



Embassy of Italy  
Nicosia



**Within the Day of Italian Sport in the World**

# **PRIVATE-PUBLIC *for* SOCIAL IMPACT *through* SPORT**

**In the light of SDG17 and ESG emerging standards  
in view of impactful PPPS (Private Public Partnerships)**

***INTERNATIONAL ACADEMIC HYBRID SEMINAR  
ITALY-CYPRUS***

Also in view of tailored policy-making by EU institutions, this Cyprus/Italy Academic Seminar has the scope to contribute to theoretical and applicative analysis on the role of PPP to drive social change through sports. The initiative takes place also within the framework of EU Pilot Project “*Building Futures*” <https://www.building-futures.net> in Cyprus at Pournara and Kofinou Camps.

***INVITE***

**FRIDAY 1<sup>st</sup> November 2024**

**h. 11.30-13:30**

**at CSO Cyprus Sport Organization**

**Makarios Avenue, Egkomi 2400, Nicosia (Cyprus)**

Information and confirmation: [international@sport4impact.net](mailto:international@sport4impact.net)

*In the framework of*



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The role of sports in society is steadily growing in all countries with relevant implications on key societal issues such as health, education, social inclusion, labor market, economic growth, innovation, preventing violence and crime, living together, dialogue among different cultures, among others.

All this is mirrored by the innovative approaches to sport as for UN Assembly General Resolutions 73/24 December 2018 and 77/27 December 2022 "*Sport as an enabler for sustainable development*"; as well as by DESA mandate on sport; and by UNESCO, the United Nations lead agency for physical education and sport. UNESCO's sport initiative Fit for Life focuses on innovative financing models of sport for development. The 1st International Symposium on Impact Investing in Sports is a direct follow-up of UNESCO's 7th Global Sports Conference, MINEPS VII.

Equally relevant and consistent with the new emerging societal trends of sport are the plans, resolutions and policy documents elaborated by primary UN Agencies such as WHO, ILO, UNICEF, UNDP, UNWTO, UNHCR, UNODC, as well as major regional organizations, such as the European Union through the Erasmus Plus Sport program, the Council of Europe through specific treaties on sport integrity and the EPAS program, the African Union, the ASEAN, the Pacific Islands Forum, the CARICOM, the Organization of Islamic Cooperation, the OAS. This innovative environment envisages a guiding role played by multilateral organizations which is proving to be crucial in view of strengthening the role of sport as a systemic vehicle for development and social impact within the wider framework of the UN SDGs.

In addition to this innovative positioning acquired by the primary multilateral organizations, the last decade has also registered a more substantive action undertaken on this field by national governments on one side - typically by Ministries for Sport and connected instrumental public bodies, often in dialogue with other ministries (e.g.: Education, Health, Interiors, Tourism), including an initial involvement in the sector by public funding actors - and on the other side by the private sector through dedicated foundations or CSR programs. At the same time, multiple nonprofit entities of a wide range of typologies have developed a first set of competencies and an initial expertise, while traditional sport bodies – at national and international level – are dedicating a specific initial strategic attention to the societal dimension.

In the above depicted innovative evolving landscape, a new crucial element - potentially a game changer factor – has made its appearance: the ESG standards required by primary public regulators of the financial markets, which imply specific taxonomies, metrics, accounting obligations and auditors. These standards are gradually entering into force - specifically in EU and US - and in substance they are determining a disruptive evolution from CSR to ESG-centered initiatives. As a matter of fact, while SDGs offer a wide conceptual framework, ESG are becoming the reference for effective investments by the private sector.

A double significant derivative is being determined, i.e. on one side a growing concrete space for PPPs (Private Public Partnerships) in view of optimizing the outcomes of resource allocation in view of accountability, on the other side the urgent need for methodologies to ensure effective impact (design, partnerships, fund raising, project management, ensure continuity, measure outcome periodically).

Building upon four Conferences (2018 <http://conference2018.sport4impact.net> - 2021 <https://conference2021.sport4impact.net> - 2023 <http://conference2023.sport4impact.net> ), this first Sport4Impact Italy-Cyprus Academic Seminar on PPPS for social Impact through sports will provide a dedicated environment to: a) Inform exhaustively participants about ESG most recent evolutions and applicative perspectives; b) Illustrate advanced or pilot practices with the potential for high-impact outcomes; c) pre-engage private entities (including "Dual Purpose" initiatives for

financial investments which combine social and business scopes) and public actors for the support to scale-up qualified existing practices), within the preparation and follow-up process of the Symposium, by envisaging possible tailored deals on case-by-case basis. A special attention will be given to the “S” component for social projects and programs, while a dedicated space will be ensured also for “G” (related to sport integrity) and for “E” (related to environment).

The six main clusters of participants will be represented by delegates from primary multilateral organizations, selected advanced or pilot initiatives with the potential for high-impact outcomes, national public authorities, private operators, research centers and universities, independent scholars, and experts, in view of up-grading the general knowledge on the topic and facilitate alliances and deals between Italy and Cyprus within the wider framework of EU institutions and multilateral organizations.

A specific session of the Seminar is dedicated to on social impact through sport for the refugee population. The session has the scope to contribute to the theoretical and applicative analysis on the role of sports to support refugees envisaging strategic and systemic national and European policy-making, within the framework of EU Pilot Project “Building Futures” <https://www.building-futures.net> in Cyprus at Pournara and Kofinou Camps.

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## **DRAFT AGENDA**

*H. 11.30 am-13.00 am*

### **Welcome and Preliminary Networking**

*Introduction:*

**Costas Solomou**, Cyprus Sport Organization

### **Key-Note Speech**

**Paolo Bertaccini**, IIRSS Institute/Sport4Impact

Panelists:

**Sabrina Vettorato**, University of Trento

**Luigi Melica**, University of Lecce/Salento

**Patrizia Lombardi**, Politecnico di Torino, Presidente ReteRus

**Marios Argirou**, University of Nicosia

**Lamprini Papargyri**, Mind Spin e University of Cyprus

**Pavlos Georgiades**, Mountaneering Federation of Cyprus (TBC)

**Stelios Charalombous**, Famagusta Nautical Club (TBC)

**Demetris Hadjisofocli**, Center for Social Innovation Cyprus (TBC)

*Conducted and moderated by*

**Andrea Carletti**, Sport4Impact

9:30-11:00 am

Pre-meeting on “Sport for Refugees” within the framework of Building Futures Project

<https://www.building-futures.net>