

Promoting Investment in Sport and Physical Education Programmes

Commission 2 Report

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The bright side of sport

- Good health
- Moral Education
- Social integration and international peace
- Sustainable development



The dark side of sport

- Doping / addictions
- Corruption / match fixing
- Physical & psychological violence / racism
- Gigantism of sporting events and facilities



Investment in sport

- Governments and other stakeholders must invest in sport and physical education programmes
 - To preserve the bright side of sport
 - To fight the dark side of sport
- Need for
 - National strategic sport and PE vision
 - Measurement tools for evidence based national sport policies
 - Further study to measure the social, economic and environmental impact of sport and PE



The role of major sport events

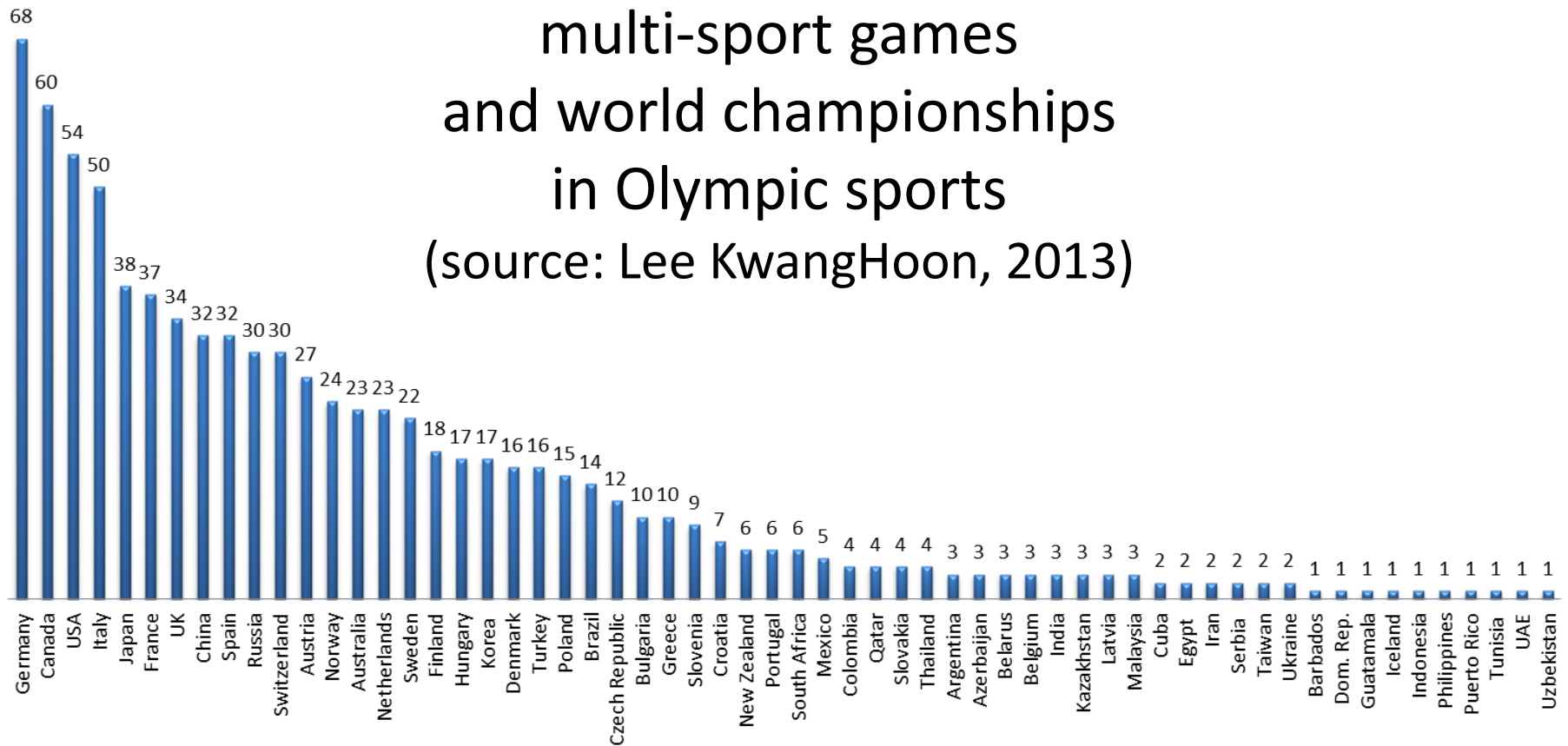
- Develop a lasting legacy, in particular inspire people to do sport at elite or grassroots level
- Generate funds to be redistributed by sport organisations

But major sporting events are increasingly difficult to obtain and organise!



Only 60 countries hosted major events

since 1990
 out of 857
 multi-sport games
 and world championships
 in Olympic sports
 (source: Lee KwangHoon, 2013)



Major sport event owners duties

- Identify areas where financial, technical and political requirements could be scaled down
- Consider co-hosting by several countries
- Ensure more transparent and least costly bidding
- Prioritize through event requirements sustainability and accessibility, in particular for new facilities
- Involve more the local communities to develop a lasting legacy
- Ensure an effective knowledge transfer between past, current and potential hosts in particular to reap the socio-economic benefits of major event and sport

Promoting a SAFE Sport

- **Sustainable**
 - **Addiction-free**
 - **Fair play**
 - **Ethical**
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- Through investments and alliances with all stakeholders!