

Vision 2031: Advancing Sport in Kerala

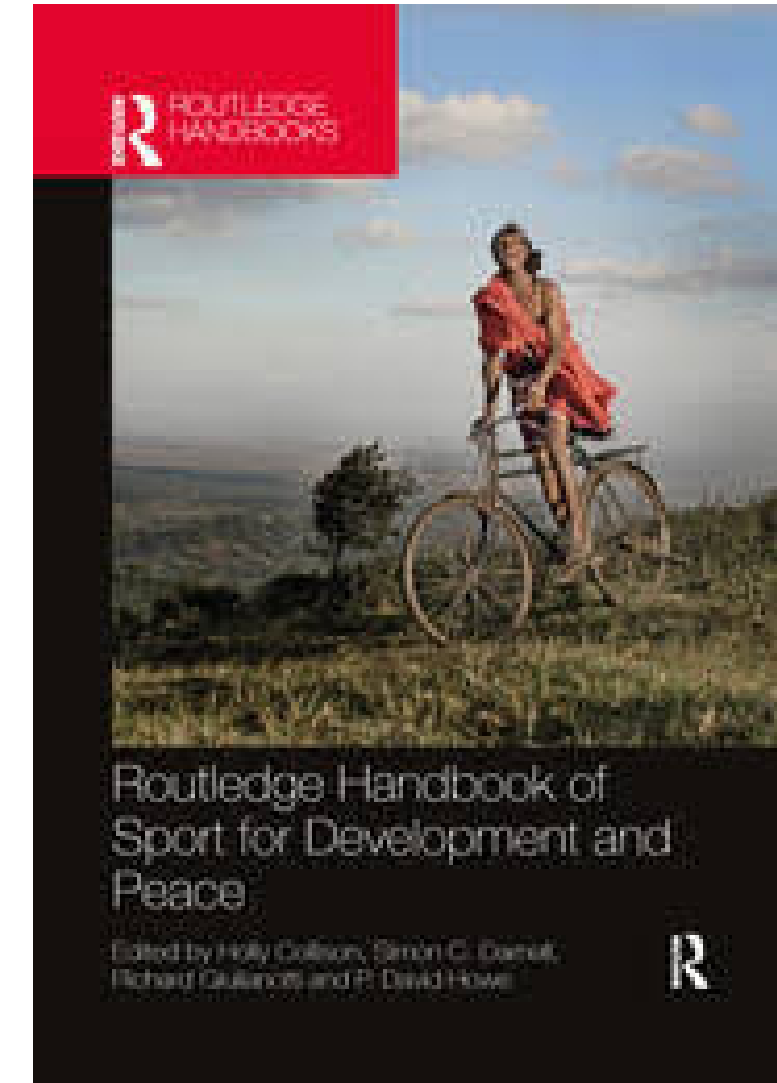
Prof Dr Richard Giulianotti
UNESCO Chair in Sport, Physical Activity and
Education for Development
Professor of Sociology
Loughborough University, UK
r.giulianotti@lboro.ac.uk



unesco
Chair

Aim and Contents

- Kerala – Vision 2031 for Youth and Sport/PE
- Sport – Main Areas
- UNESCO and the Global Sport/PE Agenda
- UNESCO – Fit for Life
- The Values of Sport as Policy Driver
- Key Approaches to Sport/PE Policy
- Key Sport/PE Areas to Address



Kerala – Vision 2031 for Youth and Sport/PE

Vision 2031 for youth:

- Invest in education, welfare, capabilities to enable active role in social and economic progress
- Skills for employment
- Rights, secular values, gender justice
- Social awareness, leadership, responsible citizenship
- Kerala State will design and implement programmes for all this



Kerala – Vision 2031 for Youth and Sport/PE

Vision 2031 for sport/PE:

- Important part of youth development strategy
- Increase access and standards in sport training, participation, and performance
- Strengthen PE in schools
- Improve sport training/performance e.g., sport science support
- Sport associations will be transparent; local bodies and others will promote participation
- State will promote sport-related businesses e.g., manufacturing, medicine, tourism
- Expand sport and physical activity opportunities e.g., walkways, parks, gyms – for all age groups



Sport – the main areas



Point to two main areas:

- ‘Sport Performance’ – includes
 - Competitive sport systems and events, including elite-level
 - Training and other systems for improving sport performances
- Sport for All – suggest three strands
 - Sport participation initiatives – aiming to increase sport/physical activity
 - Physical and sport-related education (PE)
 - Sport for development – use sport to promote wider development goals

Here, we concentrate on Sport for All

Start here, by locating this in the global policy context... UNESCO’s global sport and PE agenda

UNESCO and the Global Sport/PE Agenda

United Nations Educational, Scientific and Cultural Organization
Mission: “to contribute to the building of a culture of peace, the eradication of poverty, sustainable development and intercultural dialogue through education, the sciences, culture, communication and information.”

Founded in 1945, 194 member states

UN Sustainable Development Goals

The UN agency that leads global policy in sport, physical education and physical activity

International Charter of Physical Education, Physical Activity and Sport (orig. 1978; 2015)

- Broad application: “includes physical play, recreation, dance, organized, casual, competitive, traditional and indigenous sports and games”



UNESCO – Fit for Life



Global flagship 10-year programme, starting in 2022, and engaging all member states

5 main objectives:

1. Increase grassroots **participation** in sport and quality PE to **reduce inactivity and chronic disease** (physical and mental)
2. Support the development of **quality and inclusive sport policies**
3. Use values education through sport to **empower young people**
4. **Support teachers and coaches** to deliver quality, student-centred sport education curricula
5. **Build evidence to support targeted investments** in sport



The Values of Sport as a Policy Driver

Recognise the different values of sport, physical activity and physical education

- Valuable in themselves as part of human development
- Valuable contribution to health and well-being
- Valuable contribution to other development goals: evidence demonstrates that sport/PE/PA can help with education, crime reduction, social cohesion, crime reduction, etc
- Social Return on Investment (SROI) – every \$1 spent on a sport-based programme gives a return of \$3-124



Key Approaches for Sport/PE Policy

- Multi-stakeholder, partnerships – across public, private, civil/third sectors
- Enablement, capabilities, strengths-based approach
- Connect to other development and policy areas e.g., health, education, employment
- Targeted interventions
- Prioritise groups in greatest need and with low participation rates – do not give those doing lots of sport/physical activity yet more options
- Public discourse model - engage with user groups to identify needs, enable co-ownership
- Identifying what works, and adapt to fit the context
- Standards setting and benchmarking, continuous research and feedback loop
- Affordability and opportunity – minimise costs, maximise access
- Include traditional sport and games as part of cultural heritage
- External finance: innovative and practical ways to fund programmes and initiatives e.g., ‘Social Impact Bonds’ or ‘Social Outcome Contracts’ where an external investor provides the investment
- Connect policies and practices within national and international policy architectures (such as Fit for Life with UNESCO)
- Become a flagship model for other regions and nations



Key Sport/PE Areas to Address

- Early years interventions – ensuring physical literacy and activity
- QPE in schools – trained teachers, inclusive education, content adapted to context/physical education needs
- Sport for development - projects that use sport to promote development on:
 - Life skills ('Positive Youth Development' approach)
 - Education and training
 - Employability, entrepreneurship and 'sustainable livelihoods'
 - Cross-community relations
 - Crime reduction
 - Health – physical and mental
- Safe sport/PE/physical activity
- Social inclusion: gender, disability, anti-racism/sectarianism
- Develop young leaders
- Foster/promote everyday sport/physical activity for those who need it most e.g., urban design/planning, use of natural resources/public spaces



Concluding Comments

- Vision 2031 – exciting vision and agenda for development in Kerala, includes the role of sport and PE
- Important to engage with UNESCO's Fit for Life agenda, and global policy architecture
- Sport/PE have different values/benefits for policymakers
- Sport/PE policy needs to follow particular approaches
- Sport/PE policy actions need to address specific key areas



unesco

Chair



Thank you for your attention!

r.giulianotti@lboro.ac.uk

