



PULSE

The Hang Seng University of Hong Kong



**Make a change today
for our planet, our future!**





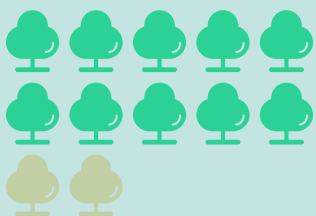
WHAT IS SUSTAINABLE DEVELOPMENT?

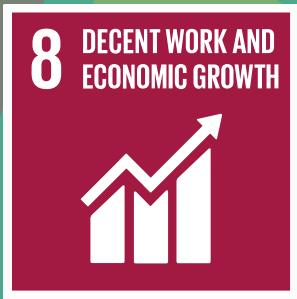
"It is the development that meets the needs of the present without compromising the ability of future generations to meet their needs."

(World Commission on Environment and Development, 1987, p.8)

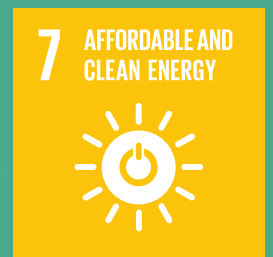
WHAT ARE SUSTAINABLE DEVELOPMENT GOALS (SDGs)?

The 2030 Agenda for Sustainable Development was adopted by the United Nations Member States in 2015. At its core are the 17 SDGs, which are an urgent call to action by all countries – developed and developing – in a global partnership, to end poverty, reduce inequality, and build more peaceful, prosperous societies while tackling climate change and working to preserve our oceans and forests by 2030 to create a world where **no one is left behind.**





THE 17 SUSTAINABLE DEVELOPMENT GOALS



SPORT & SDGs?

The 2030 Agenda for Sustainable Development recognises **sport as an essential enabler of sustainable development** and its growing contribution to the realisation of development and peace, particularly in its promotion of Olympic Values of **tolerance and respect**, also the **empowerment of women and young people, individuals and communities** as well as to **health, education and social inclusion and the reduction of inequalities**.

(UN General Assembly 2015, para. 37, 10)

Sport unites people, bringing people together through megaevents and the grassroots and communities and is used to improve mental health, self-esteem and self-confidence.

The March issue of PULSE will focus goals which are strongly connected with sport. An intentional integration of sports with these goals is not only important and recommended, it is catalytic to achieving the 2030 agenda in record time.

TO A
GREATER OR
LESSER
DEGREE,
SPORT
TOUCHES
UPON
ALL THE
SDGS.



SPORT ↔ SDG 3 GOOD HEALTH AND WELL-BEING

3 GOOD HEALTH
AND WELL-BEING



Health has been identified as a **key indicator** of **international and national development** and global health is everyone's concern



Sports has been identified to be an **ideal medium** for education toward **healthy lifestyle choices and behaviours**

Sport is.....

"ALL FORMS OF PHYSICAL ACTIVITY THAT CONTRIBUTE TO PHYSICAL FITNESS, MENTAL WELL-BEING, AND SOCIAL INTERACTION. THESE INCLUDE PLAY, RECREATION, ORGANISED, CASUAL OR COMPETITIVE SPORT, AND INDIGENOUS SPORTS OR GAMES."

(United Nations Inter-Agency Taskforce on Sport for Development and Peace, 2003)

Benefits of sport for health

Reduce the risk of contracting non communicable diseases

Alleviate mental illness symptoms by releasing endorphins

Sport-based programmes are a viable platform for health education (sexual, reproductive health, alcohol, substance abuse, etc.) for individuals and hard-to-reach groups.

Prevent a total of 35 chronic diseases and obesity

Reduce infant, child and maternal mortality and improve post-natal recovery

Enhance mental health and well-being by delivering social, psychological and physiological benefits

...AND MANY MORE!!!

SPORT ↔ SDG 3 GOOD HEALTH AND WELL-BEING

3 GOOD HEALTH
AND WELL-BEING



However.....

The increase in **sedentary behaviour** and **physical activity reduction** as countries develop economically, people are accompanied by rapid urbanisation, a growing reliance on technology, and changes in transportation patterns that create rising levels of inactivity.

Other reasons include:

- ⊗ Lack of access to sport facilities based on race, class, ethnicity, gender, age, disability;
- ⊗ Lack of confidence or skills;
- ⊗ The perception of potential injury, etc.

According to the Australian Government, physical inactivity and sedentary behaviour are the **4th leading attributable factors** for **cancer**, and are strongly connected to **dementia**, **diabetes**, and **heart disease**.

Recreational and social sports are less emphasis on performance results but participants' relationships. The prominent trend in the last decade has been the shift from traditional organised sports to nature-based recreational activities as they are usually non-competitive and not constrained by external rules and regulations.

Outdoor, nature-based and adventure sports offer unique opportunities for holistic, lifelong involvement in physical activity, fostering pro-environmental behaviours and providing an ideal medium for responding to SDG 3.

SO...WHAT ARE YOUR EXCUSES????

SPORT ↔ SDG 4

QUALITY EDUCATION

4 QUALITY EDUCATION



"ENSURE INCLUSIVE AND EQUITABLE QUALITY EDUCATION AND PROMOTE LIFELONG LEARNING OPPORTUNITIES FOR ALL"

(General Assembly, 2015, p. 17)

In 2017 the UN reported there were 262 million children and youth aged 6 to 17 that were disengaged from school. The right to education and equal rights of women and girls in the field of education are at the crux of this goal.



How Sport helps?

Inclusive sports activities have long been used to foster education and have been identified as a tool to encourage inclusion and the equal participation of women and girls, people with disabilities, and other vulnerable or underrepresented groups and individuals.

Sport, physical education, physical activity and play can motivate children and youth to attend school and engage with formal and informal education.

Also, sports can enhance learning outcomes by promoting academic performance, leadership skills, concentration, and focus abilities, regardless of age.

Educational institutions incorporate sports into curriculums to cultivate and foster personal skills such as resilience, motivation, and goal-setting, as well as social responsibilities include respect, leadership, and peaceful conflict resolution. These skills are important on the playing field and beyond, contributing to a more holistic educational experience.




"EQUAL CHANCES OR OPPORTUNITIES FOR GROUPS OF WOMEN AND MEN TO ACCESS AND CONTROL SOCIAL, ECONOMIC AND POLITICAL RESOURCES, INCLUDING PROTECTION UNDER THE LAW (SUCH AS HEALTH SERVICES, EDUCATION AND VOTING RIGHTS)."

(World Health Organisation. (n.d.))

"ACHIEVE GENDER EQUALITY AND EMPOWER ALL WOMEN AND GIRLS"

(General Assembly, 2015, p. 17)

An illustration showing two hands holding gender symbols. The left hand holds a pink female symbol (a circle with a vertical line and a cross), and the right hand holds a blue male symbol (a circle with a vertical line and an arrow). A yellow lightning bolt is positioned between the two symbols, symbolizing conflict or tension.

Gender discrimination exists across the globe and varies across cultures, ages, and races. Moving beyond, it also relates to women's rights and issues such as violence against women, reproductive health, sexual violence and human trafficking, and other forms of freedom and safety that impact women.

Sport is not free of gender bias. However, it is a powerful platform for advocacy and awareness raising for gender equality...

- Sport has the ability to create safe environments for girls to play, safeguard girls from violence through well-trained coaches, educate girls and boys on sexual health and gender-based violence, and mainstream gender issues through training.
- Through sport-based programmes, women can be equipped with knowledge and skills on health, on how to live a healthy and active lifestyle, on how to respond when experiencing violence, on employability, and with leadership skills needed to progress in society.
- Sport can also foster self-esteem and confidence of women, empower them and develop skills needed to become equal participants and leaders in their communities.
- Addressing current gender inequalities across participation, performance and leadership in sport can make a valuable contribution to this Goal. Sport can be used to address constricting gender norms and to promote equal participation of girls and women in sport.

SPORT ↔ SDG 8 DECENT WORK AND ECONOMIC GROWTH

8 DECENT WORK AND
ECONOMIC GROWTH



"PROMOTE SUSTAINED, INCLUSIVE AND SUSTAINABLE ECONOMIC GROWTH, FULL AND PRODUCTIVE EMPLOYMENT AND DECENT WORK FOR ALL"

(General Assembly, 2015. p. 14)

The youth unemployment rate is **14.4%** in 2022 (ILO 2022) which is more than double the overall rate of 6.5%.

The World Economic Forum has identified sport industry as a key driver of economic growth and one of the **top 10 industries** globally that has achieved a global presence and to provide long-lasting effects that support economic growth.

Indeed, one global estimate puts the value of the entire sport industry at US\$700 billion per annum, a figure that represents 1 per cent of global GDP (Kearney 2014).

The growing scale of the sports industry, and its links with other sectors, offers opportunities for economic growth and decent employment from athletes and coaches; facility construction; equipment and clothing manufacturing; media and sponsorship; and events, travel and tourism, just to name a few, there exist boundless opportunities for people to explore and make a living from the sporting industry and contribute to SDG.

However, sport merchandise should be produced in line with labour standards, and in particular, be free from forced and child labour and discrimination in all forms.

SPORT ↔ SDG 8 DECENT WORK AND ECONOMIC GROWTH

8 DECENT WORK AND
ECONOMIC GROWTH



Sport programmes can foster increased employability for women, people with disabilities and other vulnerable groups, thus contributing to inclusive economic growth. These include training programmes, mentorship and entrepreneurship opportunities

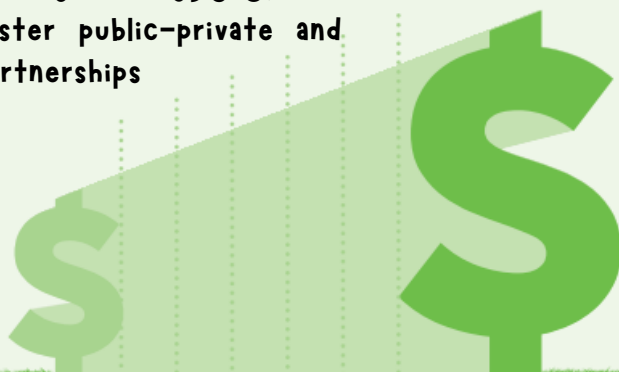
Sport-based educational programmes provide skills for employability and opportunities like sports management, coaching, event planning, and marketing for youth to enter the labour market and contribute to creating a higher standard for all jobs.

Sport events have the potential to enhance the international image of cities and as a catalyst for the development of tourism infrastructure.

POLICY OPTIONS TO MAXIMISE THE CONTRIBUTION SPORT CAN MAKE TO ECONOMIC GROWTH

To achieve the targets of SDG 8, it is crucial to foster public-private and civil society partnerships

- Guarantees or risk insurance for investment in sport projects
- Formal industry-specific skills training
- Tax concessions for sporting events and activities
- Public-private financing arrangements for sport
- Investment into sporting infrastructure





REDUCED INEQUALITIES

VALUE
DIVERSITY
AND
INCLUSION

"REDUCE INEQUALITY WITHIN AND AMONG COUNTRIES"

(General Assembly, 2015, p. 13)

Athletes all over the world are becoming more aware of the impact of their voices when it comes to speaking up on **social issues and changes** that are often related to **diversity, equity, and inclusion**.

How Sport helps...?

Organised sports activities can promote participation of adolescent girls and young women and bring different refugees, Internally displaced persons (IDP), and host communities together, both as participants and supporters, to share a common experience and break down barriers and stereotypes.

Sporting arenas has been used as voting places, which allowed many people access to vote more easily where they could not before. This was a direct action taken to eliminate the discriminatory factor of voter suppression.

In 2019, the United States Olympic Committee (USOC) officially changed its name to the United States Olympic and Paralympic Committee (USOPC). This move was a clear indication of movement toward inclusion.

Participation in sport offers opportunities for the empowerment of people with disabilities; it showcases ability, not disability, thus raising awareness and promoting respect and is used for the inclusion of all irrespective of age, sex, race, ethnicity, origin, sexual orientation, gender identity, religion or economic or other status.

SPORT ↔ SDG 11

SUSTAINABLE CITIES AND COMMUNITIES

11 SUSTAINABLE CITIES AND COMMUNITIES



- "MAKE CITIES AND HUMAN SETTLEMENTS INCLUSIVE, SAFE, RESILIENT AND SUSTAINABLE" (General Assembly, 2015, p. 21)
- UN-Habitat guidance indicates that a minimum of 15 per cent of an urban area should be allocated for open and green spaces and public facilities including athletic and recreational space.

How Sport helps...?

- Sports facilities and recreational spaces contribute to creating inclusive and safe cities.
- Accessible sports infrastructure promotes physical activity, well-being, and community engagement, aligning with SDG 11's objective of providing equal access to basic services and amenities.
- Residents can gather to promote social connectivity and diversity, thus making neighbourhoods more cohesive, lively, and ultimately more attractive to residents and investors alike.
- Sport events can also act as accelerators for the development of sustainable cities, including improved road networks and public transportation, thereby contributing to road safety.
- Urban infrastructure offers safe and accessible opportunities for walking and cycling, both to increase physical activity and reduce air pollution caused by other forms of transport.

Active cities and settlements are healthier, wealthier, safer, greener and more cohesive



PEACE, JUSTICE AND STRONG INSTITUTIONS

"PROMOTE PEACEFUL AND INCLUSIVE SOCIETIES FOR SUSTAINABLE DEVELOPMENT, PROVIDE ACCESS TO JUSTICE FOR ALL AND BUILD EFFECTIVE, ACCOUNTABLE AND INCLUSIVE INSTITUTIONS AT ALL LEVELS"

(General Assembly, 2015, p. 15)

High-profile athletes, sporting teams and leagues can promote messages of peace inclusion, human rights, tolerance and foster dialogue and social cohesion.

The football superstar Didier Drogba played to position a 2007 Africa Cup of Nations qualifier in his home country, as a catalyst for dialogue between government and rebel forces and to promote national unity. This is one example on using the profile and status to champion peace and stability.



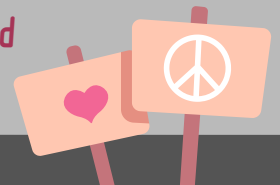
Major sporting events also can be used as a powerful communication platform to promote peaceful and harmonious societies.

The Olympic Truce, which aims at using the profile of 'sport as a tool to promote peace, dialogue and reconciliation in areas of conflict during and beyond the period of the Olympic and Paralympic Games', was presented since ancient history.

Sport can raise awareness on sexual and gender-based violence, including in conflict situations. Ending abuse, violence and exploitation in sport can significantly contribute to achieving peaceful societies.

Upholding sport ideals, such as respect for opponents and the rules of game, and maintaining dignity in victory and defeat, can foster democratic processes and institutions. Reforming sport institutions can ensure their effectiveness, accountability, and inclusivity by aligning their policies and actions with human rights, principles of justice, and good governance, to promote a culture of ethics, integrity, and lawfulness.

However... **CORRUPTION** and **BRIBERY** present significant threats to the integrity of sport. Problems of **DOPING**, the **MANIPULATION** of competitions, and **FINANCIAL MISAPPROPRIATION** and **FRAUD** have become increasingly prominent within sport. The promotion and maintenance of clean sport is fundamental to underpin fairness in society.



SPORT ↔ SDG 17

PARTNERSHIPS FOR THE GOALS

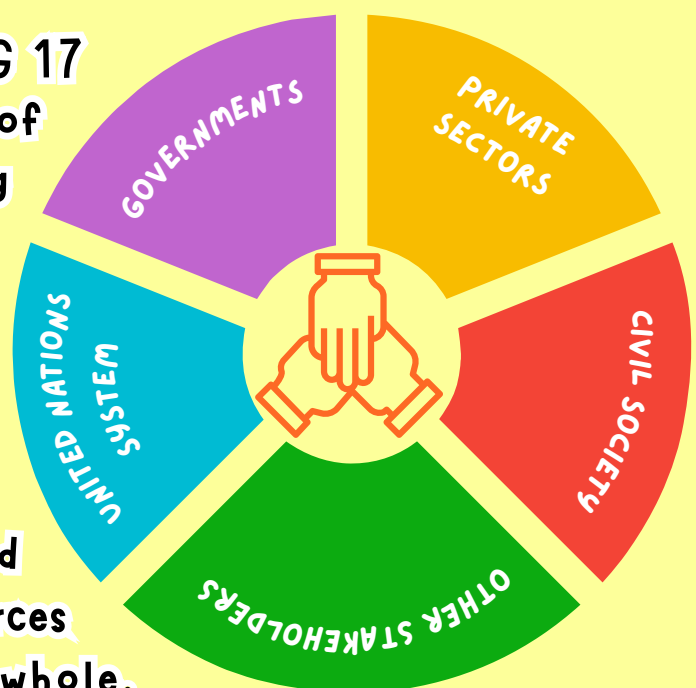
17 PARTNERSHIPS FOR THE GOALS



"STRENGTHEN THE MEANS OF IMPLEMENTATION AND REVITALIZE THE GLOBAL PARTNERSHIP FOR SUSTAINABLE DEVELOPMENT"

(General Assembly, 2015)

Last but not least, SDG 17 emphasis the importance of partnerships in bringing together Governments, the private sector, civil society, donors, academia, sport organisations, media, the United Nations system and other actors and mobilising all available resources towards the SDGs as a whole.



The global reach, unmatched popularity, wide appeal, universal character and value-based foundation of sport, as well as its particular association with youth, make it a versatile means of implementation.

Diversity of sport and sport organisations on local, national, regional and international levels catalyse, build and strengthen effective multi-stakeholder networks and partnerships for sustainable development goals, and also serve as a link between different sectors which address a wide variety of topics, pool resources and create synergies.

SAO PE ↔ SDGs

SDGs, it is much more than a slogan nor a campaign from Alien. It is something happened around us everyday and affecting our living and learning!

In our Strategic Plan 2023–2028, the **SDGs** has been identified as one of the new strategies and novel initiatives —

"Addressing pressing issues under the United Nations (UN)'s Sustainable Development Goals (SDGs), thereby cultivating global citizenship; and align the University with international sustainability standards with socially responsible campus services, procurement and other operations."

SAO PE Section also organised different events to promote the initiative. Our efforts in promoting the Sustainable Development Goals (SDGs) because they're an integral part of engaging the community and fostering a culture of responsibility and action. Through a series of interactive workshops, informative seminars, and collaborative projects, students and staff are encouraged to integrate the principles of sustainability into their daily lives and academic pursuits.



SAO PE ↔ SDGs



Participated in GREEN WALK HONG KONG to promote walkable city and combat climate change

Organised different themed talks to address peaceful and inclusive society

PE PRESENTS

Sports as a Catalyst for Social Integration: Exploring the Experiences of Minorities in Hong Kong

This topic combines sociology with the integration of minorities into Hong Kong society through sports. It aims to shed light on the role of sports as a powerful tool for social integration and the experiences of minority individuals in this context.

SPEAKER: MR. ASLAM HAMZA (HSUHK ALUMNI)



Organised a variety of workshops and activities to promote health and an active campus

HEALTH CHECK-UP
Date: 26 February 2024 (Monday)
Time: 12:00 nn - 5:00 pm
Venue: College Hall, Block M 4/F



Volunteered in mega sport events to promote social inclusion, enhance community engagement and gain transferable skills



HONG KONG MARATHON 2024



2024 WORLD TRIATHLON CUP HONG KONG



TAKE ACTION AS A GLOBAL CITIZEN NOW

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