that the practice of physical and sports activities should be a “citizen right” and not a citizen duty of the citizens.”*



## Theme: Economic Impact & Resources

### Herzel Hagay

Secretary General, Israel Sport for All Association, Israel

*“Sport for All should be a priority investment for any government. In Israel, it is one of the most potent money-saver, as statistics show that Sports for All is the biggest sports field, grassroots sports and people being physically active saves some fifty million new shekels in health costs every year. For every new shekel invested in Sport for All policy, we spare three new shekels in health expenses.*

*In Israel, approximatively half of the population is regularly physically active. This amounts to millions into our economy, as regular sport practice entails sport equipment and clothes, going for a snack or a drink with your team mates after playing together; it also benefits the tourism sector as a whole as thousands come to Israel for walking events as tourists, and helps maintain public sport facilities through entrance fees. Sport for All can hugely benefit the economy, but is still too often underestimated.”*

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**Check our website regularly for more information and updates on  
“Mission 2030 – For a Better World Through Sport for All”**

## Impressum

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**TAFISA MISSION 2030**  
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