SPORTS FOR HEALTH AND WELL-BEING

GLOBALLY, AROUND 23% OF ADULTS AND 81% OF ADOLESCENTS DO NOT MEET WHO’S RECOMMENDATIONS ON PHYSICAL ACTIVITY

23% adults
81% adolescents (in the age of 11-17)

ACCORDING TO WHO MORTALITY RATE IN KAZAKHSTAN CONSISTS OF:

- NON-COMMUNICABLE DISEASES (including diabetes and cancer): 85%
- CARDIOVASCULAR DISEASES: 57%
- INJURIES: 11%
- COMMUNICABLE DISEASES: 2%

PHYSICAL ACTIVITY

REGULAR

PREVENTION AND TREATMENT of non-communicable diseases (NCD), including heart disease, stroke, diabetes and cancer

REDUCES THE RISK of hypertension, overweight and obesity

STRENGTHENING mental health, improving the quality of life and well-being.

ENCOURAGES children and adolescents to lead a healthy lifestyle, helping them to remain active and fight diseases

RELIEVES symptoms of depression and anxiety

ABSENCE

RISK of non-communicable diseases (NCD), including oncological and cardiovascular diseases

INCREASES the risk of stroke and diabetes up to 20-30%

REDUCES life expectancy by 3-5 years

PHYSICAL INACTIVITY annually leads to premature death of about 3.2 million people
SPORT FOR QUALITY EDUCATION

SPORT IN THE SCHOOL CURRICULUM HELPS TO DEVELOP

1. Team spirit
2. Fair play principles
3. Respect for the rules and other players
4. A sense of mutual assistance
5. Discipline
6. Formal and non-formal education
7. Tolerance
8. Individual and social development
9. Motivation for children to attend school

UNESCO advocates a quality physical education policy around the world as an instrument that promotes 21st century education and promotes inclusiveness.

UNESCO intends to work together with a number of countries wishing to review policies in this area and improve the physical education system.

UNESCO calls on governments to stop the recession in funding for physical education in recent years in many parts of the world, including some of the richest countries.
SPORT FOR GENDER EQUALITY

PARTICIPATION OF WOMEN AND GIRLS IN SPORTS:

1. Contributes to gender equality
2. Destroys stereotypes and social roles associated with women
3. Helps show society talents and achievements
4. Instills self-confidence in women
5. Helps women to show their skills and talents
6. Establishes friendship and social communication
7. Evokes a deeper understanding among male colleagues of the role of women and men in society
8. Helps to gain knowledge on healthy and active lifestyle
9. Opens up employment opportunities and leader skills necessary for progress in society

WOMEN IN CENTRAL ASIA DO NOT DO SPORTS BECAUSE OF:

1. Prejudices that SPORT IS MASCULINE and elitist
2. Traditional beliefs that women should stay home and look after the children and household
3. Widespread myth of negative effects on female fertility

UNESCO for WOMEN in sports in KAZAKHSTAN

In 2016 the UNESCO Cluster Office in Almaty jointly with “Almaty Marathon” Fund organized women’s race with the participation of

400 GIRLS AND WOMEN

Length 10 KM

In 2018 the UNESCO Cluster Office in Almaty and the National Olympic Committee of the Republic of Kazakhstan implemented a professional retraining project

women athletes, who completed their career in sports of the highest achievements
SPORT FOR DECENT WORK AND ECONOMIC GROWTH

SPORTS CONTRIBUTES TO EMPLOYMENT AND THE ECONOMY BECAUSE IT IS:

a SUSTAINABLE EMPLOYER

chance for VOLUNTEERS
to promote their participation in society

a key driver for TOURISM

an employment OPPORTUNITIES FOR WOMEN

da catalyst for INFRASTRUCTURE
development worldwide

driver for WORK
opportunities for people with special abilities and other vulnerable groups

all of the above contributes to inclusive ECONOMIC GROWTH

EXAMPLE OF THE SPORTS TOURISM DEVELOPMENT

KYRGYZSTAN is an excellent example of the development of sports tourism and job creation for residents of remote and rural areas as part of the World Nomad Games under the auspices of UNESCO.

In 2019 45 000 people attended the games from all over the world. Total revenue for the country and the Issyk-Kul region amounted to $9.3 mln.

EXAMPLE OF THE VOLUNTEER MOVEMENT DEVELOPMENT

DURING THE PREPARATION AND HOLDING OF THE 28TH WINTER UNIVERSIADE 2017 IN ALMATY WERE INVOLVED MORE THAN

3 thousand volunteers for the organization of additional activities within Universiade

200 young girls and boys from Kazakhstan National Federation of UNESCO Clubs
Sport can **PROMOTE EQUALITY** and can serve as a platform to promote the value of diversity. Stakeholders in sport can amplify the message of equality and respect for diversity.

Sport, including sport events, can be used to **CELEBRATE AND VALUE DIVERSITY**.

Equal opportunities can be achieved in and through sport by raising **AWARENESS TOWARDS EXISTING INEQUALITIES** and establishing sport-related policies and programmes aimed at reducing them.

The popularity of, and positive attitude towards sport make it a suitable tool for **TACKLING INEQUALITY IN AREAS** and **POPULATIONS THAT ARE DIFFICULT TO REACH**. It can also tackle prejudice and intolerance by promoting tolerance and pro-social behaviour instead.
SPORT FOR SUSTAINABLE CITIES AND HUMAN SETTLEMENTS

SPORT CONTRIBUTES TO

- Establishment of more OPEN SOCIETIES in cities and settlements
- Combating various forms of DISCRIMINATION
- Rights expansion and people opportunities, such as women and youth
- Participation in SOCIAL AND CULTURAL LIFE
- Fight against PREJUDICES and intolerance, promoting of consent and humanistic behaviour
- Development of communities and diversity
- Solution of inequality in REMOTE AREAS and countryside

- Expansion of OPPORTUNITIES FOR PEOPLE with special abilities; sport demonstrates their abilities, not disability
- Development of inclusive society, where sport can be effectively used to include EVERYONE REGARDLESS of age, gender, race, ethnicity, origin, sexual orientation, gender identity, religion, economic or other status.
SPORT CAN CONTRIBUTE TO SUSTAINABLE

CONSUMPTION AND PRODUCTION through non-formal education and awareness campaigns

use of NATURAL RESOURCES, which can be actively engaged in sport contexts and become platforms for promoting the responsible use of natural resources

collection and production through INFORMATION CAMPAIGNS by disseminating key messages

development and ENVIRONMENTALLY FRIENDLY lifestyle
SPORT TO COMBAT CLIMATE CHANGE

SPORT THROUGH COLLABORATION BETWEEN DIFFERENT PARTIES MAY

1. IMPROVE KNOWLEDGE of children and youth about environmental sustainability and climate change
2. PROMOTE ENVIRONMENTAL AWARENESS
3. STIMULATE a STRENGTHENED LOCAL COMMUNITY response on environmental protection
4. COMMUNICATE CLIMATE CHANGE messages and stimulate policy development in this context
5. HELP DISASTER RECOVERY efforts through psychological SUPPORT FOR AFFECTED PEOPLE, especially children, while restoring a sense of vitality, identity and belonging
SPORT FOR PEACE, JUSTICE AND EFFECTIVE INSTITUTIONS

SPORT MAY CONTRIBUTE TO

RAPPROCHEMENT AND INTEGRATION
of divided communities and cultures through friendly games, through the development and popularization of traditional sports and games

ESTABLISHMENT
OF A LASTING PEACE
Sport provides a powerful communication platform that can be used to disseminate solidarity and reconciliation messages and to promote a culture of peace. Sport events can provide opportunities for advocating and realizing peace, as notably the Olympic Truce has allowed since ancient history

CONFLICT PREVENTION
During an ongoing conflict or instability sport can create a sense of calm environment

ENGAGEMENT OF SOCIETIES
that are hard-to-reach and socially excluded groups, for example, through sports programs for refugees or indigenous peoples

CREATION
OF SAFE ENVIRONMENT
on a local and community levels, when participants come together to achieve common goals and interests

DEVELOPMENT OF PRINCIPLES
of respect, tolerance and fair play, and gain of social communication skills

UNESCO RECOGNIZES THE CULTURAL HERITAGE OF TRADITIONAL SPORTS AND GAMES AND ENCOURAGES THEIR STUDY, PRESERVATION AND PROMOTION
SPORT FOR PARTNERSHIP FOR SUSTAINABLE DEVELOPMENT

THE MOST IMPORTANT FACTOR IN PROVIDING REAL ASSISTANCE TO GLOBAL DEVELOPMENT AND ACHIEVING THE GOALS OF SUSTAINABLE DEVELOPMENT IS THE CREATION OF STRONG AND STABLE PARTNERSHIPS

Now the WORLD is more closely INTERCONNECTED than before, and the global phenomenon of sport has the power to connect influential networks of VARIOUS PARTNERS and stakeholders with a common commitment to ensure long-term development.

SPORT can stimulate, build and strengthen multi-stakeholder NETWORKS AND PARTNERSHIPS to achieve sustainable development and peace goals, involving and integrating governments, donors, NGOs, sports organizations, the private sector, academia and the media.

THE DIVERSITY OF SPORTS ORGANIZATIONS at local, national, regional and international levels can provide effective networks for partnerships and program implementation. SPORT MAY serve as a connecting link between different sectors.

IN THE AUTUMN 2020 UNESCO Cluster Office in Almaty in cooperation with National Olympic Committee of the Republic of Kazakhstan are going to organize the first meeting on promotion of SPORTS FOR DEVELOPMENT AND PEACE for all interested parties.