



United Nations
Educational, Scientific and
Cultural Organization

THE UNESCO SPORT AND THE SDGs FUNSHOP



이승엽야구장학재단
LEE SEUNG-YEOP BASEBALL FOUNDATION

SEOUL, REPUBLIC OF KOREA

5 – 8 SEPTEMBER 2019

OFFICIAL AGENDA



FRIDAY 6 SEPTEMBER

day 1

08:30 – 10:00

Kensington Hotel

SESSION 1: INTRODUCTION

Opening remarks led by UNESCO

An introduction to the day with a brief overview of the activities and what to expect.

Youth & Sport Task Force presentation

A presentation on the Task Force by youth members, Jessica Hutting (Indonesia) and Jen Macapagal (Philippines). Jen and Jess will also share their ideas of how local sports organizations can inform policy-making and contribute to the United Nations Agenda 2030 / Sustainable Development Goals.

An introduction to the United Nations Agenda 2030

An interactive walk through of different spaces depicting the significance of sport in relation to the UN Agenda 2030. The spaces will be facilitated by UNESCO staff with Task Force members supporting. Participants can walk around and collect information on the areas they are interested in and they will be encouraged to list their project under the SDG they feel their work contributes to.

10:00 – 10:30

Coffee break

10:30 – 12:00

Kensington Hotel

SESSION 2: TOPIC 1: DESIGNING A QUALITY SOCIAL-IMPACT PROGRAMME

Moderator:

*Nada Al-Nashif, UNESCO
Assistant Director-General for
Social and Human Sciences*

Facilitated by UNESCO's Assistant Director General for Social and Human Sciences, this session will explore what makes a quality social-impact programme and how sport in particular can be used as a tool for positive social transformations. The experts chosen to speak in this session will share practical advice on improving the capacity of grassroots organizations.

Speakers:

- Jen Macapagal, Youth and Sport Task Force Member and Founder of Race2Share Singapore*
- Deep Mukherjee, Chairman of India's National Commission for Sports and CEO of Star TV Sports India*
- Kevina Maddick, Acting Country Director, Right to Play Thailand*
- Sungsik Cho, Senior Programme Specialist, International Centre of Martial Arts for Youth Development and Engagement (ICM)*

12:00 – 13:00

Lunch

13:00 – 14:30

Kensington Hotel

SESSION 3: TOPIC 2: MEASURING IMPACT AND ALIGNING WITH FUNDING PRIORITIES

*Facilitator: Kevina Maddick,
Acting Country Director, Right to
Play Thailand*

Facilitated by an expert from the global NGO, Right to Play, this session will address the practical aspects of designing an M&E framework, how to judge its effectiveness and how it can be best communicated to potential partners and donors using evidence to support the argument.

Desired outcomes:

That the participants are familiar with a basic M&E framework against the SDGs and have an understanding of how funding streams work and which aspects of the programmes are the most marketable to sponsors. They will also be introduced to participatory approaches to M&E involving beneficiaries.

EVENING ACTIVITIES - A PROFESSIONAL BASEBALL MATCH

15:15

Buses depart

16:00 – 20:30

Baseball stadium

An introduction to baseball
and a professional baseball
experience

08:30 – 10:00

Kensington Hotel

**SESSION 5A:
THEMATIC SESSION
ON PREVENTING
VIOLENT
EXTREMISM (PVE)***Facilitator:*
Irakli Khodeli,
UNESCO

This session is regionally focused and will draw on local-level examples of good PVE-related sport activities.

Desired outcomes: that participants understand violent extremism as a concept, who is vulnerable and what kinds of interventions can support its prevention.

-- (Choose either session 5A or 5B) --

**SESSION 5B:
THEMATIC SESSION
ON CLIMATE CHANGE
ADAPTATION AND
MITIGATION***Facilitator:*
Undral Ganbaatar,
UNESCO

This session will explore how grassroots sport can be used to adapt to a changing climate and reduce our vulnerability to the harmful effects of climate change.

Desired outcomes: that climate change adaptation and mitigation is discussed in terms of small actions at the local level and the role of sport in either encouraging or facilitating these actions.

10:00 – 10:30

Coffee break

10:30 – 12:00

Kensington Hotel

**SESSION 6: TOPIC 3:
A FOCUS ON SOCIAL
MEDIA AND
OUTREACH***Moderator:*
Caroline Baxter Tresise,
UNESCO*Speakers:*

- Emily O'Shea, Co-founder of GromNation Philippines
- Enderson Leal, Caribbean Youth and Sport Task Force (Marketing / Advocacy)
- James Lucian, Professional Photographer

A focus on social media, marketing and advocacy strategies. Designed to link with Session 3 on Monitoring and Evaluation, this session will explore effective communication through media and maximizing social media presence.

Desired outcome: participants will learn basic photography and social media skills, including techniques to communicate their programmes effectively.

12:00 – 13:00

Lunch

13:00 – 14:30

Kensington Hotel

**SESSION 7: DISCUSSING REAL YOUTH
EMPOWERMENT AND SOCIAL INCLUSION
(DECONSTRUCTING BUZZWORDS)***Facilitator:* Sue Vize, UNESCO

Facilitated by a UNESCO expert, this session seeks to deconstruct the language and terms used by development practitioners and what the significance and risks of such terms are. It will focus on youth empowerment specifically, aiming to create a clear distinction between superficial efforts and those that actually do empower particular groups. Barriers will also be discussed, as well as key concepts such as "tokenism".

Desired outcome: that participants are aware of the language they use and begin to reflect on these terms, their significance and how they can improve their approach.

SPORT ACTIVITY - BASEBALL**14:30**

Buses depart

15:00 – 17:00

Baseball field

EVENING ACTIVITIES - A RIVER CRUISE**20:00**

Buses depart

21:00 – 22:00

River Cruise

SUNDAY 8 SEPTEMBER

day 3

08:30 – 10:00

Kensington Hotel

SESSION 9: THEMATIC SESSION ON ACHIEVING GENDER EQUALITY THROUGH SPORT*Facilitator:**Juan Pablo Ramirez-Miranda, UNESCO*

This session will explore concepts of gender equality and barriers to female empowerment. The session will examine how sport can be used to overcome such barriers. It will also explore "masculinity" as a concept and will draw on relevant case studies.

Desired outcome: that the participants understand what gender means as a concept and how it can be used to empower or disempower different groups.

10:00 – 10:30

Coffee break

10:30 – 12:00

Kensington Hotel

SESSION 10: THEMATIC SESSION ON SPORT AS A PREVENTER OF NON-COMMUNICABLE DISEASES (NCDs)*Facilitator: Irakli Khodeli, UNESCO*

This session will address sport in relation to health priorities. It will focus on access to sport and some of the barriers that can prevent participation in sport (and physical activity), as well as addressing structural inequalities. The session will also consider the limitations of traditional biomedical models.

Desired outcomes: that the participants have an understanding of rising NCDs in Asia and the Pacific and how to align sport programmes with national health priorities.

12:00 – 13:00

Lunch

13:00 – 14:30

Kensington Hotel

SESSION 11: TOPIC 4: IDENTIFYING RISKS & DEVELOPING A SAFEGUARDING POLICY*Facilitator: Caroline Baxter Tresise, UNESCO*

Facilitated by a member of the UNICEF Safeguards for Children in Sport's Advisory Board, this session will be practically oriented towards conducting a risk assessment based on an existing tool.

Desired outcomes: That the participants are familiar with possible risks within their programmes and can take steps towards mitigating them.

SPORT ACTIVITY - BASEBALL**14:30**

Buses depart

15:00 – 16:30

Baseball field

EVENING ACTIVITIES - CITY CENTRE TOUR / PALACE / DINNER DOWNTOWN**18:00**

Buses depart

19:30 – 21:00

City centre tour