

Technology Encounters: Integrated Model of Sports Governance for Sustainable Development.

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Abstract:

This comprehensive study deals with the Integrated Model of Sports Governance for Sustainable Development. The Sport for Advancement and Tranquility society accompanied the procedures and accomplishments that led to the ancient adoption of the Sustainable Development Agenda 2030 with keen interest, and a dedication to continuing utilizing sport as an unparalleled resource to aid this emerging world action plan. Researchers recognize sport's increasing ability to contribute to advancement and peace through its passage of civility and acceptance, as well as its charitable donations to women's and youthful people's empowering, individual and demonstrating the importance, and health, schooling, and social integration goals.

The purpose of this overview is to inform, inspire, encourage, and support essential parties such as States, UN entities, athletic organizations, sports confederation and affiliations, underpinnings, non-governmental organizations, sportsmen, the mainstream press, civilized society, academic institutions, and the private industry in their significant participation to the SDGs. Decentralized techniques that can effectively realize the advantages received from involvement in sport and other types of physical exercise do not always mesh with organized and highly focused tactics to create the quality elevated mark.

There are several advantages to aligning policy in sport, physical exercise, and public health. Resources may be gathered and directed from a variety of places. Their use can help strike a balance between prioritizing infrastructure that can sustain population shifts and ramping up successful tailored projects. Sports authorities and governmental organizations must also work to ensure that the Sustainable Development Goals are at the heart of all sports organizations.

Keywords: Sustainable Development, Sports, Policy, Strategy, Goals, Society.

Introduction:

Beginning with a rich heritage of General Assembly and Human Rights Council resolutions, UN agreements, Secretary-General reports, and other guiding documents demonstrating sport's enormous potential. The United Nations has long accepted, espoused for, and endorsed its valuable commitments to peace and development. The Sport for Advancement and Tranquility society accompanied the procedures and accomplishments that led to the ancient adoption of the Sustainable Development Agenda 2030 and its 17 Sustainable Development Goals (SDGs) in 2015 with keen interest and a dedication to continuing utilizing sport as an unparalleled resource to aid this emerging world action plan (Chams 2019).

Sports are also a critical facilitator of long-term growth. Yang (2020), recognize sport's increasing ability to contribute to advancement and peace through its passage of civility and acceptance, as well as its charitable donations to women's and youthful people's empowering, individual and demonstrating the importance, and health, schooling, and social integration goals (Dai 2020). This comprehensive study will elaborate on the role of sports in sustainable development, analyzing sport-specific Sustainable Development Goals' targets (Chams 2019). It will also reflect the implications, strategies and policy requirements.



Outlining of Sustainable Development Goals:

The intent of this overview is to inform, inspire, encourage, and support essential parties such as States, UN entities, athletic organizations, sports confederation and affiliations, underpinnings, non-governmental organizations, sportsmen, the mainstream press, civilized society, academic institutions, and the private industry in their significant participation to the SDGs. Goals relating to Sustainable Development concerning sports are as follows: (SDG 2019).

- **Goal 1 (1.1, 1.2, 1. a):** *End poverty in all its forms everywhere.*
Poverty eradication is something that will be socially and economically beneficial for everyone. Further, if this goal can be even relatively achieved, other SDGs would become more attainable by virtue of the socio-economic impact of negligible existence or complete absence of poverty. However, a major setback in the form of COVID-19 has reared its ugly head up, though, globally short-term measures are being put into place to reduce the impact of the pandemic on the poverty situation.
- **Goal 2 (2.1, 2.3):** *End hunger, achieve food security and improved nutrition, and promote sustainable agriculture.*
Malnutrition and starvation are banes that plague nations that do not see efficient utilization of their resources. Further, sports can be an avenue to create an influx of monetary impetus to allow these nations to rise above their dire situations and improve the health index of their people. Securing sustainable agriculture would not only improve the general quality of living, but also ensure a prolonged sustenance of generations to come.
- **Goal 3 (3.1-3.5, 3.7, 3.9):** *Ensure healthy lives and promote well-being for all ages.*
It is no secret that physical activity fosters a positive attitude in young children. Further, sport teaches certain ethos and values such as integrity, hard work and dedication that leads to the development of a young person into a beneficial and contributing member of society. Sports has the power, and dare I say, the resources to inculcate grass-root sporting activities into the daily lives of the children that come under their operational jurisdiction. This simple thing can go a long way to help achieve the aforementioned SDG.

- **Goal 4 (4.1, 4.3-4.5, 4.7, 4.a-4.c):** *Ensure inclusive and equitable quality education and promote life-long learning opportunities for all.*

Education is an inalienable right of any individual, more so for children who need to be educated, developed and sensitized for the benefit of society. The pandemic has disrupted academic life for almost all school and college-going children, however, with the aid of sports, this can be rectified.

- **Goal 5 (5.1, 5.2, 5.5, 5. c):** *Achieve gender equality and empower all women and girls.*

The need for women's empowerment is essential to advance society. Through impetus shown by sports organizations, governing bodies and the national governments, prominence can be bestowed upon women athletes and they can be brought along, at parity with their male counterparts. The fact that sports is a global phenomenon, will help then push the agenda of gender equality and women's and children empowerment further.

- **Goal 6 (6.2, 6.3, 6.4, 6a):** *Ensure availability and sustainable management of water and sanitation for all.*

Sports can play a huge role in organizing and pooling together resources that can lead to infrastructural development. Naturally, efforts can be made to achieve the aforementioned SDG through concerted initiatives taken by global sports organizations and governing bodies.

- **Goal 7 (7.2, 7.3, 7a):** *Ensure access to affordable, reliable, sustainable and modern energy for all.*

The inherent problem that is faced by almost a third of the world's population is that of inefficient and intrinsically dangerous energy and fuel resources. Sports that are heavily dependent on technological innovation can play a crucial role in developing ways to allow efficient, cheap and sustainable energy sources into these affected households and commercial/industrial entities.

- **Goal 8 (8.1, 8.2, 8.3, 8.5-8.7, 8.9):** *Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.*

The pandemic has led to a sustained period of unemployment which has effectively stifled economic growth (*Global Economic Prospects, 2021*). Naturally, sporting series have also had to take drastic steps to ensure their survival in such times (Pockrass, 2020). However, through impactful and meaningful strategizing, sports can be an avenue for generating sustained employment gains and economic growth in the post-COVID era.

- **Goal 9 (9.1, 9.2, 9. c):** *Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.*

It is pertinent for any nation that expects to achieve the SDGs mentioned herein, to have a solid foundational infrastructure and a benchmark to achieve excellence and innovation. Hence, sports shall play a major role as the very essence of competitiveness is the ability to garner excellence and foster innovation, whose ethos can be guided into fulfilling this instant SDG.

- **Goal 10 (10.2, 10.3):** *Reduce inequality within and among countries.*

One of the most troubling banes that any society faces today is inequality. Sports organizations and governing bodies must take the initiative to foster an environment wherein, there is equality of opportunity, irrespective of the person's country of origin, sex, creed or race.

- **Goal 11 (11.3, 11.7, 11. c):** *Make cities and human settlements inclusive, safe, resilient and sustainable.*

For any nation to be successful, firstly, its inhabitants must feel secure and included. Sustainable development can only be achieved once all the members of society feel obligated to come together as one and work towards the ultimate aim. Sports can be a physical outlet for youngsters that can teach, as mentioned above, integrity, hard work and respect. This will ensure that the society moves forward as a moral community and achieves the aforesaid SDGs.

- **Goal 12 (12.2, 12.3, 12.5, 12.6, 12.8, 12.b):** *Ensure sustainable consumption and production patterns.*

Sustainability is something that requires careful deliberation, planning and optimal utilization so as to ensure that the contemporary goals are being met whilst not jeopardizing the future in terms of the availability of resources at one's disposal.

- **Goal 13 (13.1, 13.3):** *Take urgent action to combat climate change and its impacts.* Sportspeople are generally followed by the general public, to the extent of a mania. Further, social media affords them a platform to raise their voices against pertinent concerns such as Climate Change. There have been examples of sports personalities who are willing to take charge and spread the word (Woodhouse, 2022) and this shall lead us further towards the aforementioned SDG.

- **Goal 14 (14.2, 14. c):** *Conserve and sustainably use the oceans, seas and marine resources for sustainable development.*

Apart from the terrestrial ecosystem, there must also be impetus shown by sports organizations to also inherently protect our marine ecosystem, especially those sports that depend and rely upon the same.

- **Goal 15 (15.1, 15.4, 15.9):** *Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, halt and reverse land degradation and halt biodiversity loss.*

Sports take a lot from society, in terms of manpower, financial resources as well as from the environment. It is only reasonable to assume that they in return pledge themselves towards its preservation.

- **Goal 16 (16.1, 16.2, 16.3, 16.5, 16.10):** *Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.*

Spreading awareness with regards to Human Rights issues is at the forefront of this SDG. Prominent personalities within the sports arena need to use their platform to raise awareness regarding the same.

- **Goal 17 (17.9, 17.13, 17.16, 17.17,17.19):** *Strengthen the means of implementation and revitalize the global partnership for sustainable development.*

Sports has the power to bring people together irrespective of any other qualification other than the fact that they share the same passion for their respective teams and personalities. This will play a key role in achieving the aforesaid SDG in the long run. Efforts, however, must be concerted in that direction.

Role of Sports in Sustainable Development:

Following 15 years of extraordinary progress forward towards the Millennium Development Goals (MDGs), the world's focus has turned to the replacement of SDGs as a content of the change to the newly established United Nations SDGs 2030 (Lindsey 2017). Based in the United Nations, the worldwide society launched a rigorous public consultation with participants from all areas of society to examine successes and unfinished business surrounding the eight MDGs and decided on 17 SDGs to be followed over the following 15 years.

The United Nations Office on Sport for Development and Peace has historically been using sport to bring the community together again and sponsoring sport for peace programs, ranging from big sporting tournaments to grassroots activity (Nadalipour 2019). In general, participating in sports and physical activities has a variety of social and health benefits. It improves fitness levels and instils good lifestyle decisions in children and youth, allowing them to stay active and battle non-communicable illnesses. Sport benefits people of all ages, genders, and cultural backgrounds. Everyone enjoys it, and its impact is unmatched.

Furthermore, in its most basic form, sport promotes gender equality by encouraging reach a broader. Female engagement in sports also challenges gender norms and societal roles. By emphasizing women's and girls' talents and capabilities, the mark may help them display their talents and successes to society. People's self and ego improve as a result of this (Yoo 2020).

Sport and its universality have the power to cross cultures, and it may be utilized as a valuable instrument for peacebuilding and long-term peace development. Sport frequently constructs secured areas at the local and community line, where individuals are introduced with each other to pursue similar intent and intrigue, gather postulates of approbation, compassion, and equitable treatment, and assemble collective competencies (Hsieh 2021).

Analysis of Sport-specific Sustainable Development Goal's Target:

Improving policy consistency also necessitates an understanding of the difficulties associated with various agendas in the sports industry. Within-sector linkages between grassroots, professional sport, and Sport for Peace and Development have considerable promise. Still, the governmental push may be necessary to balance and, where feasible, reconcile interests linked with diverse fields of sport. Decentralized techniques that can effectively realize the advantages received from involvement in sport and other types of physical exercise do not always mesh with organized and highly focused tactics to create the quality elevated mark. The attention placed on building the evidence foundation for sport-based interventions partially responds to concerns that their influence has been exaggerated (Hsieh 2021).

Frequent physical exercise, such as participation in physical entertainment, has been shown to help reduce obesity and reduce the risk of heart problems, stroke, diabetes, and some kinds of cancer. Fitness level, body fat reduction, improved cardiac and metabolic disorders risk profiles, and bone health can benefit young individuals (Yoo 2020). The World Health Organization (WHO) publishes strict guidance for activity levels beneficial to people of all ages.

Since policy formulation must consider local settings and the many constraints that impact marginalized groups, certain fundamental principles for achieving equitable participation in physical education may be recognized (Reychler 2017). Instructors who are well-trained and have the necessary knowledge, abilities, and understanding are required to implement an adaptable and inclusive curriculum (Baena-Morales 2021).

Combating discrimination of women in sports necessitates well-balanced policy measures that integrate equality between the sexes in all activities and allow for particular and focused responses when necessary. Well-developed mechanisms of information collecting, communication, and responsibility help to integrate equality of

the sexes across all policy formation. Different female roles can contribute differently to these results if they are encouraged and promoted. Several top women athletes have a high profile, creating chances for activism and motivation (Lindsey 2019).

Also, there is a greater realization that collaborative solutions to urban planning and design may improve access and allow physical exercise to be included in everyday routines. Improving urban settings and realizing the advantages of sport-specific places and facilities necessitates well-thought-out planning and administration, from the federal to the local (Lindsey 2017). The significance of transportation for development toward a range of SDGs emphasizes the necessity for participants from diverse sectors to coordinate and, in some circumstances, harmonize their contribution. Regardless of any worries about sport's autonomy, all government authorities have to take on a condemning part in allowing the avoidance of violence and harassment in sport (Yermilova 2019).

Importance of Sports in achieving Sustainable Development Goal's Target:

While evaluating the role of sports in achieving the SDGs, it would be a folly to neglect the good work already undertaken by the teams, governing bodies and organizations. It is a fact that efforts must be organized to achieve the aforementioned targets, however, the wheels of change have already been put into motion with regards to certain SDGs mentioned above.

Goal 5 of the SDGs emphasize the importance of empowering woman and girls so as to create a conducive societal environment for fostering gender equality. Strides have been taken in the context of sports with respect to the aforementioned. For instance, women referees have been given the opportunity to officiate high-ranking men's matches (Media, 2021). This is something that helps normalize the inculcation of gender equality into the domain of professional sports. Further, football governing bodies have also shown impetus when it comes to uplifting and garnering the interests of women athletes. UEFA has sanctioned a separate elite women's pan-European league that runs parallel to its men's counterpart, the Champions League (*UEFA Women's Champions League / UEFA.Com*, n.d.). Additionally, there also have been other Football Associations that have started recognized professional women's leagues that attract TV and in-game audiences (Howorth, 2021). This goes a long way in legitimizing a system that allows female athletes to be recognized globally as legitimate athletes alongside their male counterparts. There is, however, the scope for improvement in implementing these measures because the societal attitudes towards women referees (Forbes et al., 2014) and athletes still need to be brought at par with the contemporary male scenario.

Goal 10 of the SDGs talks about the elimination of inequality within and amongst nations. Firstly, globalizing sporting events play a huge role in this regard. However, one of the most pertinent banes that plague our society and impedes the very core of these SDGs is the prevalence and persistence of racial inequality (Roberts et al., 2020). In this regard, steps have been taken by various sports to curb and rectify the same. However, at least on paper, one big mover of this right to equality is the National Football Association (NFL). According to the *Rooney Rule (The Rooney Rule / NFL Football Operations*, n.d.), the teams that are governed by the NFL are supposed to incorporate recruitment parameters such as, interviewing at least one diverse candidate and maintaining proper transparency through the whole process (*NFL EXPANDS ROONEY RULE REQUIREMENTS TO STRENGTHEN DIVERSITY*, n.d.). In actuality though, it seems as though the measures purported are not implemented in a way that exudes the full intent of the movement

(Wilde, 2022). This is where the importance of inculcating these SDGs through proper policies and strategies comes into the picture.

Another important aspect of the SDGs is the adoption of practices that promote the protection and fostering of the environment. Seeing sports that generally have a history of not complying with environmental norms, or rather being a contributor to environmental degradation, that then take steps to protect the environment is a great inspiration for the entire sports fraternity. Formula 1 is sport that runs on fuel that has the potential to contribute tons of air pollution into the atmosphere (Richards, 2021). However, it has taken charge of rectifying the same. According to them, they pledge to attain net-zero carbon footprint by 2030 (*Formula 1 Announces Plan to Be Net Zero Carbon by 2030 | Formula 1®*, 2019) and also move towards sustainability with single-use plastics eliminated and all waste reused, recycled or composted (Harding, 2021). Other examples of such initiatives can also be seen between the UN and sports governing bodies. For instance, the Board of Control for Cricket in India (BCCI) signed a letter of intent in 2018 with UN Environment (India, 2018). According to the LoI, both parties would strive to lessen the impact of the sport on the environment by engaging fans and the cricketers in green initiatives (Press Trust of India, 2018).

Policies and Strategies:

There are several advantages to aligning policy in sport, physical exercise, and public health. Resources may be gathered and directed from a variety of places. Their use can help strike a balance between prioritizing infrastructure that can sustain population shifts and ramping up successful tailored projects. Complimentary methods can gain from the experience of sports and healthcare professionals and reciprocal building capacity. Standardized metrics of sports activities and physical exercise can also help to improve proof policy-making by incorporating them into health data collecting systems and specialized sport-based programs (Duxbury 2017).

The 2030 Agenda for Sustainable Development recognizes sport's rising commitment to fulfilling peace and security. The declaration is a significant step forward for the sport. It allows the Commonwealth, the United Nations, and other global, national, and regional partners to expand on earlier promises and achievements. It contributes to this effort by giving guidance to governmental policy and decision-makers so that sport may contribute as much as possible to long-term development (Lindsey 2019).

Nonetheless, policymakers may frequently rely on and integrate various information resources to make informed decisions about the relevance of sport-related policies and initiatives to the SDGs (Duxbury 2017). Multiple options to triangulation exist, and practical techniques for determining the impact of intervention programs, such as hypothesis models or societal return on capital, are progressively being employed in sports (Saviano 2018). Nevertheless, resources and knowledge must enable such strategies, and caution must be used not to exaggerate the significant contribution of sports, given the wide variety of other variables that might impact advancement towards environmental sustainability outside sport-based initiatives.

Implementation:

International rules and suggestions for effective governance and children's sports services are accessible. Still, countries themselves must implement them and thus can be made a requirement for athletic organizations seeking public subsidies. To achieve the

SDGs' scope and ambition, each nation's and the world's implementing mechanisms must be reinforced (Duxbury 2017).

According to Vermeulen (2018), different arrangements and collaborations of governmental, commercial, and civilized society organizations can be used to implement policies. Provides a concept of methods to strengthen sport's shared commitment to sustainability, based on the prior study of those SDG 17 goals outlined above. This model offers government-led implementation methodologies established via formal collaborations between commercial and public or civilian society groups and strengthens mutual aid through evidence (Saviano 2018). Diverse approaches can generate resources that are both successful and efficient. Solo projects may not be as sustainable as collective methods to execution. Policy consistency may be developed at all levels, from national to local collaborative approaches within the sports industry and across development sectors related to certain SDGs may enhance and be developed.

The apparent demands on educational systems and the traditional prioritization of other disciplines, improving the execution of legislative requirements, necessitates explicit and continuing reinforcement of the position of physical education (Baena-Morales 2021). Governments play a vital role in ensuring that sports governing bodies and other athletic organizations within their control follow government reform standards. These obligations stem from the awareness that sports organizations' long-standing autonomy relies on their adherence to applicable governance norms. Challenges to sport's authenticity, such as violence and harassment against children and different types of corruption, need well-considered government policy techniques (Chams 2019).

Conclusion:

According to the above discussion, it is concluded that Sport, on the other hand, still confronts several obstacles in realizing its full potential. Throughout sporting events, it has been witnessed far too many incidents of intolerance, bigotry, hostility, and aggression. Sports organizations, administrators, players, and spectators must all do everything possible to prevent these evils and fully exploit sport's good power. Sports, like other sectors, is affected by fraud. Corruption hurts sports, and there should be zero tolerance for sports misconduct, particularly doping. A civilian's duty is to continue to fight corruption and improve governance, ethics, and accountability. Sports authorities and governmental organizations must also work to ensure that the Sustainable Development Goals are at the heart of all sports organizations.

Regardless of such obstacles, sport's immense positive force model and enthusiasm will keep bringing people together, building a more open and peaceful society via universal ideals and principles. Sports has always played a significant role in all communities, serving as a significant communication vehicle that may be utilized to create a peaceful society. It is and will remain one of the best cost-effective and adaptable instruments for promoting United Nations principles and achieving the Sustainable Development Goals

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