



Sport & development

 **ACTIVITY REPORT**

2024

Sport and development

A powerful unifier and vector of inclusion, sport is referenced in the United Nations' 2030 Agenda for Sustainable Development: it contributes to achieving the Sustainable Development Goals (SDGs), particularly in the areas of education, health, inclusion, and social cohesion. In 2024 – an Olympic year – this momentum gathered pace, raising the profile of sport and its ambitions on the international stage



Sports at the heart of the international agenda:

25 July

Sport for Sustainable Development (#Sport4SD) Summit:

On the eve of the Paris 2024 Olympic Games, more than 60 heads of state and government reaffirmed their commitment to the Paris Agreement for Sport and Sustainable Development.

22 September

UN Summit of the Future:

The Pact for the Future recognizes sport as a pillar of sustainable development.

24/25 October

G7 Ministerial Meeting:

Adoption of the Pescara Declaration on Sustainable Investment in the Sport Ecosystem.

12 November

UN General Assembly:

Adoption of a resolution urging Member States to incorporate sport into their national development strategies.

AFD's Sport and Development strategy



Since February 2019, the AFD Group has positioned sport as a core focus of its commitment to young people, tackling inequality and promoting social cohesion, under its "100% Social Link" approach.

Through this strategy, the AFD Group promotes the use of sport as a driver of sustainable development across the projects it finances. The aim is to expand access to sport for all – particularly young people, women and girls – support access to education and employment, and foster gender equality and inclusion.

The AFD Group has therefore created:

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

- A space for **dialogue**, encouraging governments to include sport in public policy

- A space for **mobilization and partnerships**

The 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



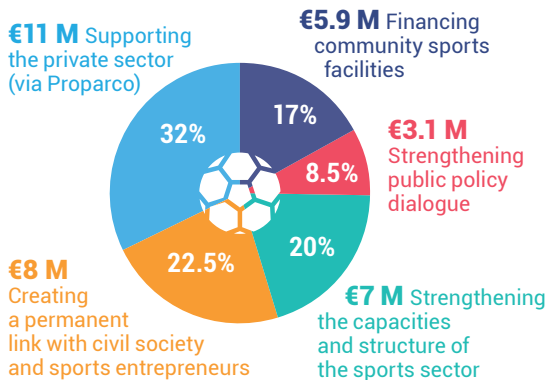
Strengthening public policy dialogue

AFD Group's commitments in the Sport for Development sector

Since 2018, AFD has supported more than 200 Sport for Development projects around the world, mobilizing €230 million and reaching almost 10 million young people. In 2024, it committed €35 million, with two notable developments: an extended geographical reach, with its first operations outside Africa, and a Sport for Development mandate fully integrated into all AFD Group's subsidiaries.

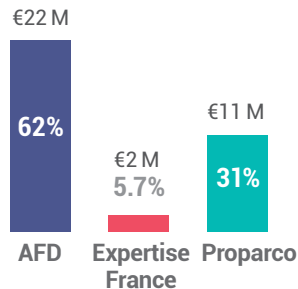
Funding breakdown

based on our priorities

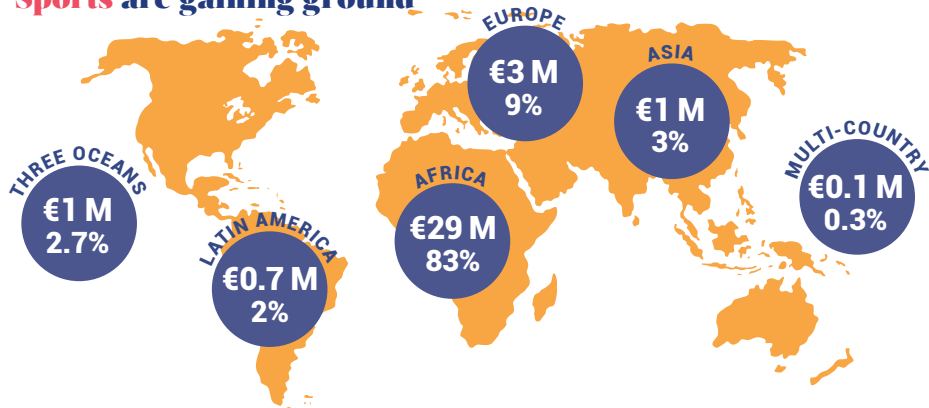


As a team

Expertise France (technical cooperation) and Proparco (private sector) are also active in this field.



Sports are gaining ground



Financing community sports facilities

AFD finances the construction and refurbishment of community sports facilities. Its objective is to promote access to sports activities for all, especially for the most disadvantaged population groups. These facilities provide spaces for sports activities in deprived urban areas and in schools, becoming drivers of social inclusion, education and youth empowerment.

Democratic Republic of the Congo

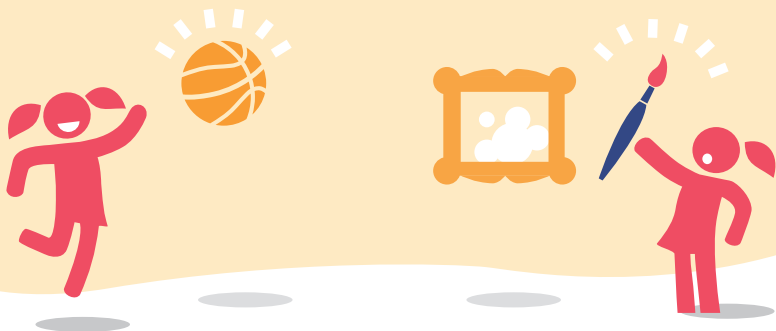


€1.5 M of top-up financing for the project

Pour Elles: sport & culture

Implemented by Expertise France and Play International

The project aims to improve the quality of life of more than 3,000 girls through sports and cultural activities. This top-up financing will extend the refurbishment of the sports and cultural facilities initially planned. This includes the construction of an additional basketball court and the promotion of Congolese women artists. New outreach and awareness-raising activities around sports will also be organized for girls, based on "Playdagogy" (an educational method using games and sports developed by the French NGO Play International).



Supporting public policies that use sport as a development tool

Through its enhanced dialogue with Ministries of Sports and Education and its research to document the contribution of sports to the Sustainable Development Goals, AFD assists with the implementation of public policies that promote access to sports for all, education, social cohesion and the reduction of inequalities, especially with regards to gender.

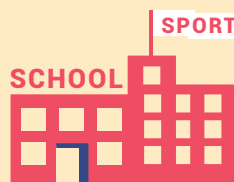
Tunisia



Sports by and for schools



With €7 million of financing, AFD is helping the Tunisian government increase sports activities in schools and improve learning through physical activities. This pilot project aims to set up Olympic Clubs in about 100 schools to develop students' athletic, educational and soft skills. It also includes the refurbishment of the Pierre de Coubertin sports school, which trains future high-level athletes. The objective is to turn it into a model for the school sports policy, which mainstreams issues related to gender, inclusion – especially for people with disabilities –, and child welfare.



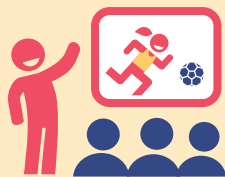
Strengthening the capacities and structure of the sports sector

AFD promotes the development of inclusive sports by strengthening the skills of stakeholders in the sports movement and helping to structure the sector. It addresses the challenges related to the lack of training by helping to improve capabilities for management, governance and gender mainstreaming. Experience-sharing between French and local operators is central to this approach to structure a sustainable and dynamic sports ecosystem.

Africa



Pass'Sport: Training for the African sports movement to make sports more inclusive



AFD has allocated €2 million to the Pass'Sport project. This training and awareness-raising program targets officials within the African sports movement. It is building their competence and capacity for action in terms of using sports as a tool for education, inclusion and economic development. Pass'Sport will offer a comprehensive program, including online training on the Trace+ platform, in-person seminars in Africa and France, and the creation of a community of practitioners to promote experience-sharing and the development of partnerships.

Proparco, IFC and the Helios Fund join forces to invest in sports and entertainment in Africa



For the first time, Proparco has partnered with the International Finance Corporation (IFC) and Helios Sports and Entertainment Group to identify joint investments in sports, through an €11 million fund dedicated to growth and youth employment.

Building sustainable links with civil society

Through its strong links with the community and its capacity for social innovation, civil society plays a key role in the sector of Sport for Development. AFD financed more than 120 micro-projects between 2019 and 2024. It now aims to help scale up promising and replicable projects in all its geographical areas of operation.

➔ A strategic partnership with the IOC



For the first time, AFD and the International Olympic Committee (IOC) have joined forces to launch two programs to support the projects of civil society organizations (CSOs), each providing €2 millions of financing:

- **The SESLA (Sport for Education and Sustainable Livelihoods in Africa) program** to support more than 25 CSOs in 14 African countries that use sports as a tool for education and youth employability, especially for girls. It aims to reach 12,800 young people.
- **A program to prevent juvenile delinquency through sports** in four Southeast Asian countries by fostering the inclusion of at-risk young people, reducing violence and crime, and promoting the values of peace and social cohesion. The program is benefiting about ten medium-sized CSOs. The objective is to facilitate the integration of sports-based approaches in national public policies.

➔ New projects supported



In 2024, four new projects were supported through the CSO Initiatives Fund for a total amount of €3.66 million, with three led by the French NGOs Play International and Tétraktys. These initiatives aim to promote education, inclusion, social cohesion and heritage development through sports in East Africa, the Indian Ocean region, Armenia and Colombia.

➔ Shared Horizons: a European project led by Expertise France



The Shared Horizons program, financed with €2 million, is contributing to intercultural dialogue and the inclusion of young people in the Western Balkans region. Using sports as a tool for regional cooperation, it is organizing bootcamps for about 260 young people, as well as heritage rehabilitation activities and debates on collective memory and European identity.

Measuring the impact of sport

The lack of data on the impact of sport is one of the main barriers to investment in this sector. AFD therefore contributes to the production of data and research through a systematic evaluation of its projects and through sectoral studies.

■ **Evaluation of the Sport & Development and Impact 2024 programs**

(published in AFD's ExPost collection)



With €2.77 million invested, these two programs supported 89 associations in 29 African countries, reaching more than 170,000 direct beneficiaries, 57% of whom were women. The evaluation finds that there was a significant impact in terms of the number of women who gained access to sports activities. Indeed, projects led by women increase access to sports for girls by 20%. However, there is still a need for sustainable financing to provide a permanent framework for the associations.

■ ***L'Économie africaine 2024***



A reference publication on African economics, the 2024 edition of *L'Économie Africaine* devotes a chapter to football and its socio-economic impact. It analyzes its structural role in African identity, its potential for economic development, and the challenges related to promotion and financing.

■ **AFD and its partner Impact Tank are working to enhance social impact measurement**



In partnership with AFD, Impact Tank, the first European think tank dedicated to promoting and scaling up social innovations, took up the topic of sport in 2024. A round table on sports and social impact was organized during the Impact Measurement Summit in April 2024. A working group on the link between sport and urban planning was also launched under the direction of David Blough, an author and recognized expert in Sport for Development. The results of the work will be presented at the 3rd edition of the Impact Measurement Summit in May 2025.

New partnerships for greater impact

In 2024, AFD forged new partnerships to broaden its action for Sport for Development. These partnerships are supporting innovative initiatives and helping to strengthen the social impact of sports around the world.

■ **French National Olympic and Sports Committee**

During the Olympic Games, AFD supported the organization of a meeting of the Coalition for Sustainable Development through Sport at Club France, at La Villette. The aim of this initiative was to strengthen international commitments to sports as a driver of sustainable development.

■ **Gol de Letra Foundation / Brazil**

Created by the former football player Raí, the Gol de Letra Foundation works in the favelas of São Paulo and Rio to promote the social integration of more than 4,000 young people each year through sports, education and culture. AFD's support has helped enhance the evaluation of the impacts of its programs, assisted the Foundation's development by mobilizing an international volunteer, and contributed to increasing the outreach of its action.

■ ***Sport dans la ville* / Festival 24**

AFD supported Festival 24, an event organized by the association *Sport dans la Ville*, bringing together 500 young people from 64 countries around sports activities, cultural discoveries, as well as a forum dedicated to the social impacts of sports in Lyon and Paris. This event promoted the Olympic values and inclusion around the world.

■ **AFD – Expertise France – GIZ partnership**

AFD, Expertise France and GIZ (German Agency for International Development Cooperation) have established a tripartite partnership to join forces around Sport for Development. Together, they aim to finance joint projects, provide training to local operators, and conduct joint advocacy on gender equality, social inclusion and the development of human capital.

From Paris 2024 to Dakar 2026: building a legacy through sports with the Olympic Movement

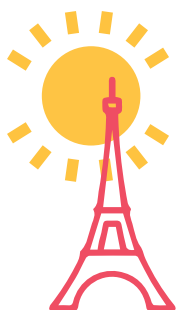
➤ **An impact beyond medals**



In 2020, AFD and Paris 2024 joined forces to harness the Olympic and Paralympic Games as a driver of social impact and sustainable development around the world. This groundbreaking partnership between a Public Development Bank and an Organizing Committee for the Olympic and Paralympic Games has enabled more than 110 international solidarity projects to obtain the Impact 2024 certification in key areas, including education, gender equality, inclusion and youth employment.

The flagship initiatives include the Impact 2024 International call for projects, which supported 45 projects in 19 African countries, and the incubator for athlete-entrepreneurs, which assisted more than 80 French and African athletes with their professional transition and their social commitment.

➤ **Paris 2024 hands over the baton to the International Olympic committee**



In 2024, the strategic partnership between AFD and the International Olympic Committee (IOC) took shape with the Sustained Insight and Impact Initiative, launched by the IOC with an allocation of €410,000. This program has extended the social legacy of Impact 2024 by financing ten projects in Africa for displaced youth, girl victims of violence and street children, involving activities combining sports, education and integration.

In this spirit, AFD and the IOC are also working to build the capacities of the sports movement and help ensure a lasting legacy for the Dakar 2026 Youth Olympic Games.

From Paris to Dakar, this partnership reflects a shared belief that sport can change lives and make a tangible contribution to achieving the Sustainable Development Goals

A landmark summit for sport and sustainable development

On 25 July 2024, on the eve of the Paris Olympic Games, the first Sport for Sustainable Development (#Sport4SD) Summit was held, gathering more than 500 participants, including 55 heads of state and government, leaders from international organizations and public banks, as well as actors in the field of sports and from civil society.

An international commitment to the Paris Agreement



The participants supported the Paris Agreement for Sport and Sustainable Development, which comprises ten commitments with five priorities:

● Education and employment

● Financing and impact measurement

● Health and nutrition

● Sustainability and legacy of major sporting events

● Equality and inclusion



Concrete political, financial and sports commitments

The summit on 25 July marked a major step forward, with 60 countries supporting the Paris Agreement for Sport and Sustainable Development, thus reaffirming the role of sports as a driver of social transformation. To translate this ambition into concrete action, the Public Development Banks within the FiCS movement pledged to mobilize \$10 billion by 2030 to finance sustainable sports facilities, including a €500 million investment by AFD. Ten new banks have also joined the Coalition for Sustainable Development through Sport.

Major sports institutions have taken up the baton by announcing important measures: 1,000 permanent mini-pitches financed by FIFA in schools, 1,000 basketball courts financed by the NBA in Africa, €160 million dedicated to youth by the Los Angeles 2028 Organizing Committee for the Olympic and Paralympic Games, and a 10% increase in the Olympic Solidarity budget by the IOC.

Olympic communication

In 2024, AFD built on the widespread enthusiasm for the Olympic and Paralympic Games to organize far-reaching communication and advocacy activities, highlighting the social impact of sports and their role as a driving force for a sustainable future.



Sport, Beyond the Game



Through the personal stories of 24 beneficiaries of projects financed by AFD Group, the **Sport, Beyond the Game** campaign explains how sports transform society by promoting education, health, equality and social cohesion.

- A **photography exhibition** was held at emblematic sites around Paris, including the Carrousel du Louvre during the Sport for Sustainable Development Summit, and at the Africa Station, in Île-Saint-Denis, during the Olympic Games.
- The **campaign teaser video**, featuring the voice of Olympic champion Enzo Lefort, had more than 276,000 views.
- **More than 50,000** young Africans responded to the TikTok challenge asking them to explain how sports had changed the course of their lives.
- A total of **more than 2 million** people were informed about how the social outreach of sports extends beyond performance.



XXI, *Le Sport des solutions*

This documentary, financed by AFD and French foundations, including the Lacoste Foundation and Fondation de France, explores the impact that sports have on individual lives and communities. Through inspiring stories, it highlights flagship initiatives, including three projects supported by AFD: Pour le Sourire d'un Enfant in Senegal, Waves for Change in South Africa, and the Gol de Letra Foundation in Brazil.

S.P.O.R.T.I.V.E: a series promoting women's sports



This eight-episode mini-series, with more than 70,000 views per episode, highlights the challenges faced by women athletes in their sports, for example, parity, inclusion of people with disabilities, mental health and maternity. Reaching well beyond sport, it examines inequalities and opens up prospects for a more inclusive world.

Overview of 2024

January

Publication of *l'Économie africaine*, with a chapter on the socio-economic impacts of football.

5 March

Sport and Development: what are the impacts on the field in response to the SDGs?

During the "Rendez-vous de l'Expertise" meetings organized by Expertise France, experts explained how sports act as a driver for inclusion, equality and empowerment, providing concrete responses to the Sustainable Development Goals.

14 May

Premiere screening of the documentary film by David Blough XXI – *le Sport des Solutions* with an audience of almost 500 people at the MK2 Bibliothèque theater in Paris, France.

19-28 July

Sport dans la Ville – Festival 24 brought together more than 500 young people from 36 countries in Lyon and Paris, offering them a unique experience combining sports, culture and inclusion in the spirit of the Paris 2024 Olympic Games.

3 September

During the Paris Paralympic Games, AFD and the French Paralympic and Sports Committee gathered investors and actors in the field of sports to scale up financing for inclusive and sustainable sports, with panel discussions on inclusion and finance.

7 February

4th anniversary of the AFD x Paris 2024 partnership: this anniversary was an opportunity to highlight the flagship programs developed with the Organizing Committee for the Olympic and Paralympic Games (OCOPG) and their impact on sustainable development.

6 April

Launch of the "Sports, Beyond the Game" communication campaign on the occasion of the International Day of Sport for Development and Peace.

July

Publication of "Paris 2024, Dakar 2026 and Beyond", which analyzes how major sporting events can become models of inclusive and sustainable development, in particular in countries of the Global South.

25 July

The Sport for Sustainable Development Summit gathered more than 500 participants who pledged to mobilize \$10 billion by 2030 for the construction of sports facilities.

7 October

AFD, Expertise France and GIZ (German Agency for International Development Cooperation) signed a partnership to accelerate co-financing for joint projects and international advocacy, notably drawing on major sporting events.



Setting the course for 2030: accelerating through sport

On the heels of the Sport for Sustainable Development Summit, **AFD Group pledged to mobilize €500 million by 2030 in the Sport for Development sector**, thereby reaffirming its commitment to supporting public policies, regarded as key drivers of social inclusion and lasting legacy.



At the same time, AFD assists countries with the process of transforming areas that will host major international sporting events, seen as catalysts for commitments to sports as a driving force for economic and social development. AFD is becoming more actively involved in the international sports agenda through targeted investments, for example, in 2026 with the Dakar Youth Olympic Games. AFD aims to use several future sporting events around the world to step up its support for the dynamics of sustainable development. 2027 Pacific Games, Mediterranean Games in Kosovo, 2030 World Cup in Morocco... These events all hold potential for having a real impact on regions and people.

AFD remains fully mobilized to make sports a driver for social transformation, by supporting public policies, structuring local ecosystems, and promoting initiatives led by stakeholders on the ground.

Towards a world in common

AFD Group finances and drives the transition to a fairer, safer and more resilient world, working with its partners to support communities all over the world. Drawing on the complementary strengths of its entities – Agence Française de Développement for public financing, Proparco for responsible private investment, and Expertise France for technical expertise – the Group is ideally positioned to meet all sustainable development challenges.

Working in over 160 countries, including France's Overseas Territories and Departments, the Group adapts its operations to the realities on the ground, actively supporting local initiatives. With over 4,000 projects, whose objectives are aligned with the Sustainable Development Goals (SDGs), AFD Group works on behalf of the French people, together with all stakeholders committed to economic development and the preservation of common goods: climate, biodiversity, peace, gender equality and global health. Working by your side, toward a world in common.



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