



COMMONWEALTH  
INNOVATION

# Sport and the coronavirus





## Category 1 (a)

% of population sufficiently physically active



Sport & SDG Indicator	SDG	Data relevant to COVID 19 response	Examples
1.a % of the population sufficiently physically active	3.4	% of the population sufficiently physically active during social distancing measures	<a href="#">Fitbit decrease in global step counts</a> <a href="#">GEMBA PA Survey Data</a>
1.e % of population who participate once a week in sport, fitness and active recreation	3.4	Type of activity & exercise habits during social distancing measures	<a href="#">UK 25% of people engaged in home workouts</a> <a href="#">UK 59% using activity time to go for a walk</a>

# Domain: Participation in Organised Sport and Physical Activity

Level of change: Population

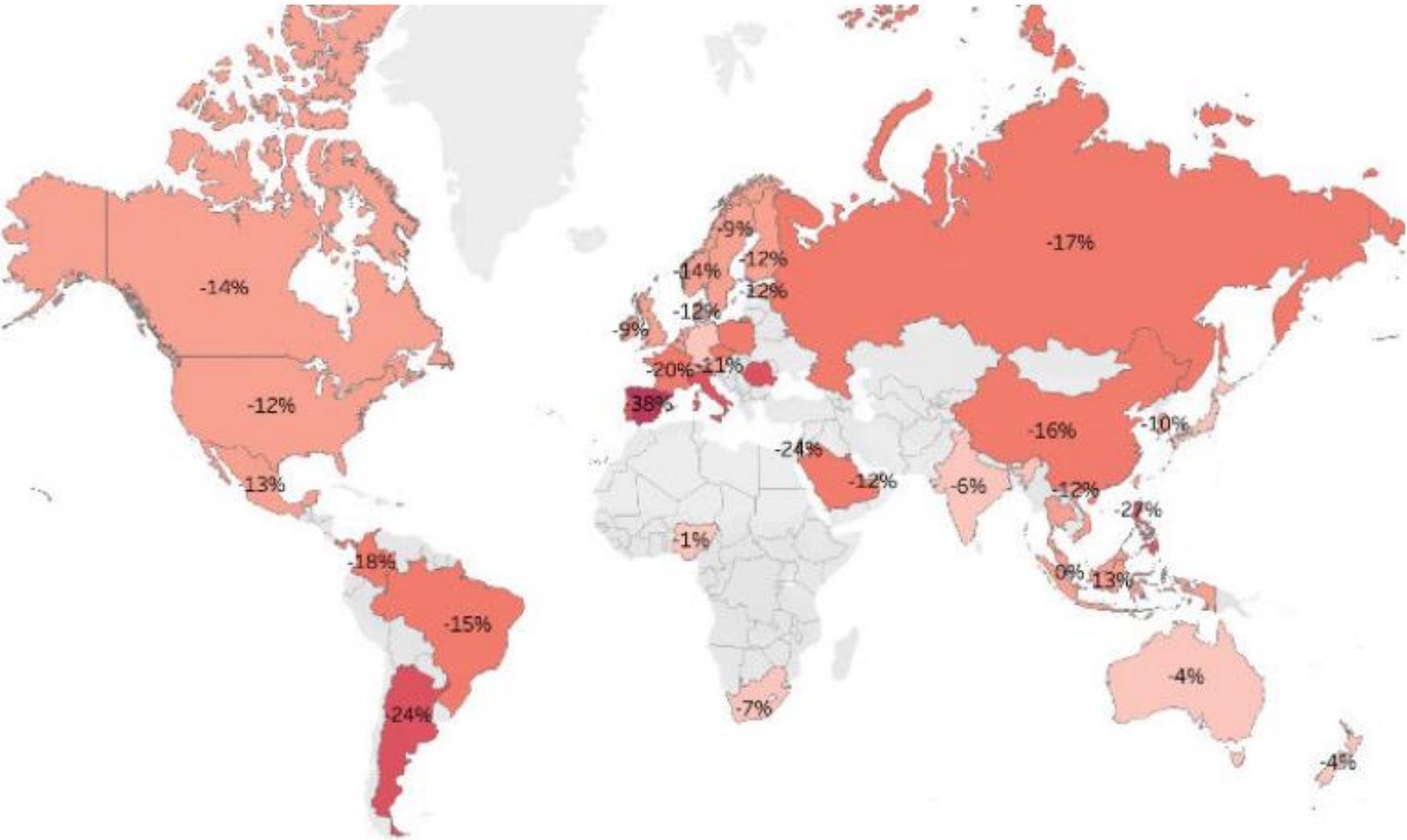
# % of the population sufficiently physically active during social distancing measures

## Fitbit Data: The impact of Coronavirus on Physical Activity Globally



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### Participation in Organised Sport and Physical Activity



Measuring the contribution of sport, physical education and physical activity to the SDGs

#### Category 1 (a)

% of population sufficiently physically active



TARGET 3.4



REDUCE MORTALITY FROM NON-COMMUNICABLE DISEASES AND PROMOTE MENTAL HEALTH

# % of the population sufficiently physically active during social distancing measures

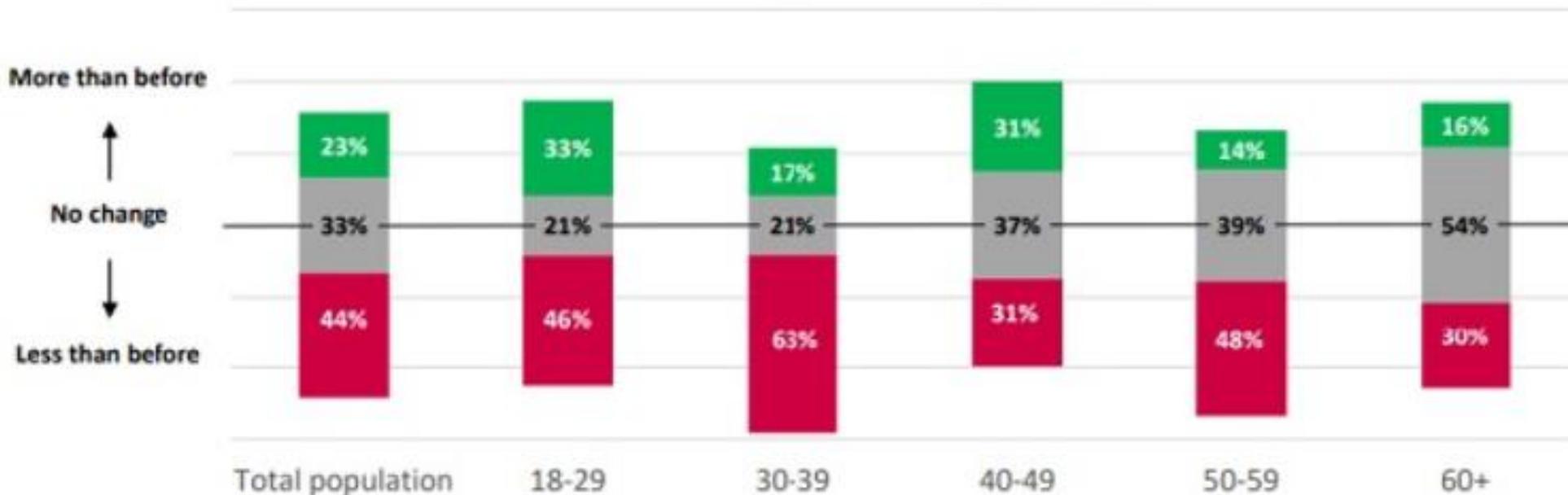
GEMBA Australian Survey Data



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## PHYSICAL ACTIVITY DURING THE LOCKDOWN

Change in amount of physical activity during Coronavirus lockdown  
(total population and by age group)



## Participation in Organised Sport and Physical Activity

Measuring the contribution of sport, physical education and physical activity to the SDGs



### Category 1 (a)

% of population sufficiently physically active

TARGET 3-4



REDUCE MORTALITY FROM NON-COMMUNICABLE DISEASES AND PROMOTE MENTAL HEALTH

# Type of activity & exercise habits during social distancing measures



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## Participation in Organised Sport and Physical Activity

### Coronavirus lockdown transforming people's exercise habits



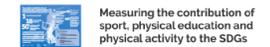
By Tom Walker 15 Apr 2020



More than a third of those doing home-based fitness sessions do it with the children in their household/

### Survey to look at role of physical exercise in Covid-19 lockdowns

By Rosslyn Beeby



Measuring the contribution of sport, physical education and physical activity to the SDGs



TARGET 3-4

#### Category 1 (a)

% of population sufficiently physically active



REDUCE MORTALITY FROM NON-COMMUNICABLE DISEASES AND PROMOTE MENTAL HEALTH



**Category 1 (a)**

% of population sufficiently physically active



Sport & SDG Indicator	SDG	Data relevant to COVID 19 response	Examples
2.3c a recent (previous two years) national community-wide public education campaign for sport, fitness or active recreation has been implemented to support participation behaviour change	3.4.1	The number of impressions/views of community-wide campaign to promote physical activity in lockdown	<a href="#">Sport England #Stay In Work Out</a> <a href="#">Jamaica Moves – Get Kids Moving</a>
2.3f # of national sport bodies using sport to communicate health messaging	3.1 – 3.5	Number of sport bodies communicating public health messaging and/or physical activity messaging to their communities and the reach of the communication	<a href="#">#FitWithIndianFootball 1.5 million Impressions</a> <a href="#">Junior NBA at home</a>

**Domain: Participation in Organised Sport and Physical Activity**

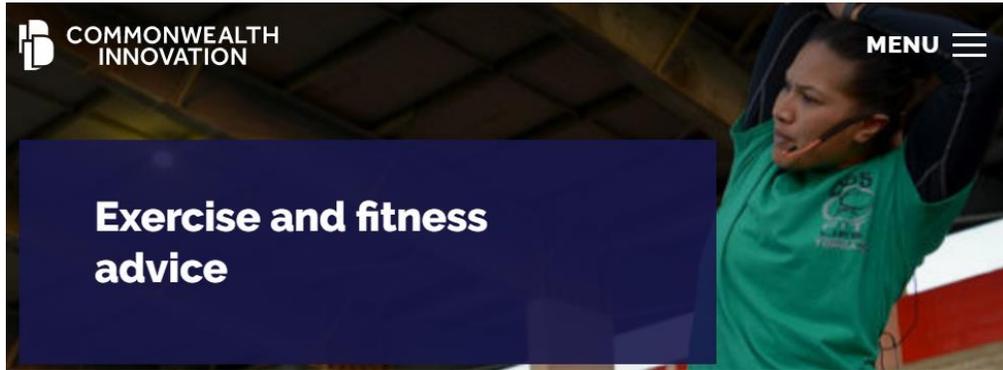
Level of change: System

# The number of impressions/views of community-wide campaign to promote physical activity in lockdown



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## Participation in Organised Sport and Physical Activity



### #FitWithIndianFootball campaign garners over 1.5 million impressions

28 Apr 2020



Measuring the contribution of sport, physical education and physical activity to the SDGs

THE GLOBAL GOALS For Sustainable Development

TARGET 3-4

### Category 1 (a)

% of population sufficiently physically active



REDUCE MORTALITY FROM NON-COMMUNICABLE DISEASES AND PROMOTE MENTAL HEALTH



### Category 1 (c)

% of population reporting positive perception of sport, PE and physical activity

*An enabling factor for sport's contribution to multiple SDG targets and indicators*

Sport & SDG Indicator	SDG	Data relevant to COVID 19 response	Examples
1.c % of population reporting that participating in sport, fitness and active recreation has a positive impact on themselves, their family or community	Enabling factor	1.c % of population reporting that participating in sport, fitness and active recreation has a positive impact on themselves, their family or community	<a href="#">63% of UK population say it is more important to be active now compared with before the outbreak</a> <a href="#">67% believe exercise is helping them with their mental health during shutdown (3.4.2)</a>

Level of change: Population



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**Category 1 (i)**

% of persons with disabilities who actively participate in sport, fitness and active recreation



**Category 1 (h)**

% of females who actively participate in sport, fitness and active recreation



Sport & SDG Indicator	SDG	Data relevant to COVID 19 response	Examples
2.5f % of funded national sports bodies with a gender equality strategy or action plan with allocated budget (5.1.1)	5.1.1	Strategies to maintain and promote gender equality in sport through COVID 19	<a href="#">World Rugby</a> <a href="#">IWG Call to Action</a> <a href="#">This Girl Can</a>
2.10b % of funded national sports bodies with specific policies that provide for equality and inclusion within sport (10.2)	10.2	Strategies to maintain and promote inclusive physical activity for all during the COVID 19 pandemic	<a href="#">Activity Alliance: Disability Inclusion Sport</a>  <a href="#">Eyes-free Fitness Audio Exercise Programs</a>

**Domain: Social Impact, Inclusion & Equality**

Level of change: System

# Strategies to maintain and promote gender equality in sport through COVID 19

## IWG responds to COVID-19 with global 'Call to Action'

April 22, 2020

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*The IWG Global Executive encourages the Brighton Signatories to lead the world by example.*

**activity alliance**  
disability inclusion sport

### Parasport home workouts

Parasport teamed up with Kris Saunders-Stowe, instructor, to bring you this short, easy to follow guide to stretching and improving your mobility. This workout routine is ideal for people who might not have taken part in sport or activity for a while, and are looking for that first step into getting active again. There's no equipment necessary, all you'll need is a little bit of space to follow Kris' instructions.



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**Social Impact,  
Inclusion &  
Equality**

Measuring the contribution of sport, physical education and physical activity to the SDGs

### Category 1 (i)

% of persons with disabilities who actively participate in sport, fitness and active recreation

THE GLOBAL GOALS  
For Sustainable Development

TARGET 10-3



ENSURE EQUAL OPPORTUNITIES AND END DISCRIMINATION

Measuring the contribution of sport, physical education and physical activity to the SDGs

### Category 1 (h)

% of females who actively participate in sport, fitness and active recreation

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For Sustainable Development

TARGET 5-1



END DISCRIMINATION AGAINST WOMEN AND GIRLS



## Category 1 (b)

% contribution of sport, fitness and active recreation to GDP



Sport & SDG Indicator	SDG	Data relevant to COVID 19 response	Examples
1.b % contribution of sport, fitness and active recreation to GDP	8.1.1	Economic impact of COVID 19 restrictions on the sport and recreation sector	<a href="#">British Sport facing £700m loss from COVID 19 Pandemic</a>

# Domain: Economic Development & Employment

Level of change: Population

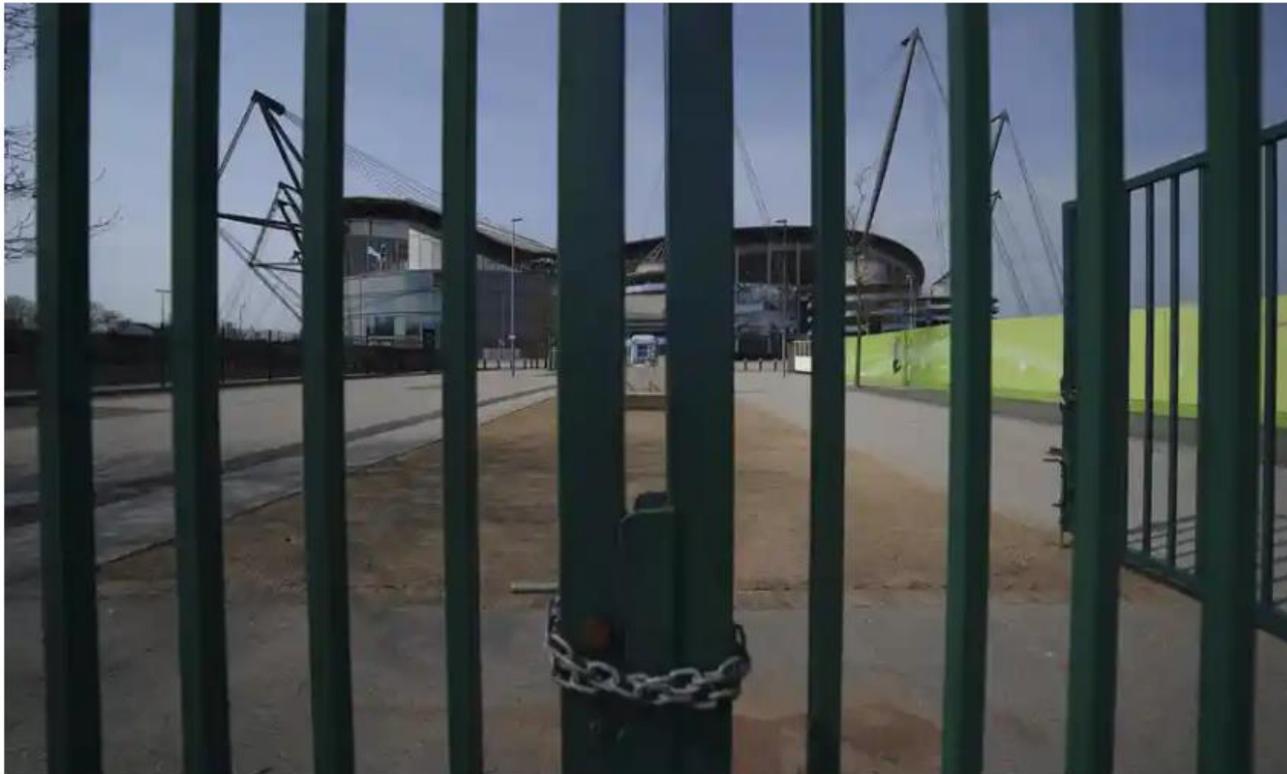
# Economic impact of COVID 19 restrictions on the sport and recreation sector



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## British sport faces devastating £700m black hole from Covid-19 pandemic

- MPs told of huge impact on football, rugby and cricket
- ECB warns of £380m loss; RFU £107m; EFL £200m



▲ Locked gates have become a symbol of the financial crisis facing sport in the UK. Photograph: Jon Super/AP

## Economic Development & Employment



Measuring the contribution of sport, physical education and physical activity to the SDGs



### Category 1 (b)

% contribution of sport, fitness and active recreation to GDP

TARGET 8-1



SUSTAINABLE ECONOMIC GROWTH



**Category 1 (q)**

% of public expenditure on sports



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Sport & SDG Indicator	SDG	Data relevant to COVID 19 response	Examples
1.L % of national budget dedicated to investment in the contribution of sport, physical education and physical activity linked to national development plan and/or the SDGs	17.17.1	% of budget diverted to COVID 19 response	<a href="#">Sport NZ Relief Package</a>
2.5h # of organisations receiving targeted public funding to deliver gender empowerment through sport programmes (5.C.1)	5.C.1	Gender disaggregated analysis of financial sustainability and resourcing packages by sport and athlete	<a href="#">South Africa COVID relief 300 sport applications</a>

## Domain: Governance of Sport - Resource & Finance

Level of change: System

## % of budget diverted to COVID 19 response

# SPORT NZ ANNOUNCES FURTHER \$25 MILLION SHORT-TERM RELIEF PACKAGE

7 May 2020

*Primary focus on clubs and regional organisations*

Sport NZ has created a \$25 million package to provide further short-term relief for organisations at all levels of sport and active recreation. The funds have been made available through savings achieved from the reprioritisation of Sport NZ's work programme in the wake of COVID-19, as well as the drawing down on cash reserves.



sport & recreation

Department:  
Sport and Recreation South Africa  
REPUBLIC OF SOUTH AFRICA



## Department of Sport, Arts and Culture: Sector relief framework and criteria



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## Governance of Sport: Resource & Finance

Measuring the contribution of sport, physical education and physical activity to the SDGs

Category 1 (q)

% of public expenditure on sports

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For Sustainable Development

TARGET 17-17



ENCOURAGE EFFECTIVE PARTNERSHIPS



**Category 1 (q)**

% of public expenditure on sports

Sport & SDG Indicator	Linked SDG	Data relevant to COVID 19 response	Examples
1.k % of funded national sport bodies/member organisations that have adopted formal policies to safeguard participants	16.1.3 16.2.1 16.2.3	Applicability and specificity of policies and procedures to address additional risks through increased online delivery and engagement	<a href="#">UNICEF online protection for children during COVID 19</a>

**Domain: Governance of Sport – Safeguarding**

Level of change: System

# Applicability and specificity of policies and procedures to address additional risks through increased online delivery and engagement



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## Governance of Sport: Safeguarding



Measuring the contribution of sport, physical education and physical activity to the SDGs

**Category 1 (q)**

% of public expenditure on sports

THE GLOBAL GOALS  
For Sustainable Development

TARGET 17-17



ENCOURAGE EFFECTIVE PARTNERSHIPS



SUSTAINABLE DEVELOPMENT GOALS		Domain	Sport and SDG Indicator			
		<b>1. Participation in Organised Sport and Physical Activity</b>	 Category 1 (F1) Average share of built-up area of cities that is open space for sports, fitness and active recreation use by all	 Category 1 (B1) % of population who participate once a week in sport, fitness and active recreation	 Category 1 (G1) % of population who participate in sport, fitness and active recreation	 Category 1 (G2) % of population who participate in sport, fitness and active recreation
	<b>2. Active School and Educational Environments</b>		 Category 1 (E1) % of schools reporting full/partial implementation of SDT guidelines	 Category 1 (G2) % of primary and secondary schools reporting being active in a minimum number of school education-related activities	 Category 1 (G3) % of primary and secondary schools reporting being active in a minimum number of school education-related activities	 Category 1 (G4) % of primary and secondary schools reporting being active in a minimum number of school education-related activities
		<b>3. Social Impact, Inclusion and Equality</b>	 Category 1 (O1) % of positions, board members or executive leadership positions held in sport organisations who are female	 Category 1 (B4) % of females who actively participate in sport, fitness and active recreation	 Category 1 (B5) % of females who actively participate in sport, fitness and active recreation	 Category 1 (B6) % of females who actively participate in sport, fitness and active recreation
	<b>4. Economic Development and Employment</b>		 Category 1 (H1) % of national sports bodies that have included in a strategy the inclusion of people with disabilities in sport	 Category 1 (O1) % of persons with disabilities who actively participate in sport, fitness and active recreation	 Category 1 (O2) % of persons with disabilities who actively participate in sport, fitness and active recreation	 Category 1 (O3) % of persons with disabilities who actively participate in sport, fitness and active recreation
		<b>5. Environmental Sustainability</b>	 Category 1 (P1) % of workers who take the sport, fitness and recreational activities (leisure) sectors	 Category 1 (B1) % of knowledge and/or information in the recreational sports sector about environmental issues that is used in practice by the sector	 Category 1 (B2) % of knowledge and/or information in the recreational sports sector about environmental issues that is used in practice by the sector	 Category 1 (B3) % contribution of sport, fitness and active recreation to GDP
	<b>6. Governance of Sport</b>		 Category 1 (C1) % of sport and fitness organisations that have implemented measures to reduce their carbon footprint and reduce their environmental impact	 Category 1 (D1) % of sport and fitness organisations that have implemented measures to reduce their carbon footprint and reduce their environmental impact	 Category 1 (D2) % of sport and fitness organisations that have implemented measures to reduce their carbon footprint and reduce their environmental impact	 Category 1 (D3) % of sport and fitness organisations that have implemented measures to reduce their carbon footprint and reduce their environmental impact
		<b>6. Governance of Sport</b>	 Category 1 (E1) % of public expenditure on sports	 Category 2 (H1.1) % of funded national sport bodies with a minimum of 20% of their budget allocated to environmental protection	 Category 2 (H1.2) % of funded national sport bodies with a minimum of 20% of their budget allocated to environmental protection	 Category 2 (H1.3) % of funded national sport bodies with a minimum of 20% of their budget allocated to environmental protection
	<b>6. Governance of Sport</b>		 Category 1 (E1) % of public expenditure on sports	 Category 2 (H1.1) % of funded national sport bodies with a minimum of 20% of their budget allocated to environmental protection	 Category 2 (H1.2) % of funded national sport bodies with a minimum of 20% of their budget allocated to environmental protection	 Category 2 (H1.3) % of funded national sport bodies with a minimum of 20% of their budget allocated to environmental protection
		<b>6. Governance of Sport</b>	 Category 1 (K1) % of funded national sport bodies that have adopted open-access or public domain approaches to protect the integrity of sport and safeguard participants	 Category 2 (H1.1) % of funded national sport bodies with a minimum of 20% of their budget allocated to environmental protection	 Category 2 (H1.2) % of funded national sport bodies with a minimum of 20% of their budget allocated to environmental protection	 Category 2 (H1.3) % of funded national sport bodies with a minimum of 20% of their budget allocated to environmental protection

# Descriptions of COVID-19 Responses within Sport

## Commonwealth Advisory Body of Sport

1. Prevention and containment measures within sport
2. Advocacy and communication of official health guidance on containment measures
3. Advice and guidance on staying physically active
4. Mobilising community support and assistance programmes (delivered by sport organisations)
5. Provision of economic support packages and long term sustainability planning
6. Return to activity planning and easing of prevention and containment measures