

JICA Global Agenda for No. 10 Sport and Development



SUSTAINABLE
DEVELOPMENT
GOALS



Japan International Cooperation Agency (JICA) works toward the achievement of the Sustainable Development Goals (SDGs).

0. Introduction (Characteristics of Sport)

Sport has the power to attract people. Sport brings fun, enthusiasm, and excitement. For some people, sport can even be a reason to live. Sport also has the power to bring together people and regions with different cultural, religious, and linguistic backgrounds. In this way, sport can realize peace by fostering mutual understanding and respect for diversity. Sport comes in various forms that can be enjoyed not only by "playing," but also by "watching" and "supporting." Sport therefore makes it possible to carry out various initiatives suited to a target region or target purpose.

In this Global Agenda, we will make full use of the characteristics and strengths of sport to solve development issues. By doing so, we will promote the realization of a peaceful world that attracts people and wins their love, based on a network of proactive individuals and organizations.

1. Objective

To promote the realization of a peaceful society where all people can equally choose to enjoy sport regardless of gender, age, culture, social or economic status, or disability.

2. Current Situation, Analysis of Issues, and Reasons for Setting Objectives

(1) Current Situation and Analysis

1) Trends in the international arena

In France and other European countries, sport has long been regarded as a human right. In addition, the United Nations Educational, Scientific and Cultural Organization (UNESCO) clearly states in the International Charter of Physical Education and Sport, adopted in November 1978, that "The practice of physical education and sport is a fundamental right for all." The States Parties to the Convention on the Right of the Child (1989), the Convention on the Rights of Persons

with Disabilities (2006), and the Convention on the Elimination of All Forms of Discrimination Against Women (1981) all mention that the enjoyment of sport should be guaranteed as a human dignity and right, along with education, health, and social security for all (Japan has ratified all three treaties).

Meanwhile, the concept of "sport and development" has steadily developed since the beginning of the 21st century. Since the United Nations General Assembly adopted the Resolution on Sport as a Means of Spreading Education, Promoting Health and Building Peace in November 2003, sport has become an approach to human development and peacebuilding. The 2030 Agenda for Sustainable Development, adopted in September 2015, states, in its preamble, that "Sport is also an important enabler of sustainable development. We recognize the growing contribution of sport to the realization of development and peace in its promotion of tolerance and respect and the contributions it makes to the empowerment of women and of young people, individuals and communities, as well as to health, education and social inclusion objectives.". In addition, The 6th International Conference of Ministers and Senior Officials Responsible for Physical Education and Sport: MINEPS VI), held in Russia in July 2017, set the theme of "maximizing the contribution of sport to sustainable development and peace," clearly affirmed the contribution of sport to achieving the Sustainable Development Goals, and advanced the development of indicators for measuring effectiveness.

2) Challenges in developing regions

While some countries in developing regions have reflected the value and significance of sport in their policies, developing regions as a whole have yet to implement sufficient projects focused on sport. A lack of project budgets, the weak organizational capacity and human resource shortages of related organizations have hindered progress. There have also been many cases where sports-related projects in a country have sought only to improve competitive sport for the benefit of specialized elite athletes while doing little to improve the quality of life of the people. Though an estimated 1 billion people in the world have disabilities, of whom about 80% live in developing regions, there has been little progress in creating an environment where persons with disabilities can enjoy sport on a daily basis. Women also have limited opportunities to take part in sport in many regions, mainly due to gender disparity and cultural factors. The children in developing countries also face obstacles in sport. Though school physical education is compulsory as part of the national curriculum in more than 90% of the world's countries, it is often insufficiently implemented in developing countries due to a lack of recognition or shortages of instructors and facilities.

(2) Reasons for Setting the Objectives for the Global Agenda

It is the right of all people to have access to sport and to lead happy and fruitful lives through sport. Sport has various positive effects: for individuals, it provides opportunities to maintain physical and mental health and personal growth; for society, it provides opportunities to promote the participation of diverse people in society, to foster a sense of unity and vitality in the community, and to promote international mutual understanding. In developing regions, however, access to sport is limited by a lack of software and hardware infrastructure, restrictions due to cultural, social, and economic forces, and instabilities caused by conflicts. As such, the global community needs to create a world where all people in developing regions can enjoy sport throughout their lives in safe and fair environments according to their interests and aptitudes, regardless of gender, age, culture, social or economic status, or disability. Therefore, this Global Agenda aims to improve access to sport and to realize a global society in which all people can enjoy sport according to their own interests and aptitudes, and lead happy and affluent lives through sport.

(3) Global Efforts in the Issue

The United Nations Development Programme (UNDP), the United Nations High Commissioner for Refugees (UNHCR), and The Food and Agriculture Organization of the United Nations (FAO) use sport to solve their respective problems of focus (e.g., poverty eradication awareness, friendly matches for cross-cultural exchanges, educational programs, and the provision of sports equipment). Bilateral aid agencies from countries such as the United Kingdom, France, the United States, and Australia also use sport as a means for pursuing development and peace, as well as for improving their own international standing.

(4) Policy of the Government of Japan

In the Development Cooperation Charter in Japan (2015), sport is listed as one of the human-centered development themes that support people's basic life. The Basic Law on Sports in Japan (2011) and several sports-related policies in support of the law state that sport is a universal human culture, and that "living life happily and fruitfully through sport is the right of all citizens." The law further states that sport fosters a sense of unity and vitality in the community by promoting interaction between people and between communities, and contributes greatly to international peace by promoting international mutual understanding. Thus, the law holds, sport plays an extremely important role in enhancing Japan's international status.

3. Significance of Japan's Engagement

Conducting international cooperation in the field of sport by taking advantage of the following strengths of Japan significantly demonstrates Japan's unique brand of cooperation backed by a development philosophy that promotes spiritual affluence as part of human development.

(1) Japan's experience with school physical education in equalizing sports opportunities

Through physical education in Japanese schools conducted in concert with the UNDOKAI (school sport festivals) and extracurricular activities (club activities), sport opportunities have been provided to all people, regardless of their levels of wealth or poverty, since before World War II, and have played a major role in developing the foundation of sport in Japan. These activities have also contributed to the development of a wide range of individual abilities and attitudes such as autonomy, cooperativeness, and self-esteem, in addition to the nurturing of qualities and abilities conducive to improving one's physical fitness and enjoying physical activities throughout life. In particular, UNDOKAI and extracurricular activities (club activities) are unique to Japan. Even in developing countries where opportunities for sport are limited, school-focused activities to promote the development of sports infrastructure in parallel with human resource development are considered effective.

(2) Japan's experience in integrating sport into daily life and society early on

With the recent increase in the average life expectancy, the world's population is aging year by year. In parallel, the percentage of deaths due to non-communicable diseases (NCDs) such as cancer, diabetes, and heart disease in the global death toll is also increasing. As developing countries are coping with these same trends, they also need to provide exercise opportunities for people of all ages in order to maintain and improve the physical fitness of their elderly and prevent and improve lifestyle-related diseases. People in Japan enjoy sport at home and in the community, often through radio exercises and other activities designed to maintain and improve their health and promote social harmony across age groups. Japan is also one of the first

countries in the world with an aging society, and local governments have taken the lead in providing exercise programs and other measures to cope. The sharing of these experiences with developing countries is therefore important.

(3) JICA's long track record in the field of sport and development

JICA has been dispatching sports volunteers since the establishment of the Japan Overseas Cooperation Volunteers (JOCVs) in JFY 1965. As of the end of March 2020, JICA has dispatched a cumulative total of about 5,000 sports and physical education volunteers to various countries, positioning dispatch programs conducted in cooperation with Japanese universities as one axis. In the 1990s, JICA began providing a training program in the field of sport for persons with disabilities. In the 2000s, JICA began collaborating with NGOs in the field of cooperation through sport. In these ways, JICA has built up a long track record of working on "sport and development." In the field of peacebuilding, in particular, JICA has focused on the characteristics of sport to promote mutual understanding. JICA has been actively involved in sports events, such as the Independence Memorial Sports Festival held in Timor-Leste in 2002 to promote national reconciliation immediately after independence, and the National Unity Day (NUD) in South Sudan held since 2016 to promote social cohesion and unity. And by taking advantage of Japan's strengths in school physical education, JICA has dispatched physical education volunteers and implemented technical cooperation projects to promote physical education subjects through the preparation of teaching materials, teacher training, and classroom practice in developing countries. In addition to improving physical fitness and health, JICA's programs have contributed to the human development of the next generation, the generation who one day will be responsible for the advancement of developing countries, by fostering self-affirmation, initiative, and cooperation.

(4) Contribution to Human Security

Sport is a fundamental human right and dignity that should be enjoyed by all people, and making sport accessible to all will protect the vital core of human life and expand the freedom and potential of all people. Therefore, it can be said that working on "sport and development" contributes to the realization of "human security" as advocated by Japan and the mission of JICA. Japan has played a very significant role as a leader of global efforts to address "sport and development," as Japan has provided opportunities for all people to access sport through school physical education, has incorporated sport into daily life and society from early on, and has

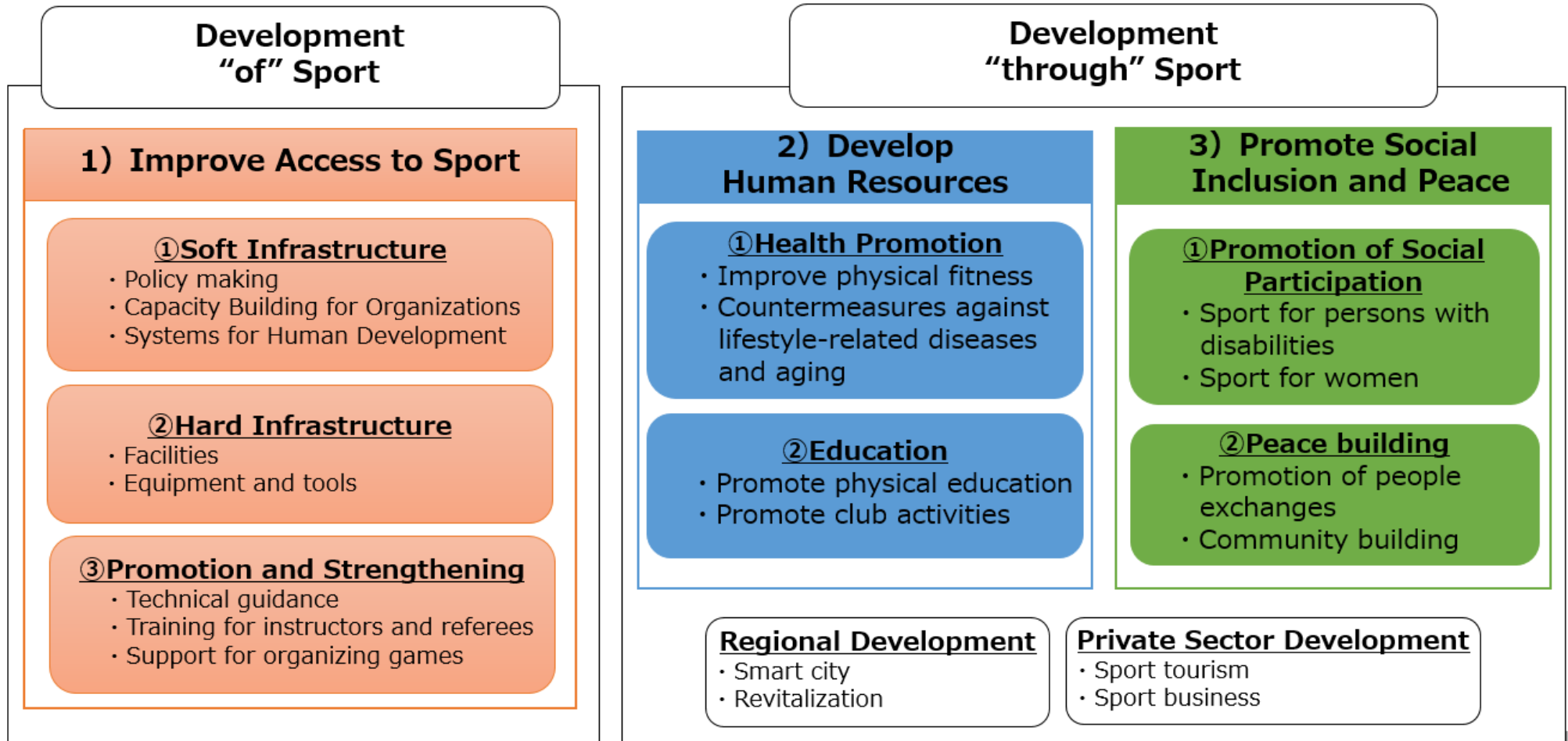
achieved many good works in the field of "sport and development." These efforts will also contribute to the improvement of Japan's international status.

4. Scenarios Contributing to the Objectives of the Global Agenda and Clusters

(1) Basic Principles and Approach of the Global Agenda

There are two facets of Sport and Development. One is the "development of sport," which considers sport as a development issue and works to promote and strengthen sport itself. The other is "development through sport," which considers sport as a means and incorporates sport into activities to solve development issues. While we work on "development of sport" to achieve the objectives of this global agenda, we also work on "development through sport" in coordination with JICA's other global agendas. "Development through sport" is undoubtedly an effective tool for development, and using sport as a tool for development will lead to increased access to sport. An overall picture of the "Sport and Development" area is shown in the figure below. This global agenda has three main pillars: (1) to improve access to sport, (2) to develop human resources with sound minds and bodies through sport, and (3) to promote social inclusion and peace through sport.

An Overview of Sport and Development



1) To Improve access to sport

(a) Targets

JICA will expand opportunities for participation in sport in developing regions and deliver the value and enjoyment of sport to people in developing countries. The priority regions will be Asia, where there is a high interest in Japanese sports organizations, Africa, where access to sport is more limited than in other regions, and Latin America, where there is a high interest in Nikkei society.

(b) Details of initiatives

① Development of software infrastructure

JICA will expand opportunities for more people to participate in sport by developing sports-related policies and systems, strengthening the systems of the government, administration, and athletic organizations, developing mechanisms and systems for training referees and instructors, and supporting sports tournaments, mainly through technical cooperation projects and the JICA Partnership Program. Policies, systems, and frameworks should also be developed to give all people, including people with disabilities and women, the opportunity to enjoy sport throughout their lives, and to establish and support systems and frameworks not narrowly specialized on competitive sport.

② Development of hard infrastructure

JICA will work on the development of facilities and sports grounds where various sports can be played in accordance with the rules, the development of sports-related equipment, and the creation of a sports-friendly town, mainly through grant aid projects and cooperation with private companies. For the development of sports-related equipment for persons with disabilities, in particular, equipment and facilities will be developed in cooperation with private companies specialized in apparatus such as wheelchairs and artificial limbs for competitions. In addition, facilities to be constructed should be designed in ways that ensure they can be easily used by everyone, including persons with disabilities.

③ Promotion and strengthening of sport

JICA will work to promote sport through sports instruction, the training of instructors and referees, and the implementation of various events, mainly through the JICA Volunteer program and cooperation with Japanese athletic organizations. JICA will also work to develop athletes who can be active on the international stage, as well as coaches and organizations who can nurture those athletes. Furthermore, Japanese athletes and coaches will be dispatched to developing countries, and promising athletes from developing countries will be invited to Japan.

(c) Main collaborators

Japanese Olympic Committee (JOC), Japanese Paralympic Committee (JPC), Japan Sport Council (JSC), Japan Sport Association (JSPO), Japanese Para-Sports Association (JPISA), athletic organizations, sports clubs, local governments, universities, NPOs/NGOs, private companies, athletes, and other individuals

2) To Develop human resources with sound minds and bodies through sport

(a) Targets

JICA will promote the maintenance of physical fitness of the elderly and the prevention and improvement of lifestyle-related diseases by providing exercise opportunities to people of all ages. In addition, JICA will promote human resource development for the next generation in developing countries through the development of school physical education and extracurricular activities. The former will focus on Asia and the Pacific, where measures against aging and lifestyle-related diseases are much needed, while the latter will focus on Asia and Africa, where there is a strong need for educational support.

(b) About the initiatives

① Health promotion for people of all ages

Exercise is well known to have various positive effects on physical and mental health when it is performed continuously and with appropriate intensity and frequency. In particular, moderate exercise plays a significant role in maintaining the physical fitness of the elderly and in preventing and improving lifestyle-related diseases. Therefore, we aim to maintain and improve health by providing opportunities for exercise to people of all ages and by creating a community where everyone can exercise easily.

Specifically, we will provide opportunities for people of all ages in developing countries to maintain and improve their physical fitness and health through exercise, mainly through the JICA Volunteers program. In providing opportunities for exercise, we will devise ways to make it enjoyable for everyone, including persons who do not excel at exercise. Our activities to lift the barriers to exercise will include the Active Child Program developed by the Japan Sport Association (JSPO), along with various weight loss and obesity prevention programs for adults to encourage the adoption of moderate exercise as a habit. As Japanese sports clubs, local governments, and private companies are also offering various programs to improve people's health, we will be exporting these programs to developing countries, as well.

② Support for school physical education

By incorporating sport into school education, children can acquire the physical strength and habits to stay healthy throughout their lives. Numerous studies performed in recent years have pointed out that future income and career success are linked not only to cognitive abilities such as literacy and numeracy, which can be measured by so-called academic tests, but also non-cognitive abilities encompassing a wide range of personal strengths and attitudes such as goal achievement, cooperation with others, and emotional control. As non-cognitive abilities are developed from early childhood to adolescence, we aim to improve these abilities through sports opportunities such as school physical education, athletic meets, and extracurricular activities.

Specifically, we will support the preparation of textbooks and teaching guidelines for physical education and teacher training, as well as strengthen the implementation systems in developing countries by collaborating with experts from universities and sports organizations, NPOs/NGOs, and local governments through technical cooperation projects and the JICA Partnership Program. To ensure that classes are based on textbooks and teaching guidelines, physical education volunteers will be dispatched in collaboration with the technical cooperation projects to strengthen the capacity of teachers and the implementation systems of the schools, including their systems to maintain the equipment needed for physical education. We will also be actively introducing Japan's unique "UNDOKAI," a program encompassing not only individual competitions, but also group competitions where groups of people can take equally take part in activities such as dance, in order to provide opportunities for children to become familiar with sports and sports-like activities.

(c) Main collaborators

Japan Sport Association (JSPO), Japan Sport Council (JSC), sports clubs, NPOs/NGOs, universities, local governments, private companies

3) To Promote social inclusion and peace

(a) Targets

JICA will provide opportunities for persons with disabilities and women to participate in sport as a means to enhance their sense of self-efficacy, and thereby promote their participation in society. We will also be developing sports opportunities in which everyone can participate fairly and equitably, in order to deepen exchanges among diverse people, promote mutual understanding, and thereby contribute to the realization of a peaceful society. The priority regions will be Asia, where there is a high level of interest and concern among Japanese sports organizations, and the Middle East and Africa, where there is a strong need for peacebuilding and women's

social advancement.

(b) About the initiatives

① Promotion of social participation

Participation in sport provides psychological healing and spiritual support to those who have limited opportunities to participate in society for some reason, such as disaster victims, refugees, persons with disabilities, women, children, and other socially vulnerable groups. Sports participation also leads to individual empowerment by helping to eliminate prejudice and discrimination through the universal inclusion of all people and interaction under fair rules. Communities are also formed through sports participation, which encourages inclusion and creates opportunities for the interaction of many people. In this way, we aim to empower every individual and promote their participation in society through sport.

Specifically, the project will provide a place where persons with disabilities and women can enjoy sport on a daily basis, as well as a place for competitions and other events that can serve as a catalyst for social participation and help eliminate prejudice and discrimination in society. We will also work to develop role models who can serve as targets for persons with disabilities and women.

② Peacebuilding

Sport can bring people together and promote mutual understanding while overcoming various differences such as race, language, and religion. Sport, where decisions are made fairly based on rules, can also provide opportunities to learn values such as social justice and compliance with norms. The holding of international and domestic sports events such as the Olympics and Paralympics, moreover, can create a sense of unity among people throughout a country and around the world. The sight of athletes participating and playing in these events can become a symbol of national unity and ethnic harmony and connect the hearts of the people. Even in a world transformed by COVID-19, sport is expected to reconnect people and societies that have been separated both psychologically and physically. In this way, we aim to realize a peaceful society that respects diversity by taking advantage of the characteristics of sport that can promote mutual understanding by overcoming various differences such as language, culture, and religion.

Specifically, we will support the holding of national championships in which all people can participate in a fair and equitable manner, and the creation sports venues in which diverse people can participate. In Japan, meanwhile, these characteristics of sport will be put to use in international exchanges and in programs in which human resources are invited to Japan from overseas to promote a multicultural society and international understanding among the general public.

(c) Mains collaborators

Japanese Olympic Committee (JOC), Japanese Paralympic Committee (JPC), Japanese Para-Sports Association (JPSSA), sports organizations, sports clubs, local governments, universities, NPOs/NGOs, private companies

The indicators to be achieved in this global agenda are as follows.


<Indicators to be achieved with JICA funds>






- (1) To bring the value, fun, and joy of sport to 300,000 people in developing countries annually through JICA projects.
- 2) To promote individual empowerment by broadening the scope of sport and providing opportunities to participate in sport, especially for refugees, persons with disabilities, women, and people facing challenges such as poverty (SDGs 3, 4, 5, 10, 16, and 17)
- (3) To deliver the value, fun, and joy of sport online and through other technology-based forms of cooperation, in light of the physical limitations of travel due to the impact of COVID-19.
- (4) To promote public participation and cooperation through awareness-raising and publicity both in Japan and overseas, taking advantage of the strong appeal of sport among the general public.

<Indicators of the achievements accomplished through the use of external funding and cooperation>

- (5) To deliver the value, fun, and joy of sport to 1 million people per year through collaboration with external organizations (general sports organizations, NPOs, universities, the private sector, local governments, donors, etc.).

In addition, the main SDGs to which we aim to contribute through this Global Agenda are listed below.

SDGs		JICA's Activities
<p>Goal 3</p> 	<p>Ensure healthy lives and promote well-being for all at all ages</p>	<p>Promote school physical education Provide opportunities for exercise for people of all ages</p>

Goal 4 	Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all	Promotion of school physical education Provide opportunities for learning through sports for people of all ages
Goal 5 	Achieve gender equality and empower all women and girls	Secure sports opportunities for women
Goal 10 	Reduce inequality within and among countries	Improve the sports environment Promote school sports
Goal 16 	Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels	Create venues and opportunities (competitions, exchange programs, etc.) to promote mutual understanding Foster athletes (role models) who will become symbols of national unity and ethnic harmony
Goal 17 	Strengthen the means of implementation and revitalize the global partnership for sustainable development	Improve access to sports Cooperate with a wide variety of external organizations

(2) Development Scenarios (Clusters)

Clusters are not defined in this global agenda.

(3) Initiatives to be mainstreamed

"Development through sport" aims to use sport as a means to solve development issues such as healthcare, education, social security, disability and development, gender, peacebuilding, urban development, and industrial development. Therefore, in order to mainstream the use of sport, in other words, to spread the awareness that sport is an effective approach to international cooperation and to make sport a common practice, JICA will work closely with relevant external organizations and parties to encourage the flow of international cooperation in the field of domestic sport. In addition to the above, JICA will also promote cooperation between sports and projects focused on other development issues within JICA.

Furthermore, this Global Agenda will compile international trends and case studies on "Sport and Development" for mainstreaming, actively disseminate them within and outside JICA, and provide advice on the formation of new projects and the ways sport can be used in existing projects. The agenda will also develop common indicators for measuring the effectiveness of "Sport and Development" projects through research on their effectiveness.

5. Strategic Approaches for the Global Agenda and Clusters

(1) Effective use of partnerships

As sport is generally more attractive than other development issues, it can attract and involve a wider range of actors and more easily enlist the participation of persons from all positions and walks of life. Therefore, sport can make significant contributions in terms of the need to accelerate partnerships with various actors to achieve the SDGs.

As a track record of partnerships through sport, JICA has concluded cooperation agreements with the Japanese Olympic Committee (JOC), the Japan Rugby Football Union (JRFU), the Japan Football Association (JFA), the Japan Professional Football League (J.League), the Japan Woman's Empowerment Professional Football League (WE League), and various universities in Japan.

JICA has also been working with the Japanese Paralympic Committee (JPC), the Japan Sport Council (JSC), the Japanese Sport Association (JSPO), the Japan Para-sports Association (JPSA), the Japan Anti-Doping Agency (JADA), Nippon Professional Baseball (NPB), host town municipalities, etc. to promote "Sport and Development" in Japan.

Outside Japan, JICA is working closely with the French Development Agency (AFD) and the World Bank (WB), both of which are currently preparing for the Paris 2024 Olympic and Paralympic Games. On the other hand, JICA's cooperation with the private sector has not been sufficient. The sports business requires a more strategic approach, given its potential to contribute not only to the improvement of the sport environment in developing countries, but also to economic development as an industry. JICA aims to build a platform where various motivated individuals and organizations can be involved and work independently toward the same goal.

(2) Promotion of Innovation

Universal sports such as boccia, a sport that can be enjoyed by everyone regardless of disability, gender, age, etc., have been drawing attention in recent years. While the spread of COVID-19 has made it temporarily difficult to conduct sports freely, many ways to enjoy sports even now have been created using online platforms and other technologies. In the preparations leading up to the Tokyo 2020 Olympics, Japan worked to create an environment where everyone could to enjoy sports like fencing through the use of technology through the use of technology. In light of the situation, JICA will promote the creation of innovative mechanisms that allow diverse actors to easily participate in "sport and development" initiatives to promote the spread of universal sports, online remote coaching, and the introduction of new ways to enjoy sports using technology. In addition, given that many sport activities in developing regions are already supported by individual volunteers, a system will be developed to actively promote "sport and development" initiatives by appointing these volunteers and providing them with funds and know-how for their activities.

(3) Promotion of citizen participation and cooperation through domestic awareness-raising and public relations

Sport has a strong appeal and the power to involve people in various positions and organizations, and the public interest in sport is relatively high compared to that in international cooperation overall. JICA will strategically and proactively develop awareness-raising and public relations activities to promote citizen participation, using sport as an entry point to get people interested in international cooperation. Specifically, 1) JICA will use its website, social networking services (SNS), and other media to disseminate overviews of JICA's "Sport and Development" initiatives, information on each project, and good practices. 2) JICA will plan and implement various events and seminars for the general public in cooperation with sports organizations, professional sports clubs, private companies, local governments (including host towns), and universities. In particular, the planning of related events and booths in conjunction with home game events with professional sports clubs will enable effective and efficient awareness-raising and public relations. 3) JICA will promote the initiatives to give back to society by dispatching JICA volunteers. The volunteers will not only introduce their experiences and appear at various events and seminars, but will also promote international understanding in Japan by sharing and communicating their experiences at their

workplaces after returning home.

6. Other Considerations

(1) The attractiveness of sport largely resides in the fun factor, and the ways to make full use of this fun factor should be explored when considering future projects. As sport takes no fixed form, the best ways to incorporate sport according to the background of a target area and purpose of a project should also be considered.

(2) Since sport is an integral part of culture, there is a risk that social barriers and people's attitudes may be projected onto sport. There is also a risk that sport may be used with political or religious intentions, leading to the incitement of antagonistic feelings. A project therefore needs to fully understand these risks during implementation, and to create an environment where everyone can participate in sports in a fair, just, and enjoyable manner.

(3) Contact between people is inevitable in sports, and masks may be difficult to wear at all times during a sporting event. The risk of heat stroke, moreover, is higher in sports than in other situations. For these reasons, a project needs to take countermeasures against infectious diseases and heat stroke based on the guidelines established by Japan Sports association (JSPO) and other organizations, as appropriate for the local conditions.

Initiatives of other institutions

(1) United Nations

The United Nations Development Programme (UNDP) conducts poverty eradication campaigns with Olympians, Paralympians, and other famous athletes, as well as interethnic exchange sports projects. The UN High Commissioner for Refugees (UNHCR) provides sports equipment, organizes friendly matches, and conducts sports-based education programs for refugee camps with the aim of improving livelihoods, restructuring communities, and fostering a spirit of respect and justice. The Food and Agriculture Organization of the United Nations (FAO) develops rural sports activities as a means of raising the sense of community needed to improve agricultural productivity.

(2) UK

UK Sport, an agency of the Department for Culture, Media and Sport, provides sport-focused support, while the Foreign, Commonwealth and Development Office (FCDO) provides development-focused support. UK Sport has trained athletic coaches and provided Paralympic sporting goods to more than 40 countries since 2015. The program activities include the provision of equipment and the dispatch of British coaches overseas. Following the decision to bid for the London 2012 Olympic and Paralympic Games, the Organizing Committee for the Olympic and Paralympic Games, the Department for Culture, Information and Sport, the British Council, UNICEF, and other organizations joined UK Sport and the former Department for Development (DFID) in working together with local communities and teachers in other countries. Activities are being developed with the aim of enabling children in communities to realize the power of sport through sport events. As of January 2021, projects are being implemented in nine countries in Asia and Africa to address issues related to child health, education, gender, etc. Furthermore, The Commonwealth promotes the development of policies and strategies to ensure that sport makes its maximum contribution to national development goals and the SDGs. Specifically, activities focus on (i) the impact of sport on the SDGs, (ii) the development of relevant national policies and strategies, and (iii) capacity building of relevant leaders and other government officials.

(3) France

Following the decision to bid for the Paris 2024 Olympic and Paralympic Games, sport-related initiatives have been stepped up in France. Specifically, the French Agency for Development (AFD) has taken the lead in launching the Coalition for Sustainable Development through Sport, an organization that aims at networking development finance institutions, in order to further promote “sport and development” initiatives. A web-based platform, “Sport en Commun,” has also been set up for networking between organizations that conduct sport activities in Africa. There are also plans to provide funding to the Senegal Olympic Committee to support the organization of the Dakar 2026 Youth Olympic Games, Africa's first international all-round sports event, and to provide training to young Senegalese athletes.

(4) US

The United States Agency for Development (USAID) sees sport as a medium for development and peace, and in particular, recognizes that sport can contribute to education, peacebuilding, rehabilitation, reintegration of the disabled, and economic development. Specific initiatives include the “Sports Visitor Program” (a two-week exchange program for young athletes and coaches) and a funding program for non-profit organization projects.

(5) Australia

The Department of Foreign Affairs and Trade (DFAT) and the Australian Sports Commission, the executive agency for sport, work together to use sport to enhance the image of their country, improve livelihoods in support of developing countries, engage minorities in society, and build peace. In Asia and the Pacific specifically, their activities include improving lifestyles, improving the quality of life of people with disabilities, developing local organizations, strengthening grassroots sport, and funding small-scale projects to encourage participation in sport.

Related Policies in Japan

(1) Development Cooperation Charter (2015)

One of the priority areas is “quality growth” and poverty eradication through quality growth. Japan will provide the assistance necessary to promote people-centered development that supports basic human life in this area, taking full account of the importance of human and social development. The assistance will encompass healthcare, safe water and sanitation, food and nutrition, quality education for all, disparity reduction, empowerment of women, and culture and sport that bring about spiritual affluence.

(2) The Basic Act on Sport (2011)

According to the Basic Act on Sport, sport is a universally shared human culture and that all citizens have the right to live happily and fruitfully through sport. The Act also states that, in addition to supporting the retention and improvement of mental and physical health, sport has a significant impact on character building through cultivating the spirit of respecting and cooperating with others, and the attitude of respecting fairness and discipline or self-control, and fostering practical capability to think or make judgments. Furthermore, the Act states that sport promotes interaction among people and local areas, develop a sense of unity or vitality of an area, and that international exchange and contribution made by sport promote global mutual understanding and contributes greatly to international peace Through these effects, the law affirms, sport plays an extremely important role in improving the international status of Japan.

(3) The Second Sport Basic Plan by the Japan Sports Agency (April 2017~March 2022)

The basic policy is to (i) change “life” through sport, (ii) change “society” through sport, (iii) connect with the “world” through sport, and (iv) create the 'future' through sport, and to work towards increasing the population participating in sport and realizing a “100 million sporting society.” The four objectives are: 1) to increase the number of people participating in sport, that is, people who "play," "watch," and "support" sport, by developing human resources and enhancing opportunities; 2) to

realize a vibrant society with strong bonds through sport; (3) to build a strong and sustainable human resources development system and improve the environment to enhance international athletic performance; and (4) to improve the value of sport by promoting clean and fair sport. In particular, as a policy objective in realizing a vibrant and bonded society through sport, the Japan Sports Agency states that it will actively work to realize a symbiotic society, revitalize the economy and local communities, and make international contributions through sport, based on the effectiveness of sport as an approach to solving social problems.

(4) Global Sport Strategy by the Japan Sports Agency (2018)

Japan will actively participate in international policy and rulemaking and strategically develop international exchanges and cooperation programs through sport in order to realize a “world that respects diversity,” “a world that is sustainable and resilient to adversity,” and “a clean and fair world” through the power of sport in the international community, and to make maximum contributions to solving the social challenges set out in the SDGs.

(5) SPORT FOR TOMORROW: SFT (January 2014~March 2022)

SFT was an international-contribution-through-sport initiative jointly implemented by Japanese public and private sectors. SFT aimed to share the values of sport and promote the Olympic and Paralympic Movement to people of all generations around the world, including those in developing countries, for a better future for the world, from 2014 toward the Tokyo 2020 Olympic and Paralympic Games. The goal of SFT was to reach more than 10 million people in more than 100 countries and territories. It had three pillars: (1) International Cooperation and Exchange through Sport, (2) Academy for Tomorrow’s Leaders in Sport, and (3) “PLAY TRUE 2020” – Develop sport integrity by strengthening global anti-doping activities, with industry, government, and academia working together to promote activities under each pillar. .

Appendix 3

Contribution to Objective Scenario		Approach	Schemes	Projects implemented or in progress cases	
Development of sport	(1) Improve access to Sport	①Soft Infrastructure <ul style="list-style-type: none"> Policy making Capacity Building of Organization System of Human Development Opportunities making 	technical cooperation projects	Nepal 「Football Advisor」 Individual Expert (2017-2018)	
				Grant Aid	「The Project for the Improvement of Judo Equipment of Zambia」 (2008)
				Grant Aid	「The Project for Construction of Lao-Japan Budo Center 」 (2008)
		②Hard Infrastructure <ul style="list-style-type: none"> Facility Equipment and tool 	Grant Aid	「The Project for the Improvement of Judo Equipment of Judo South Africa」 (2010)	
			Grant Aid	「The Project for the Improvement of Judo Equipment of the State Agency of Physical Training and Sports under the Government of the Kyrgyz Republic」 (2011)	
			Grant Aid	「Equipment maintenance project for the Sports Complex of the National Sports Secretariat」 (2016-2018)	
			Grant Aid	「The Project for Construction of Judo and Sports Center」 (2016-2020)	
		③Promotion and Strengthening <ul style="list-style-type: none"> Technical guidance Training for Instructors and Referees Support for organizing games Athlete Development 	JICA Volunteer	JICA sports Volunteers, 3169 dispatched in 29 categories (1965 - Mar 2020) 643 baseball, 522 judo, 310 volleyball, 234 swimming, 167 football, 167 gymnastics, 164 table tennis, 148 athletics 129 softball, 121 kendo, 114 karate, 95 basketball, 70 aikido, 65 rugby, 55 badminton, 49 tennis, 35 handball, 23 wrestling, 13 rhythmic gymnastics, 12 physical activity, 12 weightlifting (formerly), 7 artistic swimming, 4 water polo, 3 skiing, 3 cycling, 2 sumo, 1 archery and 1 fencing	
				another (JICA Donation Fund Program)	「Human resource development project for canoeists and coaches in the Canoe Federation, taking advantage of Cambodia's abundant water resources」 (2019-2020)
				The JICA Partnership Program	「Project Model for the program on countermeasures for lifestyle-related diseases in Hai Phong City」 (2015-2018)
Development through sport	(2) Develop human resources	①Health Promotion <ul style="list-style-type: none"> Countermeasure against lifestyle-related disease Countermeasure against aging 	The JICA Partnership Program	「Introduction of weight control program for obesity prevention in Pohnpei」 (2017-2020)	
			The JICA Partnership Program	「Lifestyle-Related Diseases(LSRD)Prevention」 (2009-2014)	
			Group and Region-Focused Training	「Project for Prevention and Control of Non-communicable Diseases」 (2010-2018)	
			Group and Region-Focused Training	「Lifestyle-Related Diseases Prevention Course①Thailand②Malaysia③Sri Lanka④ Pacific Island Countries」 (2017)	
			Training Programme for Young Leaders		

			JICA Volunteer	12 physical activity volunteers (1965 - Mar 2020) Volunteers in the field of elderly care who promote sport	
			other (events)	「JICA & Sony Public Viewing in Ghana and Cameroon: Football against HIV & AIDS」 (2010)	
			other (events)	「Promotion of 'mega' radio exercises in Nicaragua」 (2017)	
		②Education ・ Promote physical education ・ Promote club activities		technical cooperation projects	「The Project for Curriculum Reform at Primary Level of Basic Education 」 (2014-2021)
				The JICA Partnership Program	「Improvement of P.E. Curriculum and Making P.E. Textbooks for Primary School」 (2006-2009)
				The JICA Partnership Program	「Promotion Project of Physical Education for Primary Schools」 (2009-2012)
				The JICA Partnership Program	「Project for Human Resource Development and Establishment of Sustainable Diffusion System of Primary School Physical Education in Cambodia」 (2013-2016)
				The JICA Partnership Program	「Making Teacher's Manual and Diffusion of Physical Education in LSS」 (2017-2020)
				The JICA Partnership Program	「The Project on "Physical Education for All" in Cambodia (Learning Quality Physical Education from Primary school to Upper Secondary school)」 (2020-2024)
				Group and Region-Focused Training	「Quality Physical Education in School Education 」 (2015-2021)
				Training Programme for Young Leaders	「Knowledge Co-Creation Program (Young Leaders) for Bhutan/Physical Education Course」 (2015-2016)
Training Programme for Young Leaders	「Knowledge Co-Creation Program (Young Leaders) for Viet Nam/Physical Education Course」 (2018)				
JICA Volunteer	1480 physical education volunteers dispatched (1965 - Mar 2020)				
development through sport	(3) Promote Social inclusion and Peace	①Promotion of social Participation ・ Sport for people for disabilities	The JICA Partnership Program	「Sports Promotion for Persons with Disabilities」 (2009-2012)	
			The JICA Partnership Program	「Employment Support Program for the Social Independence of Persons with Disabilities in Northern Rural Areas of Lao P.D.R.」 (2012-2015)	
			The JICA Partnership Program	「Sports Promotion for Persons with Disabilities and Capacity Building of Sports Trainers and Sports Experts in Laos PDR」 (2016-2021)	
			Group and Region-Focused Training	「Sports Instructor for Persons with Disabilities 」 (1990-1999)	
			Group and Region-Focused Training	「Sports Instructor for Persons with Disabilities」 (2000-2004)	
			Group and Region-Focused Training	「Promotion of Social Integration through Sports of Persons with Disabilities」 (2005)	
			Group and Region-Focused Training	「Promotion of Social Participation of Persons with Disabilities through Sports」 (2006-2009)	

			Group and Region-Focused Training	「Leadership Training Program for Future Leaders in Sports for Persons with Disability」 (2010-2012)
			Group and Region-Focused Training	「Promotion of Social Participation of Persons with Disabilities through Sports」 (2016-2021)
			Training Programme for Young Leaders	「Knowledge Co-Creation Program (Young Leaders) for Indonesia/Sports for Persons with Disabilities Course」 (2016)
			JICA Volunteer	Volunteers for Physical Education and Sports Occupational therapists and physiotherapists: volunteers who support children with disabilities and persons who work with welfare equipment and promote sports in their activities
			other (dispatching and invitation of experts)	Dispatch of Kodokan Judo Instructors to Indonesia (2017)
			other (dispatching and invitation of experts)	Senegal diversity education through blind football (2018)
			other (dispatching and invitation of experts)	Participation in the Tokyo International Judo Championships for the Visually Impaired 2019 and in a joint training camp for visually impaired judo officials in Indonesia and Peru (2018)
		・ Sport for women	other (events)	「Ladies First: A Women's Track Meet in Tanzania」 (2017-2019)
		②Peace Building ・ Promotion of people exchange ・ Community Building	technical cooperation projects	「The Project for Professionalization of the Police for the Population and Peace」 (2015-2018)
			technical cooperation projects	「The project for confidence building through physical education」 (2016-2020)
			technical cooperation projects	「Data Collection Survey on Peace Building through Sports」 (2015-2016)
			technical cooperation projects	「Peace Promotion through Sports」 (2017-2018)
	technical cooperation projects		「Project for Peace Promotion through Sports」 (2019-2023)	
		other (research)	「Study on Peace and Development through Sports」	
	(4) Regional Development	①Smart City		
		②Revitalization	another	Work to promote education focused on international understanding and citizen participation through the Tokyo Olympics and Paralympics host-town (2021)
	Training Programme for Young Leaders			「Knowledge Co-Creation Program (Young Leaders) for Pacific Island Countries/Regional Development through Sports Promotion Course」 (2017)
	(5) Private Sector Development	①Sport tourism		
		②Sport business		

What is the JICA Global Agenda?

JICA's cooperation strategies for global issues. JICA, with its partners, aims to show global impacts realizing the goals set under JICA Global Agenda. JICA Global Agenda and its goals will be shared among partner countries and various actors, enhancing dialogue and collaboration, therefore, maximizing the development impacts. Through these efforts, JICA will comprehensively contribute to the achievement of the SDGs by 2030 as well as realize Japan's Development Cooperation Charter which focus on "human security," "quality growth," and "addressing global challenges".



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Japan International Cooperation Agency (JICA) is an international cooperation organization that is centrally responsible for the implementation of bilateral assistance among Japan's Official Development Assistance. JICA cooperates with about 150 countries and regions around the world.

https://www.jica.go.jp/english/our_work/thematic_issues/index.html