

# EFFECTIVE PARTNERSHIPS, THE DECADE OF ACTION & POST COVID-19

## IMPLEMENTATION OF PARTNERSHIPS THROUGH “SIDS TOWARDS THE FUTURE”

Leveraging the Influence of the Sports Industry.

The sports industry includes some of the world's most iconic, inspirational and influential organisations. SIDS must be part of this. As we all know, in a cultural shift of historic proportions, the sports industry is now using its influence to advance sustainable stewardship.

A principal objective is to educate sports professionals, their supply chains and millions of fans about the business case for greening, from achieving cost savings and enhancing brands to developing new partnerships opportunities and strengthening community ties.

Through the combined activity of SIDS and the SDGs, the project SIDS Towards the FUTURE can be set to become the spokesperson of these values, not only within the continent but also worldwide, wherever Small Island athletes compete representing their own country and their continent. Continental Championships, World and Olympic Games, are some of the International appointments where SIDS showcase the qualities its multi-stakeholders.

Nowadays, sport is to building lasting working relationships or landing a new job, simply because it brings people together. SIDS can implement a sustainable chain among the stakeholders, involving CEOs and Top Managers to the improve a common sense of social and sustainability

commitment and make them inspire the youth and the local small island communities to the next generation. Sport can promote sustainable consumption and production through education and awareness-raising campaigns. The popularity and outreach of sport offer opportunities for engagement in sustainability actions and a platform for information sharing across many topics, including sustainable development, disease prevention environmentally-friendly lifestyles.

Campaign messages related to these subjects can be disseminated through products, services and events. This could be EduZone. A powerful example of the type of educational campaign that sits perfectly within SIDS framework.

The concept provides a setting from which to engage the public (in this case, our target audience). This social marketing strategy, create unique contents to be disseminated through Media and Social Media, though the "Word to mouth" within the local communities, is the key communication tool related to the project.

The activity we are going to implement, country-wise through the local communities, will constantly include quality measures identify by SIDS.