





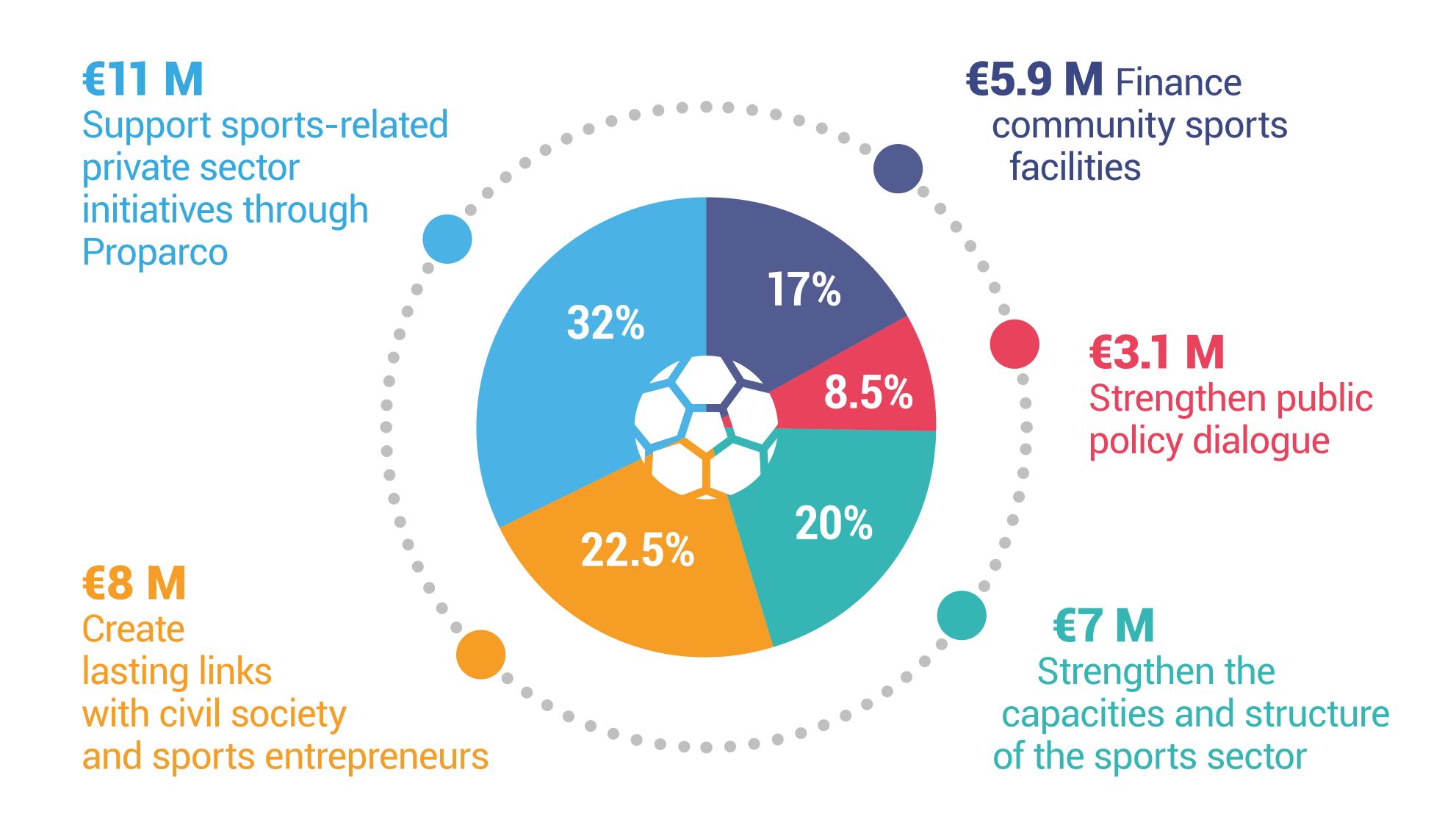
2024



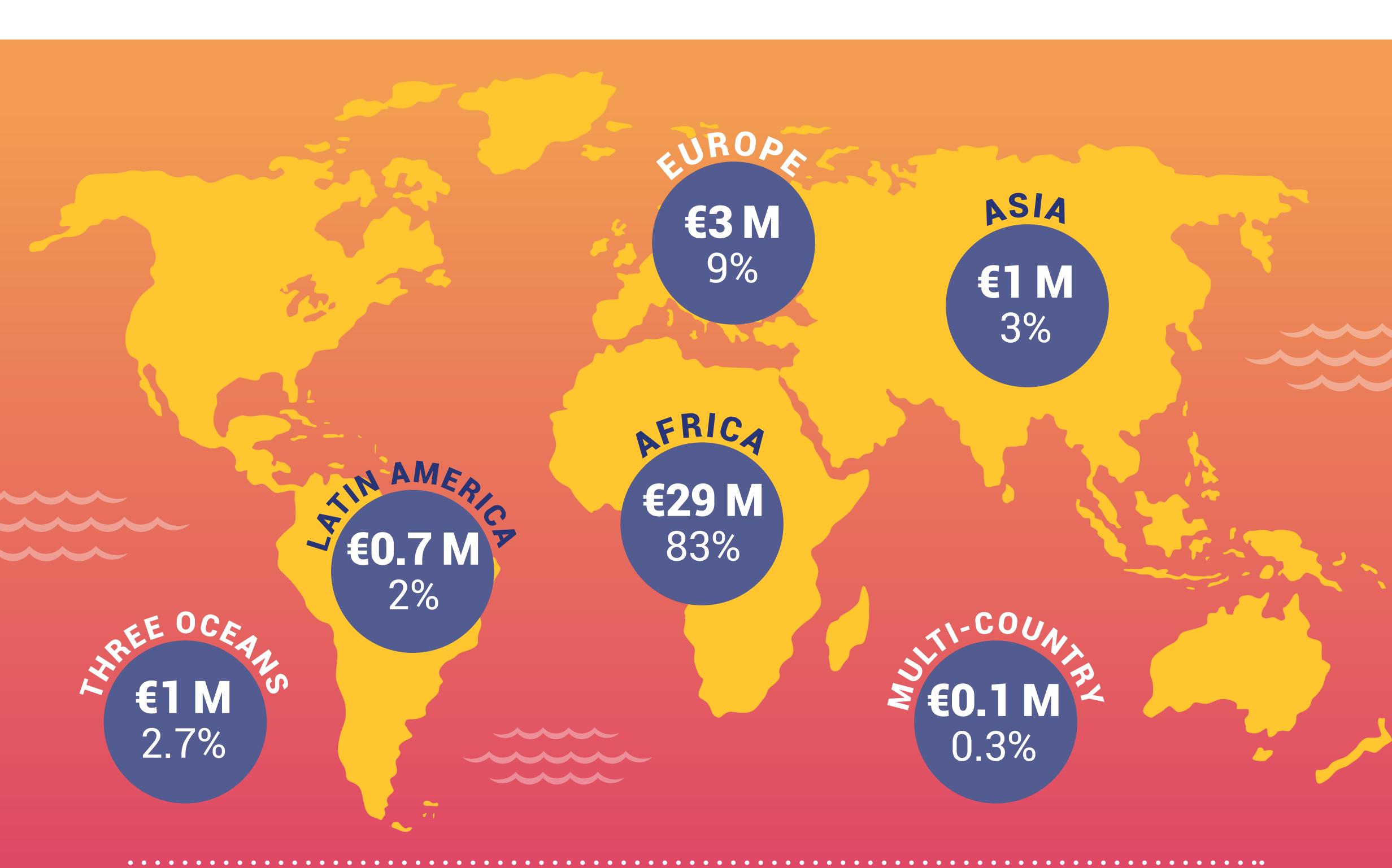


committed in the Sport

#### Breakdown of financing by priority



# Sports are gaining ground



Since 2018, AFD has invested €230 million to support more than 200 Sport for Development projects, reaching almost 10 million young people.

## New partnerships for greater impact

In 2024, AFD expanded its Sports for Development activities through new partnerships:

### **The International Olympic Committee (IOC)**

- **The French National Olympic and Sports Committee**
- The Gol de Letra Foundation
- "Sport dans la ville"
- **Expertise France and GIZ**

These partnerships are supporting innovative initiatives and helping to drive the social impact of sports around the world.

## A landmark summit for sport and sustainable development

Held on 25 July 2024, ahead of the Paris Olympic Games, the first Sport for Sustainable Development (#Sport4SD) Summit was held, bringing together more than 500 participants (heads of state and government, leaders from international organizations and public banks, as well as stakeholders from the sport and civil society sectors).

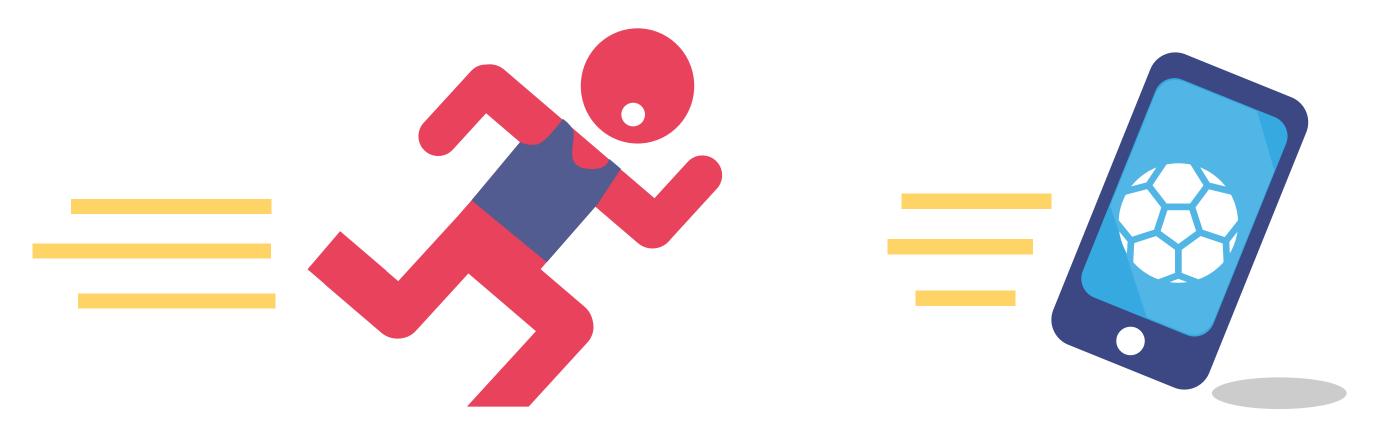


### An international commitment based on the five priorities of the Paris Agreement

- Education and employment
- Health and nutrition
- Equality and inclusion

 Financing and impact measurement

 Sustainability and legacy of major sporting events



### Olympic communication campaign: "Sport, Beyond the Game"

Through 24 personal stories, this campaign highlights how sport helps transform society by promoting education, health, equality and social cohesion.



A photography exhibition during the Olympic and Paralympic Games



A campaign teaser video

featuring Enzo Lefort, had more than 276,000 views



More than 50,000 young Africans



### More than 2 million people reached

# Measuring the impact of sports

AFD contributes to data and research on sports through the systematic evaluation of its projects and through sectoral studies.

**Evaluation of the "Sport** & Development" and "Impact 2024 International" programs: more than 170,000 direct beneficiaries



Publication of a chapter on the socio-economic impact of sports in the report *L'Économie africaine 2024* 



### Launch of a study on sports and inclusive urban planning with Impact Tank



## Full speed to 2030, powered by 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.** 

AFD is fully committed to **using sport as a lever for social transformation** by supporting public policies, structuring local ecosystems, and promoting initiatives led by stakeholders on the ground..

