



RÉPUBLIQUE  
FRANÇAISE

*Liberté  
Égalité  
Fraternité*



# Sports & Development

ACTIVITY REPORT

2023

#WorldInCommon

# Sports and the Sustainable Development Goals

The **United Nations 2030 Agenda for Sustainable Development** highlights sports as a unifying and inclusive vehicle: they contribute to the achievement of the **Sustainable Development Goals** (SDGs), in particular in terms of education, health, social cohesion, peace, and inclusion.

## Sports play a key role in all societies:

- By improving physical well-being and mental health while, according to WHO, more than 80% of teens do not meet the recommended levels of physical activity, which puts their current and future health at risk
- By helping young people learn life skills and contributing to their personal development, making it a valuable educational tool
- By providing girls, women and vulnerable groups with a space for expression, freedom and empowerment, through a universal language that can fight stereotypes
- By providing young people with a source of fulfilling and diversified jobs, thus promoting economic development
- By providing a space for awareness-raising and mobilization to address the main social and environmental challenges

In line with this vision, and in connection with the organization of the Paris 2024 Olympic and Paralympic Games, France has given sports a more central role in its public policies. At the international level, this is reflected in a strong sports diplomacy which uses sport as a tool for cooperation and youth mobilization.

# AFD's Sport and Development Strategy



In February 2019, AFD Group adopted a "Sport and Development" strategy as part of its "100% Social Link" commitment. It has thus made sports an important field of activity in support of youth, the reduction of inequalities and social cohesion.

Under this strategy, AFD Group promotes and supports the development of Sport for development initiatives in the projects it finances. The objective is to improve access to sport for all, especially for young people, women and girls, and thus contribute to increasing access to education and strengthening gender equality.

## AFD Group has thus created:

- An innovative space for **investment and impact**

- A space for **dialogue**, encouraging governments to mainstream sports in public policies

- A space for **mobilization and partnerships**

## AFD's Sport and Development Strategy is based on four priorities:

1



**Financing**  
community sports  
facilities

2



**Supporting**  
the professionalization  
of the sports sector

3



**Creating** a permanent link  
with civil society and sports  
entrepreneurs

4



**Strengthening**  
the public policy  
dialogue

# AFD Group's commitments in the Sport for Development sector



Since 2012

**€189 M**

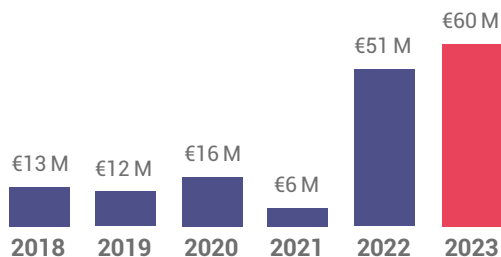
Invested in 69 projects  
(excluding micro-projects)

In 2023

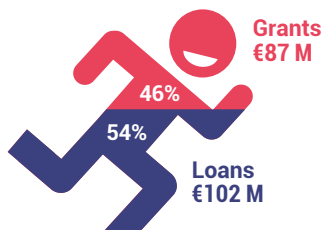
**€60 M**

Invested in 15 projects

## Trend in Group commitments

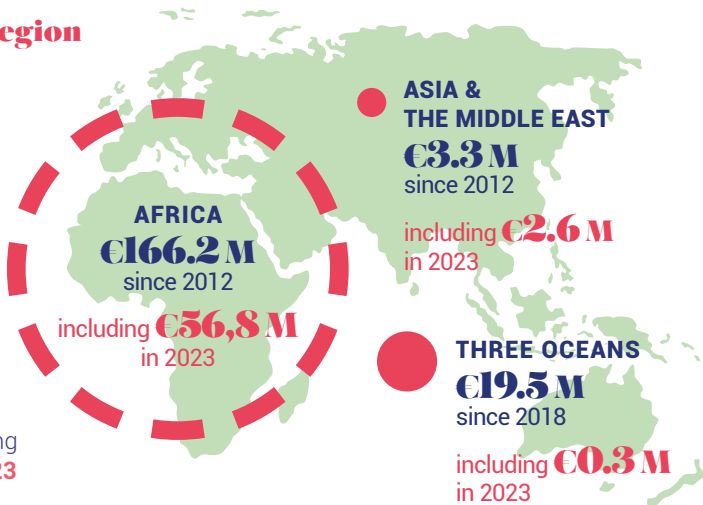


## Breakdown by financial tool



A balanced distribution between loans and grants since 2012

## Breakdown by region

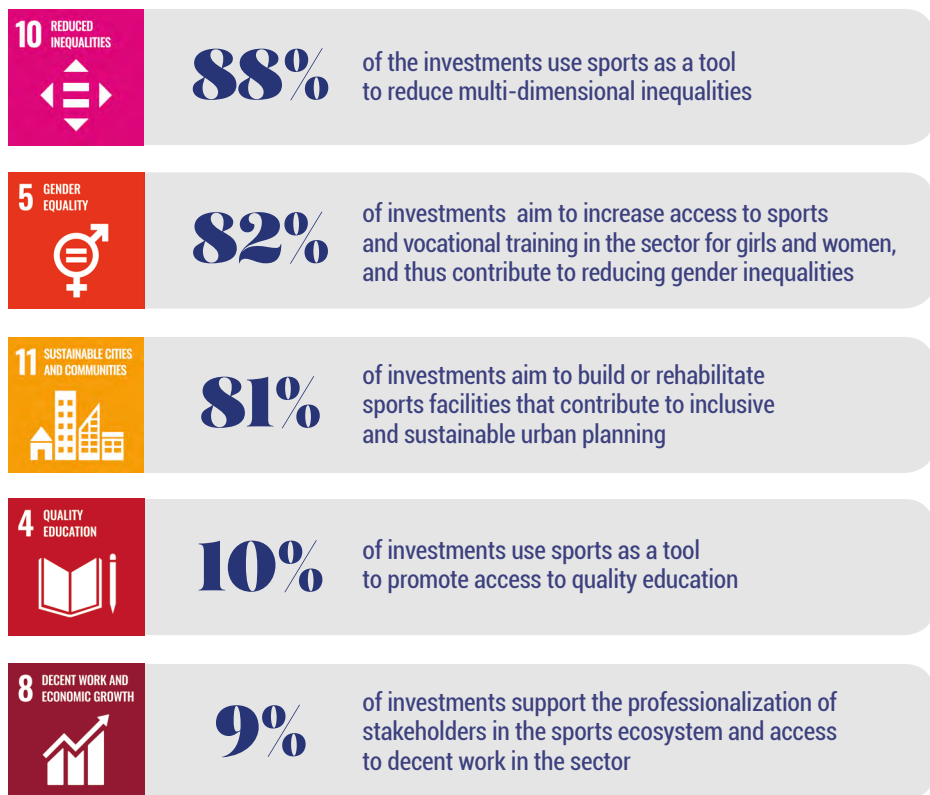


### Africa

accounts for the bulk of AFD's commitments in the sector representing **95% of financing in 2023** and **88% since 2012**

# Contribution to the SDGs of projects in 2023

In line with the United Nations 2030 Agenda which recognizes sports as a strong contributor to sustainable development, AFD supports projects that specifically target the following SDGs:



# Financing community sports facilities

AFD finances the construction and rehabilitation of community sports facilities, and provides support to institutional and sports actors to ensure that they are managed in a sustainable and inclusive manner.



Cameroon

## SPORCAP €10 M

The project led by the Republic of Cameroon aims to facilitate access to sport for all, through the construction of sports facilities in **five medium-sized cities**, and capacity building for Cameroonian sports operators.

**Bafoussam, Bamenda,  
Bertoua, Garoua and Maroua.**

### Expected impacts:

- Nearly **2 million people** will benefit from increased access to sports activities, which will contribute to strengthening social cohesion
- **20 organizations** with a greater capacity for the sustainable management and inclusive organization of activities in sports facilities



It is the second AFD Sport for development project implemented by Expertise France, following the Basketball Experience program co-financed by the NBA. Expertise France is also deploying International Technical Experts in Cameroon, Gabon, Senegal and Tanzania who are helping the authorities to mainstream sports into their public policies.

**E** EXPERTISE  
FRANCE  
GROUPE AFD

## Action in AFD Group format

Expertise France, the French public agency for international technical cooperation, has also invested in the sector by implementing Sport for development projects, which include the rehabilitation and management of sports facilities.

DRC

## “Pour Elles” Culture and Sport €10 M



Implemented by Expertise France, in close collaboration with the Congolese authorities, the project aims to improve the quality of life of more than **3,000 girls** by promoting sports and cultural activities. It comprises the rehabilitation of five sports fields and two cultural spaces in four deprived areas of Kinshasa. It will also train more than 200 operators who will handle their management and activities.

# Strengthening the public policy dialogue on sports

Through an enhanced dialogue with Ministries of Sport and Education, and by documenting the impact that sports have on economic and social development, AFD promotes the implementation of public policies on sports, in particular to support education and social cohesion.

## Senegal



### Assisting the authorities with the implementation of sustainable and transformative public policies on sports



AFD's main country of operation with close to **€75 million committed in the sports sector since 2012**, AFD Group is supporting the Senegalese Government's commitment to develop ambitious and inclusive public policies on sports.



In particular, AFD is supporting the legacy strategy of the **Dakar 2026 Youth Olympic Games**, the first Olympic event in Africa, through a €60 million loan to the State of Senegal. By reducing inequalities in access to public sports facilities and helping to structure Senegal's sports ecosystem, this support aims to maximize the impact of sports activities, as drivers of economic and social development.

AFD also finances the initiatives of regional and local authorities, such as the **decentralized cooperation project between the City of Dakar and the Grand Paris Sud region** on swimming instruction.



## Rwanda



### ISONGA - €1,5 M



AFD is assisting the Rwandan Ministries of Education and Sports with the implementation of a school sports policy. The objective is to promote sports activities for all at school, and identify young talents who will be able to develop a dual educational and sports project in dedicated centers.

**Sports: Football, Basketball, Volleyball, Handball, Cycling, Athletics**

#### Expected impacts:

- **360 trainers** will benefit from capacity building
- **Sports centers** deployed in **17 schools** across the country
- **600 young athletes** supported in the sports centers



# Supporting the professionalization of the sports sector

The sports economy accounts for **2% of world GDP**, therefore offering promising opportunities in terms of economic growth and employment. AFD supports actors in the sports ecosystem through training and experience-sharing activities. The objective is to strengthen the governance of the sector and ensure that sport is inclusive and sustainable.



## Mobilizing French technical expertise in social impact investment

AFD mobilizes the expertise of French sports stakeholders through organizations such as the National Institute of Sport, Expertise, and Performance (INSEP), the Center for Sports Law and Economics (CDES), and sports federations and clubs.

### Multi-country Africa

**Rugby Africa - €500,000**

AFD has joined forces with **Rugby Africa** to promote women's rugby by training 270 leaders, coaches and referees from 9 African federations. The project aims to promote the empowerment and social and professional inclusion of women through rugby. In the legacy of the Rugby World Cup France 2023, the French Rugby Federation is supporting the implementation of this project by providing trainers.



## The Sport Impact Summit A first for Africa

The Sport Impact Summit organized in Dakar in November 2023 was the first ever Sport for Development summit on African soil. The event was an opportunity for sports stakeholders and development finance institutions to discuss issues related to development through sport.





# Building sustainable links with civil society and sports entrepreneurs

Civil society plays a major role in the Sport for development sector by leading important community-based projects. AFD supports both micro-projects led by associations and initiatives on a larger scale. Its objective is to strengthen the social impact of sport for all.

## Support for Sport for development micro-projects



Total amount: **€4.5 M**

Number of projects: **120**

Geographical area: **30** African countries

Impact: **150,000** beneficiaries

The organizations selected through call for projects managed by **La Guilde and Sport Impact** have benefited from technical and financial support amounting to between **€20,000 and €40,000**.



## A tool dedicated to civil society organizations

AFD has created the CSO Initiatives Fund, a financing mechanism available to French CSOs and local CSOs leading high-impact projects linked to AFD's countries and sectors of operation.

In 2023, AFD supported five projects submitted to the CSO Initiatives Fund which use sports as a driver for development

➔ for a total amount of **€5 M**

## Multi-country – EJO 2 – €1.8 M

Countries: **Burundi, Côte d'Ivoire, Liberia, Senegal**

Play International has launched the second phase of the EJO project which is based on "Playdagogy" (playing on the words Play and pedagogy), a participatory teaching method using sports activities to address issues such as acquiring basic skills, reducing gender inequalities, and promoting social cohesion.

### Expected impacts:

- Nearly **1,000** teachers and facilitators trained in "Playdagogy"
- **34,000** children benefiting from the activities organized by the project

# Partnerships and mobilization

AFD builds on a network of partners to help scale up action in the Sport for development sector:

1



By connecting funders and project leaders through the *Sport en Commun* platform, which has **2,600 member organizations in 52 African countries**.

2



Finance  
in Common



COALITION FOR  
SUSTAINABLE  
DEVELOPMENT  
THROUGH SPORT

By creating, through the *Finance en Commun Summit* (FiCS), a coalition for Sustainable Development through Sport which encourages all the Public Development Banks to work together to boost investment in the sector.

3

FIFA

HAVOBA



International  
Olympic  
Committee

Advancing  
OLYMPISM 336



PARIS 2024



PARIS 2024



RUGBY  
AFRIQUE

By forging partnerships with internationally renowned sports organizations, French sports federations, and athletes **committed to sustainable development**.



## AFD x Paris 2024: Creating a lasting legacy for the Games

The partnership between AFD and Paris 2024 is based on a common ambition to ensure that everyone benefits from the energy of the Olympic and Paralympic Games by aligning the event with the Sustainable Development Goals. Through this innovative partnership, AFD and Paris 2024 have launched several initiatives to support high-impact projects led by associations and athletes. The partnership also contributes to advocacy for investment in sports as a sustainable solution to a number of social challenges.

# Research, capitalization and communication

The lack of data on the social and economic impact of sports is one of the main barriers to greater investment in the sector.



AFD Group contributes to advocacy for investment in sports, through research, capitalization, and by assessing the impact that sports have on various **Sustainable Development Goals**.



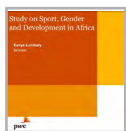
## Africa Sports Industry

This book gives an overview of the sports economy in Africa through a new lens to understand the driving forces of African growth through the prism of sport.



## Technical Report - Sport for Development and Peace

This technical analysis presents robust indicators to evaluate the impact that sports have on social cohesion and the reduction of inequalities.



## Studies - Sport, Gender and Development

These studies aim to analyze the barriers to sporting activities for girls and women. The objective is to propose relevant guidelines and high-impact action plans in six African countries.



## African Economies 2024

Every year, AFD produces innovative analyses on the main economic and social issues in Africa. Chapter IV of the 2024 edition focuses on socio-economic issues and football broadcasting in Africa.



## Communication Sports #BeyondTheGame

Launched on 6 April 2024, the "Sports, Beyond the Game" campaign aims to share our vision of sport as a transformative tool with a broad audience.

**Find out more on our website**



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## About AFD Group

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Agence Française de Développement (AFD) Group finances, supports and accelerates the transitions necessary for a more just and resilient world. It thus contributes to implementing France's policy on sustainable development and international solidarity.

It is with and for communities that we build, with our partners, solutions in more than 160 countries, as well as in 11 French overseas departments and territories.

Our objective: to reconcile economic development with the preservation of common goods: the climate, biodiversity, peace, gender equality, education and health.

Our teams are involved in more than 3,600 projects in the field, which are part of the commitment of France and the French people to fulfilling the Sustainable Development Goals. For a world in common.



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