



Sports & development

ACTIVITY REPORT

2019
2020

The 2030 Agenda for Sustainable Development highlights sports as a unifying and inclusive vehicle: it contributes directly to the achievement of 12 Sustainable Development Goals and indirectly to all 17.



AFD has made of sports a central focus of its operations as part of a Sports and Development strategy adopted in February 2019. This strategy aims to reinforce the Group's commitment to 100% Social Link and to foster "sports for all", by facilitating equal access to sporting activities and promoting gender equality.

This publication is AFD's first report on its activities to promote development through sports have for 2019-2020, a period marked by the Covid-19 pandemic.

The data provided in this document on sports and sport-related projects is non-exhaustive. It only reflects the amounts for the projects and their sports components identified by the Social Link Unit (CLS) teams in relation to AFD's operations.

The AFD Sports and Development Strategy

Sports have the power to develop and motivate young people and to enhance intergenerational dialogue. It is therefore a major innovative and multifunctional factor in the implementation of the 100% Social Link strategy recently adopted by AFD.

Our Sports and Development strategy is based on three key areas:

1

The **launch of new initiatives** to encourage collaboration between the different stakeholders from the Sports and Development sector, in particular, through the creation of a platform called "Sport en Commun".

2

The **optimal use of AFD's assets** by prioritizing the integration of "sports" components into AFD projects.

3

The **production and optimization of knowledge and expertise** in the sports sector.

The Sports and Development actions aim to support five sub-sectors



Local infrastructure and activities



School sports



Sports and gender



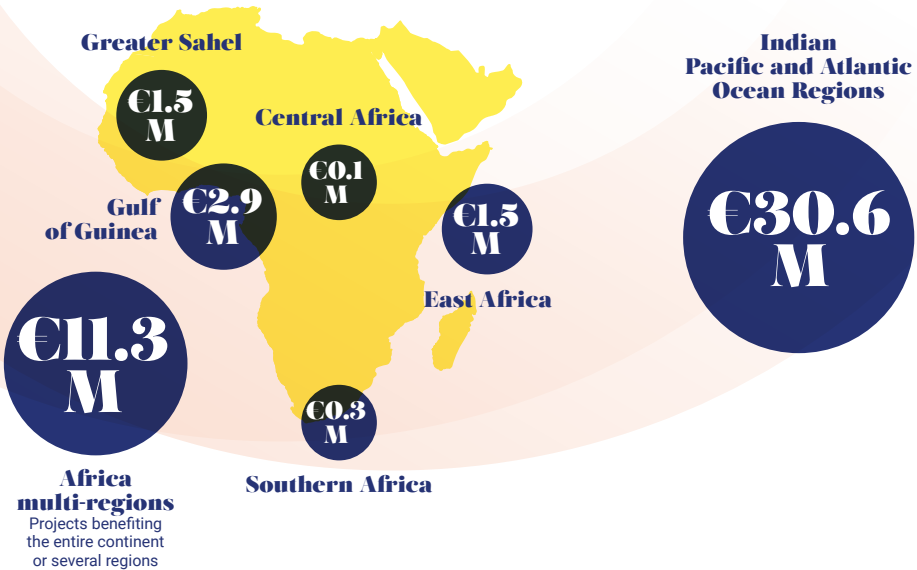
Reinforcement of grassroots' sports network



Governance and strategy for the sector

Our Sports and Development commitments in 2019-2020

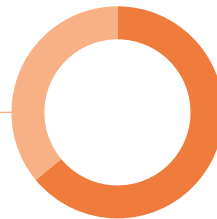
Breakdown by region



€48.2¹
M

TOTAL COMMITMENTS

36%
of commitments target the African continent.
The majority of projects are designed with a multi-country approach, benefiting several regions to multiply their impact.



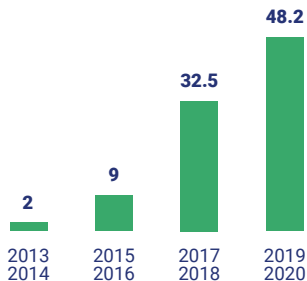
64%
of our commitments concern infrastructure projects for the Indian, Pacific and Atlantic Ocean regions.

Please note: our activities in the Indian, Pacific and Atlantic Ocean regions mainly concern the financing of infrastructure as part of the budget financing for the French Overseas Territories (multi-year investment plans led by local authorities, pre-financing through government or European Union grants). Therefore, AFD does not set aside funding specifically for sports during these types of operations.

¹ The figures provided in this report represent activities carried out across the entire network, reported by the field offices and collected from the various project documents. This is a current estimate of the data, some projects are ongoing and the final amounts may vary.

Evolution of commitments

In CM



AFD's commitments in this sector have been steadily increasing since 2013.



reported increase in Sports and Development activity between 2017/2018 and 2019/2020 in terms of funds committed, driven by the 100% Social Link strategy and in spite of the health crisis.



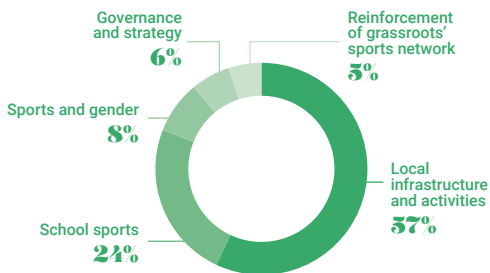
20 projects

financed in 2019-2020, **i.e. twice as many** as in the previous period.

While the majority of Sports and Development investments over the last ten years have been in the infrastructure sector, the 2019-2020 period marks a **diversification of AFD's activities**.

Breakdown by sector

The majority of Sports and Development projects cover several sub-sectors. However, the main component of these projects has been identified in order to analyze the major financing trends of AFD.



Breakdown by financial instrument

€27.6M

in government loans (non-concessional) including

€23.6M of public sector loans

€4M of subsidized public sector loans

€20.6M

in grants, including

€15.4M of "program 209" grants

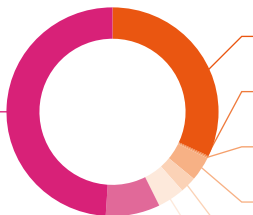
€0.09M from AFD budget

€0.1M from partnerships

€1.8M from the project preparation facility (FAPS)

€1.2M from the technical expertise fund (FEXTE)

€2M in grants to French CSOs





Developing local infrastructure and activities

The financing of local infrastructure and activities represents nearly two-thirds of AFD's Sports and Development activity. The reason being that this sector is exclusively financed through loans and focuses on infrastructure projects requiring significant amounts of investment.

TOTAL COMMITMENTS IN 2019-2020



€27.6M

i.e. close to 60% of Sports and Development commitments

In 2019-2020, **the French Overseas Departments, Territories and Collectivities** accounted for the majority of our direct commitments in this field.

A proportion of AFD loans and pre-financing of grants to support public investment in these provinces (notably multi-year investment plans) is used to finance local sports infrastructures. AFD is thus supporting the dynamic development of this sector in France's overseas territories. Subsidized public sector loans are a preferred instrument for financing the deployment of the "sports for all" strategy via these infrastructure projects.



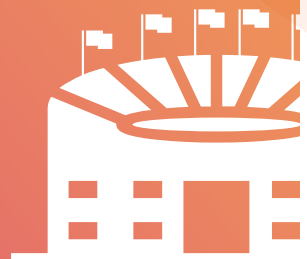
Project focus:

Mayotte Facilitating access to sports in the municipality of Mamoudzou

Several subsidized public sector loans

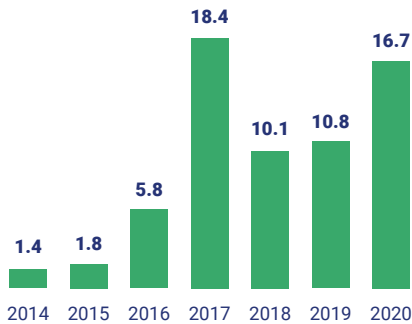
€45.5M including €6M for sports | 2019/2020

A portion of the loans granted to the municipality of Mamoudzou to support its multi-year investment programs in order to finance various sports facilities. Over the past two years, this financing has been used to renovate various sports grounds (Vahibé, Baobab, Kawéni) and local sports facilities, as well as to build the Tsoundzou municipal stadium and a gymnasium in M'Gombani.



Evolution of commitments

In CM and number of projects



- 1 project in 2014
- 3 projects in 2015
- 5 projects in 2016
- 2 projects in 2017
- 5 projects in 2018
- 5 projects in 2019
- 7 projects in 2020

28
projects in
TOTAL

There has been a constant increase in commitments since 2014, with a peak in financing in 2017, which marked the approval of the sports infrastructure plan as part of the PROVILLE urban development project in Tunisia².

Focus on 2017-2020

North Africa

€18
M

€0.7
M

Greater Sahel

€37.3
M

Indian Pacific and Atlantic Ocean Regions

While the 2019-2020 commitments are mostly focused on the French Overseas Territories, a review of the commitments made since 2017 reveals other direct funding for sports infrastructure projects in Africa.

€56M

committed between 2017 and 2020

² 50 neighborhood sports grounds and 54 social-community facilities (including a space for young people, a library, a youth center, two leisure parks, 24 sports and cultural complexes and 25 sports halls).



Supporting sports in schools

School sports are a key focus area for our Sports and Development actions. It is an essential lever in facilitating access to sporting activities for young people. Through numerous projects, AFD is supporting school sports policies and helping to improve the conditions for learning and promoting sport activities in schools.

TOTAL COMMITMENTS IN 2019-2020



€11.5M

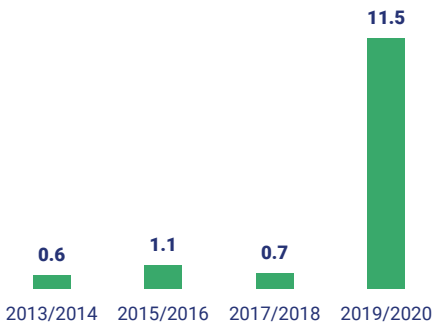
Breakdown by region



In Africa, the majority of commitments involve projects which cover several regions, such as the basketball education and awareness project co-financed with the NBA, which, to date, has been deployed in Morocco and Nigeria, and which will soon be rolled-out in Senegal, Kenya and South Africa.

Evolution of commitments

In CM and number of projects



- 1 project in 2013
- 1 project in 2015
- 1 project in 2016
- 1 project in 2018
- 2 projects in 2019
- 2 projects in 2020

8
projects in
TOTAL

AFD's activities supporting school sports increased significantly in the period between 2019 and 2020. Schools are not only the best place for implementing sports policy aimed at the mass public, they also offer an effective way to reach young girls.



Project focus:

Senegal, Liberia, Burundi, and Kosovo

EJO, a major project of education through sports

€2M | CSO Grant | 2019

The EJO project, implemented by the NGO PLAY International, is training teachers (in schools) and sports instructors (in extra-curricular activities) in a pedagogical approach to sports referred to as: "playdagogy". A special teaching kit on Olympic values will also be deployed in schools in the Greater Dakar for the 2026 Youth Olympics Games in Dakar.



Expected impacts:

Close to

80,000 children

will benefit from the activities organized as part of the project.



Using sports to promote gender equality

The 2030 Agenda for Sustainable Development recognizes the contribution of sports to SDG 5 on gender equality. It is a tool to promote the emancipation and empowerment of women and girls worldwide. It also serves as a driving force to improve perceptions of women's roles in society and to help combat gender stereotypes.

In spite of all the benefits that sports can offer, women and girls are often marginalized when it comes to involvement in sporting activities. In light of this, AFD has ramped up its operations to promote girls and women participation in sports. This requires:

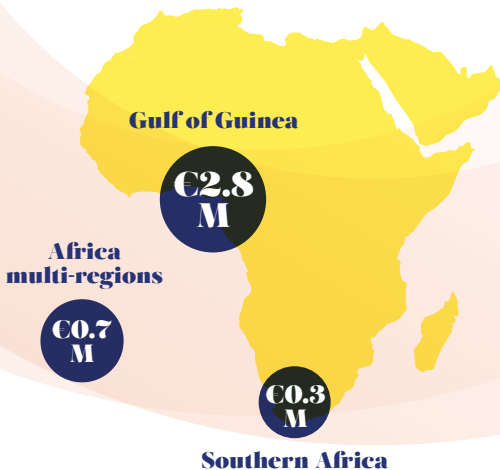
- the inclusion of "gender mainstreaming" in all sport-related projects;
- the roll-out of projects exclusively for young girls and women;
- the launch of studies which focus specifically on this theme.

BREAKDOWN BY REGION



€3.8M

Breakdown by region



The above figures only relate to commitments for projects specifically targeting girls and women, as well as the studies funded.



Project focus:

Benin, Guinea and Togo

“Championnes”: soccer to advance gender equality in Africa



€2.8M | Grant (“Program 209”) | 2020

To combat gender discrimination in both perceptions and practices and to support the emancipation of both women and girls, AFD and FIFA have awarded €4 million in financing to the “Championnes” program.

The aim of the project, implemented by the NGO Plan International, is to promote girls’ leadership and gender equality through soccer, in a protective environment, i.e. in schools.

Girls aged on average between 12 and 24 will have the opportunity to play football in renovated and well-equipped sports facilities.

Expected impacts:

Building capacities and improving self-esteem among



5,540 girls

2,030 boys

580 trainers

Support for
**leaders of 180
community
organizations**

to promote gender equality
and raise awareness of social norms
and stereotypes.





Improving governance and the strategy for the sector

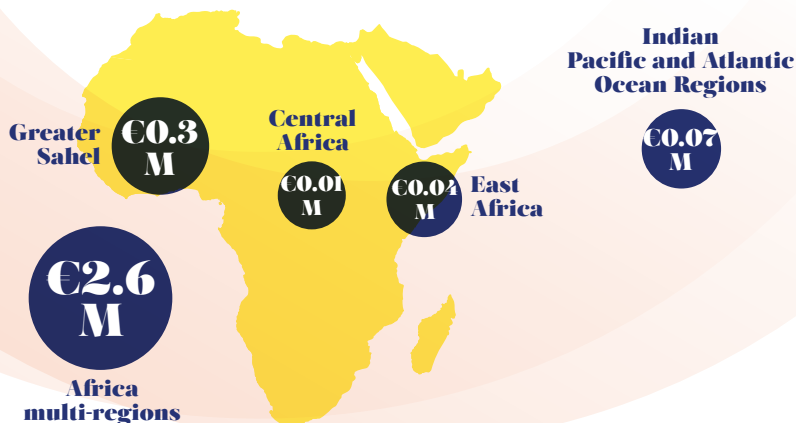
AFD is leading the debate on the structuring, professionalization and growth of the sports sector. For this reason, the Group is financing innovative studies and partnerships with other sports stakeholders, specialized think tanks, foundations and consulting firms. At the end of 2020, it also launched a flagship initiative: the Sport en Commun digital platform.

TOTAL COMMITMENTS IN 2019-2020



i.e. 6% of Sports and Development commitments

Breakdown by region

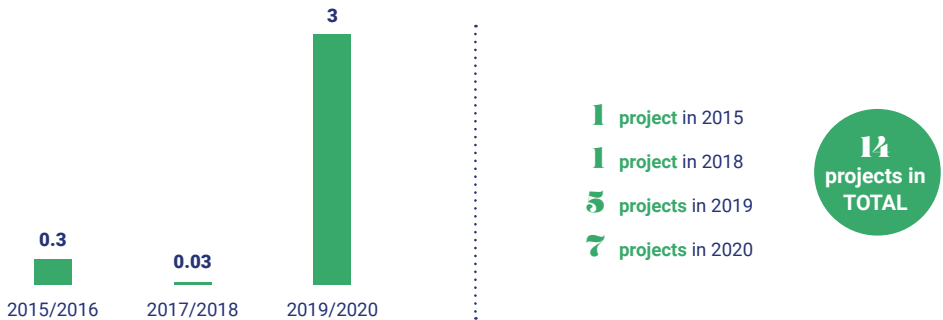


In this sector, the majority of financing initiatives cover multiple countries and concern Africa (multi-regions). Certain local initiatives aim to reinforce sports governance and make strategic decisions on a country-wide or regional scale.

AFD is financing research to improve our understanding of how sports organizations in certain African countries are structured, and to identify strategies to develop sports for all and to promote the social benefits of sports. Initial studies have been financed to research the sports sectors in Morocco, Côte d'Ivoire and South Africa.

Evolution of commitments

In CM and number of projects



The adoption of the Sports and Development strategy marks a clear increase in activity in this sector, driven by the need to promote collaboration between all stakeholders in the Sports and Development ecosystem via the Sport en Commun platform.



Sport en Commun, a collaborative platform to mobilize stakeholders in the sport sector

Launched at the first summit for public development banks in November 2020, the Sport en Commun platform has made an encouraging start. After six months in operation, **800 project leaders** and **around 40 financing and support structures** have registered on the platform.



Over one hundred projects promoted



Approximately twenty calls for projects and service offers referenced



Widely read articles and media resources

The platform has gradually become an established feature of the Sports and Development ecosystem.

Around twenty elite athletes, whether still competing or having retrained, have helped to develop the platform through the Sport Impact Leaders community. Several financial and technical partners such as JICA, the NGO Peace and Sport, the think tank Sport et Citoyenneté and the Swiss Academy for Development, are also supporting the Sport en Commun platform.

As the platform's first anniversary approaches, its objective remains the same: **to use sports as a vehicle for economic and social development in Africa.**

IN OTHER WORDS, MORE SPORT, MORE IMPACT!



TO FIND OUT MORE: <https://www.sportencommun.org/en/>



Reinforcement of grassroots' sports network

Significant financial and strategic support is provided in this sector through calls for projects aimed at project leaders focused on sports for development. This support also targets federations, National Olympic Committees and sports ministries with a view to professionalizing the sector and building the capacities of these organizations.

TOTAL COMMITMENTS IN 2019-2020



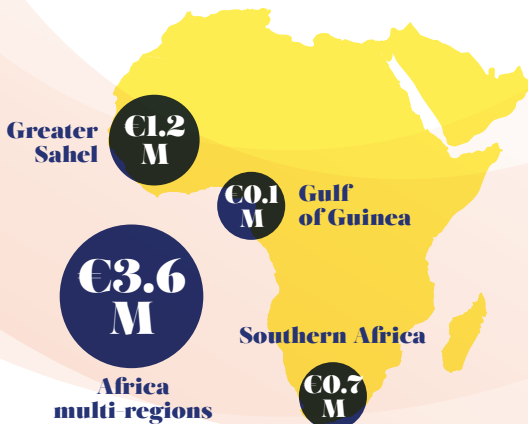
€2.3M

i.e. 5% of Sports and Development commitments

The three financing commitments made in 2019 and 2020 have all been focused on the African continent.

Focus on 2017-2020: prioritizing Africa

Breakdown by region



A review of operations to reinforce grassroots' sports networks since 2017, shows that they have been **predominantly focused on multi-country projects in Africa** (in particular, through Sports and Development calls for projects), with the exception of a few local initiatives in South Africa, Senegal and Liberia.

€5.6M

committed between 2017 and 2020

Key partnerships

In February 2020, AFD launched a business incubator for athlete entrepreneurs in collaboration with the Paris 2024 Organizing Committee of Olympic and Paralympic Games (OCOG). As part of the preparations for the 2026 Youth Olympic Games in Dakar, AFD and the French National Institute of Sport, Expertise and Performance (INSEP) are supporting the Senegalese National Olympic and Sports Committee (CNOSS) to help professionalize the Senegalese sports sector.



Project focus:

Africa and Haiti The Sports & Development call for projects, a new business incubator for micro-projects

€2.5M | Grant (Program 209) | Since 2019

Launched in partnership with the French Minister of Sports and run by the French NGO, La Guilde Européenne du Raid, this call for projects supports associations that use sports as a vehicle for development in Africa and Haiti. The objective is to establish and support partnerships between French associations and local stakeholders in order to implement local development initiatives through sports.

These initiatives constitute micro-projects that meet specific needs, as identified by communities: they will promote the inclusion of people with disabilities, gender equality and women's empowerment, education, social cohesion, professional training, and respect for the environment.

37 winning projects

have been selected amounting to nearly €760,000, through 3 calls for projects held from May 2019 to September 2020.



95% of projects

primarily target young people
(over 22,300 direct beneficiaries).



Project focus:

Africa The call for Sports and Health projects: sports as a response to the health and social crisis

€400,000 AFD, €200,000 FIFA | Grant (Program 209) | 2020

Financed by FIFA and AFD, the call for Sports & Health projects aims to support projects (with financing of between €20,000 and €40,000) which use sports to promote better health and to combat the health crisis in Africa. FIFA is supporting projects that focus on soccer.



14 projects

in 12 African countries
have been financed, representing
total funding of €464,000

Over 33,200
direct beneficiaries

73%

of whom
are girls



Towards a World in Common

Agence Française de Développement (AFD) implements France's policy on international development and solidarity. Through its financing of NGOs and the public sector, as well as its research and publications, AFD supports and accelerates transitions towards a fairer, more resilient world. It also provides training in sustainable development (at AFD Campus) and other awareness-raising activities in France.

With our partners, we are building shared solutions with and for the people of the Global South. Our teams are at work on more than 4,000 projects in the field, in the French Overseas Departments and Territories, in 115 countries and in regions in crisis. We strive to protect global public goods – promoting a stable climate, biodiversity and peace, as well as gender equality, education and healthcare. In this way, we contribute to the commitment of France and the French people to achieve the Sustainable Development Goals (SDGs). Towards a world in common.



www.afd.fr/en

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