

# Think Sustainably ACT NOW

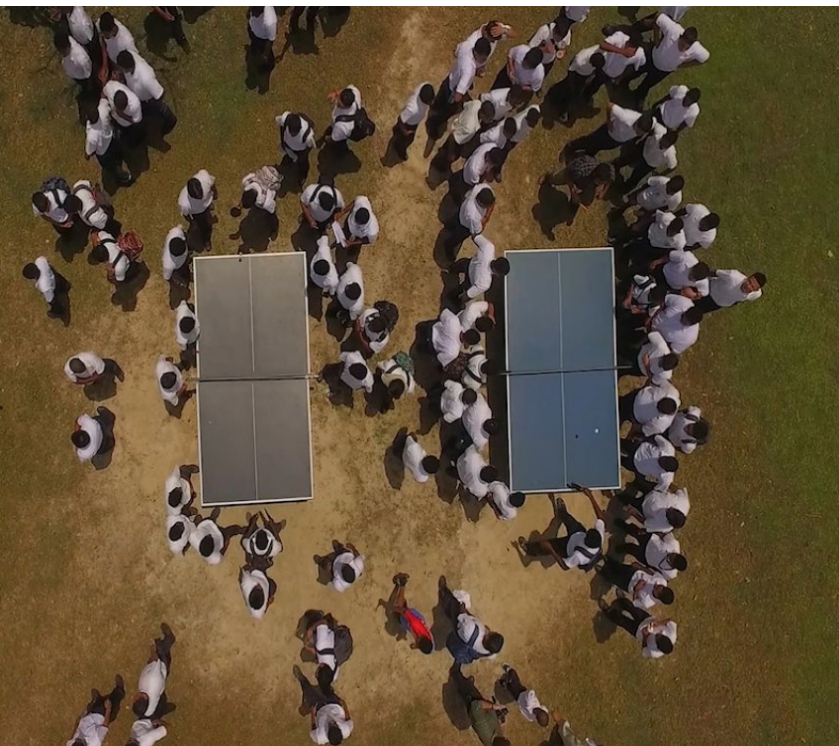
**A Sustainability through Table Tennis Manual**



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## Is the manual for me?

Do you intend to **use table tennis** to make a **positive impact**? - If YES, this manual can be used to support your efforts.

**This manual is for anyone** – from ITTF Member Associations and Continental Federations, WTTD organisers, coaches, athletes, clubs, and project leaders across the globe – who wishes to use table tennis to solve some of the world's most pressing issues.

## How should I use the manual?

The manual has **three parts** intended to **inspire and help you** to organise your own table tennis for sustainable development initiative.

**Part 1: Think Sustainably** provides the necessary background to understand how table tennis can be used for sustainable development.

**Part 2: Act Now** section is split according to each of the 10 SDGs that have been prioritised for sport. Each SDG consists of 2 pages.

The **first page** is made up of three sections and guides you to **'Think Sustainably'** in practical terms.

- **DEFINE YOUR INTENDED IMPACT** takes you through the thought process you need to go through in order to identify this issue you would like to tackle, and define the impact you wish to have through your event.
- **CASE STUDY** provides you with a real life case study to explain, the context of the event setting ("BEFORE"), the activities that made up the event ("DURING") and the impact felt from the event ("AFTER"). It is intended to help you to think about how your event might take shape if you built it around a specific SDG.
- **MORE INFO & IDEAS** and imagine the most suitable action for your reality.

The **second page** helps you to **'Act Now!'** helps to provide you with ways to innovate

- It gives you specific activity ideas for each SDG based on three levels of complexity - basic, intermediate and advanced. Of course, we encourage you to come up with your own ideas!

**Part 3: Next Steps** provides you with an overview on reporting that can help you tell your impact story, and a sustainable event check list to help you make your event the most sustainable possible.



**TIP: The ideas and suggestions are expected to be adapted appropriately within local/regional/national context. You are encouraged to work in partnership with experts on the issues you aim to address. This is your initiative using table tennis to address a problem in your community.**



**PART 1**  
**THINK SUSTAINABLY**

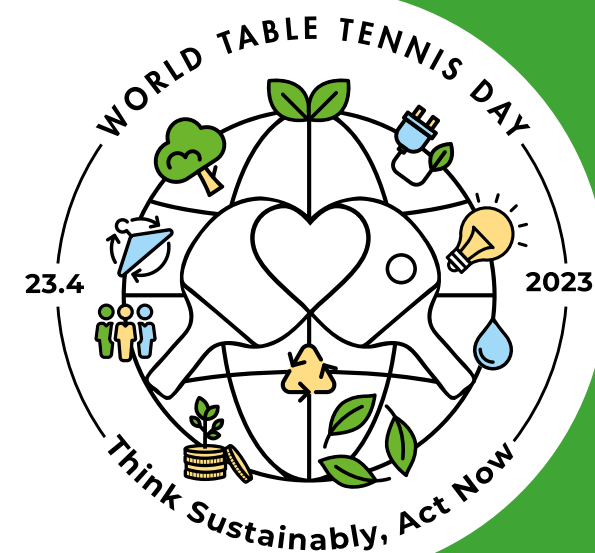
## World Table Tennis Day

World Table Tennis Day (WTTD) is celebrated each year on **April 23rd**. This day provides everyone who loves table tennis, an opportunity, to come together, have fun and celebrate.

Everyone can be involved in organising WTTD activities, from continental, national and regional table tennis associations to you and your friends. Of course, anyone can participate - from celebrities to grandparents and everyone in-between - in a variety of activities planting trees or wheelchair tournaments!

### “Think Sustainably, Act Now!”

The launch of this manual coincides with WTTD 2023. Each year, a specific theme is chosen to raise awareness on the different ways table tennis can be used to bring solutions to these issues. The manual acts as a physical manifestation of this year’s WTTD motto, which is “Think Sustainably, Act Now!”. Through the motto and manual, and the many activities that you organise, we aim to inspire more organisations and individuals within the table tennis family to put sustainable development at the heart of its organisation’s priorities.





## Why use table tennis?

In a normal table tennis event, you expect there to be a focus on the sport itself – the main objective is to play the sport, and sometimes competition.

In a table tennis event where sustainable development is the main objective, the sport is used to tackle one or more social, environmental or economic issues for the advancement of people, the planet and prosperity.

Table tennis, like most sports, provides a means to contribute to a better world. It is also one of the most popular sports in the world, with little to no equipment required, making it easily accessible.

More often than not, when time is taken to deliberate precisely what it is we want from the sport, table tennis achieves these goals. That is why, in 2016, the UN recognised “sport as an important enabler of sustainable development”.



### Table tennis...

- is low cost
- can be played with more than two players
- can be made accessible to disabled people
- can be played indoors or outdoors
- is a contactless sport
- is played all over the world
- requires technical mastery to compete
- also benefits from strength, speed, and endurance
- is fast and exciting to watch

## Sustainable Development and the UN SDGs

In 2015, 193 countries – all of the members of the United Nations (UN) – agreed to adopt 17 Sustainable Development Goals (SDGs).

The SDGs are a framework of goals, targets, and indicators, that map out precisely what the world needs to do in order to address its most pressing issues by the year 2030. The SDGs can be seen as a shared blueprint, incorporating three overlapping principles on which sustainability is built and sustainable development achieved: *People, Planet, and Prosperity*.



### Planet

Protecting the planet from degradation through sustainable consumption and production, sustainably managing natural resources and taking urgent action on climate change, so that it can support the needs of the present and future generations.



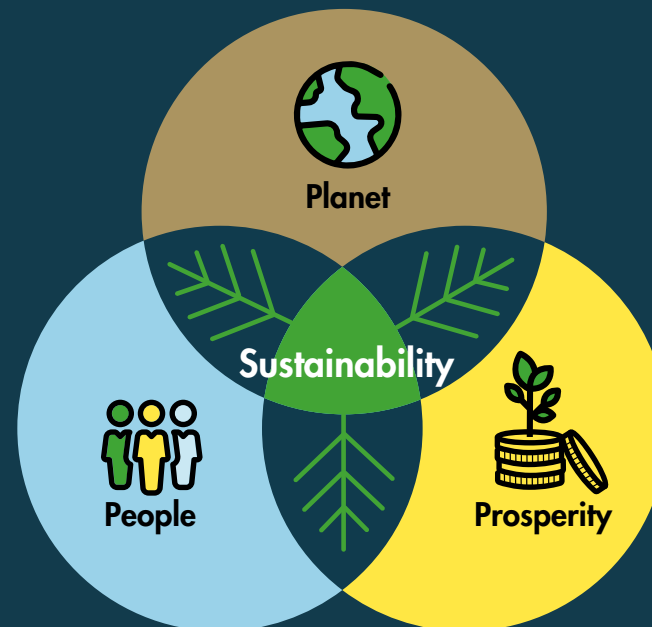
### People

Ending poverty and hunger, in all its forms, and ensuring that all human beings can fulfil their potential, with dignity and equality, and in a healthy environment.



### Prosperity

Ensuring that all human beings can enjoy prosperous and fulfilling lives and that economic, social and technological progress occurs in harmony with nature.



# The 10 Sustainable Development Goals used in this Manual

**Goal 3. Ensure healthy lives and promote well-being for all at all ages:** Sport is the third pillar in preventing non-communicable diseases, which are all too often caused by physical inactivity and poor nutrition. Regular exercise is one of the best ways to prevent illness and disease – therefore sport can help to significantly reduce health-care costs, increase productivity, and help prevent mental health problems. In light of the important link between sport and mobility, the sport sector can also be key in raising awareness about road safety to contribute globally in reducing the number of deaths and injuries caused by road traffic accidents.

**Goal 4. Ensure inclusive and quality education for all:** Physical education and sport can contribute to school attendance and help to improve learning performance and promote a broad spectrum of life skills and values that build on individual capacity and development in young people. Sport can improve learning outcomes by fostering academic performance and achievement, leadership abilities, and concentration and focus capabilities. Sport-based programmes offer education opportunities and transversal life skills to be used beyond school including the workplace. Sport, physical education, physical activity and play can motivate children and youth to attend school and engage with formal and informal education. Sport programmes for girls, including in refugee camps, can be used as an incentive to stay in school. Moreover, the popularity of sport can raise awareness about sustainability through designing sustainable educational curriculums and greening schools and universities.

**Goal 5. Achieve gender equality and empower all women and girls:** Sport is a powerful platform to foster gender equality and empower women and girls. It can help to enhance girls' and women's health and well-being, build self-esteem, and facilitate social inclusion and integration; it challenges gender norms and provides opportunities for leadership and increased employability.

**Goal 8. Promote inclusive and sustainable economic growth, employment and decent work for all:** Sport is becoming an increasingly important part of the economy and - from staff working for sports organizations to construction workers building sports infrastructures - an important source of employment. Through the implementation of responsible practices, sport can also be a standard bearer for decent working conditions.

**Goal 10. Reduce inequality within and among countries:** Reducing inequalities and ensuring no one is left behind are integral to achieving the Sustainable Development Goals. Inequality within and among countries is a persistent cause for concern.

**Goal 11. Make cities inclusive, safe, resilient, and sustainable:** Cities that invest in public sport, play areas, and related sport activities and programmes can reap numerous benefits in the field of health care and in fighting delinquency and violence, and promoting social cohesion and community identity. 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.

**Goal 12. Ensure sustainable consumption and production patterns:** Sports events provide ideal opportunities to raise public awareness about the feasibility and benefits of responsible consumption and design practices, and to involve athletes of all levels and the wider public in concrete sustainability actions.

**Goal 13. Take urgent actions to combat climate change and its impacts:** The sporting world can help spread global awareness of climate change and provide a platform for showcasing long-term solutions to climate change in terms of energy and water resource management, mobility, food production, carbon impact mitigation and adaptation strategies for sporting events.

**Goal 16. Promote just, peaceful, and inclusive societies:** Sport is a valuable tool for helping to prevent conflict. It can promote social inclusion, build trust, and foster a culture of peace between groups in conflict.

**Goal 17. Implement global partnerships for sustainable development:** The sports sector is a powerful and active member of civil society and can, as such, be a meaningful partner to reach out to in order to maximize the achievements of the SDGs.



**“Sustainable Development meets the needs of the present without compromising the ability of future generations to meet their own needs.”**



## Table Tennis and Sustainable Development

The ITTF Group is **taking actions today and tomorrow** to ensure the sport can thrive now and be resilient in the future.

This manual is one of the ways that the entire table tennis family can respond to the urgent call for action by all countries – developed and developing – to contribute towards the SDGs, in a **global partnership**.

The manual is focused on helping the reader, contribute effectively to the **10 SDGs** that have been prioritised for sport in the Kazan Action Plan.

Take this as a **call to action**, contribute to the resilience of your communities, propose innovative solutions, and mobilise sustainable change!

## Sustainable event principles

You're about to plan your event, here are five principles to keep in mind:



### 1. Go Green

Be sure to plan your event in a location – if possible – that is accessible for participants to walk or bike to, or one that is well-linked to public transport. Communicate those access routes to your participants. If your event is indoors, ideally you can opt for a venue that demonstrates a commitment to environmental sustainability.



### 2. Do no harm

It's always good to test out the activities you're planning to make sure they're not harmful in any way to participants. Be especially attentive to any potential negative mental health effects. You should also avoid doing any harm to the natural world in and around your event location.



### 3. Better than before

Try to leave your event setting in the same state, or better, that you found it in. This especially applies to outdoor events, but can also apply to indoor ones. It means reducing, reusing, and recycling waste, and it could also mean planting grass seeds in worn down patches to prepare for next year's event!



### 4. Create safe spaces

Think physically as well as mentally. Try to ensure that your event space is welcoming, in a neutral territory and culturally appropriate. Set ground rules – concerning conflict, criticism, or potentially threatening actions, ideas or conversations – that are owned by the group.



### 5. Leave no one behind

This one is the central promise of the SDGs. Carefully plan and communicate your event to ensure that all targeted individuals and groups in your community are able to participate and benefit from your event.



### Planet

3 GOOD HEALTH  
AND WELL-BEING



4 QUALITY  
EDUCATION



### People

12 RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



8 DECENT WORK AND  
ECONOMIC GROWTH



### Prosperity

11 SUSTAINABLE CITIES  
AND COMMUNITIES



5 GENDER  
EQUALITY



10 REDUCED  
INEQUALITIES



13 CLIMATE  
ACTION



16 PEACE, JUSTICE  
AND STRONG  
INSTITUTIONS



17 PARTNERSHIPS  
FOR THE GOALS



PART 2  
**ACT NOW**

# Where to start – planning your sustainable event

Here are four steps to guide you through the organisation of your event. For more information

## BEFORE

1

### ASK AND PREPARE

#### WHY?

Why is a table tennis for sustainable development event needed? Why would people come?

#### WHAT?

What sustainable development issues need to be addressed in my country / city / community / club? What do I need to do this (knowledge, equipment, resources)? What expected impact do I hope to have and how do I measure it?

#### WHO?

Who has a say?  
Who will benefit, and how  
Who will help, and how?

#### HOW?

What is my objective?  
Which activities will help you reach this?  
What outcome(s) do I expect to see?  
How will you measure?

#### WHERE?

Where can I hold the event?

#### WHEN?

What day and time will the event take place?

2

### COMMUNICATE

- The name / slogan / topic of my event
- Invite the participants
- Send wayfinding directions

## DURING

3

### DELIVER YOUR EVENT & TRACK

- Deliver your event logistics, activities, coordination
- Track your activities and make any necessary adjustments during the event, if possible

## AFTER

4

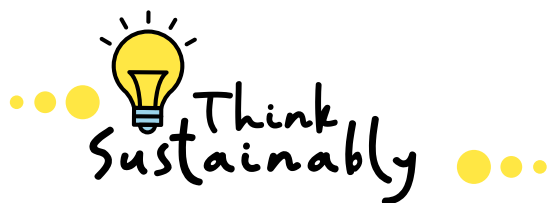
### REPORT

- Specify your audience
- Status of objective
- Outcomes realised (intended or not)
- Learnings/takeaways



## Index – Information by topic / SDG

SDG	Goal	Topics	Page
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## DEFINE YOUR INTENDED IMPACT

**Why - Identify the issue you wish to address:**

Obesity – Tuberculosis - Malaria - HIV/Aids - Covid 19 - Substance abuse - Lack of physical activity for certain groups - Mental Health - Depression - Suicide - Other?

**What - Set clear priorities:**

Raising awareness around a healthy lifestyle - Addressing issues of physical and mental health - Addressing taboo topics in a sensitive way - Showing people they are not alone!

**Who - Define who can help you on this topic:**

Fitness coaches, Doctors, Mental health experts, Helpline operators, Nutrition experts, etc.

**More info & ideas:**

[Goal 3 | Department of Economic and Social Affairs \(un.org\)](#)

[Sportstec \(vimeo.com\)](#)

[TT4Health - ITTF Foundation](#)

[Table Tennis for Development Handbook \(Page 11\)](#)

[Table tennis for patients with Parkinson's disease: A single-center, prospective pilot study](#)



## CASE STUDY

## BEFORE

- In 2020, the world went into **lockdown** because of Covid-19.
- In South Africa, schools and clubs were **not allowed** to conduct normal sports sessions or physical education for almost two years.
- This led to a lot of **inactivity, isolation** and **depression** among youngsters and children.

## DURING

- A local sports agency took the **Jerusalema dance challenge** to local schools to get learners **active in a safe and fun way**, in line with the social distancing mandate.
- They used the challenge during PE lessons to **teach** children about **sanitising, hand-washing**, and **keeping safe** from Covid-19. Over 60,000 school children participated in the challenge

## AFTER

- School children had **fun** and got **physically active**
- They **learned** about **hygiene** and keeping **safe and healthy** in a Covid-19 environment
- It improved **mental and physical health** at participating schools



**Act  
Now!**

### ACTIVITY LEVEL 1 (BASIC)

Set up an all-age table tennis circuit with different skills and games at each station. Encourage intergenerational teams and ensure it is fun and inclusive. Create awards that participants can vote on: most valuable player, most improved player, best team player, etc.



By engaging multiple generations through sport, it will help improve the physical, mental and social well-being of participants and the community. Receiving awards for achievements strengthens confidence and social bonds.

### ACTIVITY LEVEL 2 (INTERMEDIATE)

Raise awareness about drug-abuse through your event. Target children and teenagers and explain the impact of drugs on health and wellbeing. Discuss alternative coping mechanisms and inform about support programmes. Bring in experts or ambassadors to speak.



By raising awareness about drug-abuse and giving support to vulnerable populations.

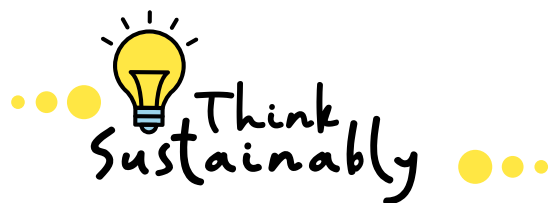
### ACTIVITY LEVEL 3 (ADVANCED)

Create a mental health support platform through your table tennis club. Once a month, bring in an expert who can lead a discussion on how to improve your TT game and your personal life through good mental health.



By giving mental health support to players in an easy and non-stigmatising way.

*How does this benefit my community?*



### Why - Identify the issue you wish to address:

Literacy – Numeracy - Access to education for certain groups - School fees - Underfunded schools - Not enough teachers - Student drop-out rate - Lack of physical education - Other?

### What - Set clear priorities:

Raise awareness about the importance of education for everyone - Promote lifelong learning for all - Showcase alternative education tools - Education is a human right!

### Who - Define who can help you on this topic:

Educators, Coaches, Facilitators, Online learning platforms, Department of Education of my country/province, etc.

#### More info & ideas:

[Goal 4 | Department of Economic and Social Affairs \(un.org\)](#)

[Education | UNICEF](#)

[From Sport 2 Life: Using sport to teach life skills | sportanddev.org](#)

[Apps & Digital Learning – Curious Learning](#)

[Table Tennis for Development Handbook \(Page 32\)](#)

#### CASE STUDY

##### BEFORE

- In a rural community in South Africa, schools are **underfunded** and **lack equipment**. Children often **share school books** and the schools have **no sports equipment** for physical education.
- Many locals are **functionally illiterate** in English, which stops young people to progress to university or find a job outside the community.

##### DURING

- A local NGO set up an **after-school programme**, that **offers sport and tablet learning** at the local youth centre.
- Kids come four days a week to do sport and play educational games on the tablets.
- Kids **play literacy and numeracy games** regularly.
- In addition, parents were invited to **download** the free educational games on their **smartphones**, so children can play at home.

##### AFTER

- Through regular exposure to the games, the **literacy rate** of the local children **went up** significantly.
- Regular physical activity made kids more **confident** and taught them **new skills**.
- The local educators saw the success and also started using the **educational games** and **PE** at school.



**Act  
Now!**

### ACTIVITY LEVEL 1 (BASIC)

Help collect sport equipment for your local school to enhance physical education. You can also build equipment from recycled material.



By supporting physical education at local schools, which enhances motor skills and coordination.

### ACTIVITY LEVEL 2 (INTERMEDIATE)

Organise an after-school table tennis and homework support at your club. Kids can get support with homework from volunteers and peers, and play table tennis together.



By setting up a regular safe space that has education and sport at heart, hence building life skills and networking opportunities.

### ACTIVITY LEVEL 3 (ADVANCED)

Open up the computers or tablets of your club for people to access online learning tools for different ages.



By supporting lifelong learning and access to information for people who may not have access to resources.

*How does this benefit my community?*



### Why- Identify the issue you wish to address:

Girls access to sport & education - Teenage pregnancy - Child marriage  
- Gender-based violence - Female genital mutilation - Safeguarding -  
Representation of girls and women as decision makers - Gender identity

### What- Set clear priorities:

Raise awareness about gender equality and female empowerment -  
Make sure everyone feels safe and comfortable to participate - Involve  
females in the organisation of the event!

### Who- Define who can help you on this topic:

Female role models (athletes, coaches, community leaders), local  
NGOs, female ambassadors (high-profile TT athletes)

#### More info & ideas:

[Goal 5 | Department of Economic and Social Affairs \(un.org\)](#)

[Why sport to empower women and girls? - YouTube](#)

[Global Goals League - YouTube](#)

[Coaching Girls Guide](#)

[Children and Youth in Sport for Gender Equality Programmes](#)

[Table Tennis for Development Handbook \(Page 54\)](#)



#### CASE STUDY

##### BEFORE

- In Odisha in Eastern India, girls faced multiple gender-based **restrictions** relating to their **movement, clothes and behaviour**.
- **Gender topics** were usually considered **taboo** and are not openly talked about.
- **Girls from the community**, like 16-year old Khadija, were trained as **facilitators** to organise the table tennis tournament.

##### DURING

- The community organised a **mixed** table-tennis **tournament**, where **girls and boys played together**.
- In between matches, **facilitators guided conversations** about gender stereotypes - first in **gender-based groups** and later in **mixed groups**.
- Facilitators like Khadija brought in her **personal experiences** to make the participants' learning more **relatable and effective**.
- At the end, there was a common **celebration** with all participants

##### AFTER

- The programme made it easier for facilitators to initiate **conversation with adolescents** on gender in a the **local context**.
- The event **raised awareness** on these issues as the celebrations **enhanced the energy** of the participants, further **increasing** their willingness to learn.

**Act  
Now!****ACTIVITY LEVEL 1 (BASIC)**

Establish a table tennis event for girls, organised and facilitated by women.



By giving easy and comfortable access to sport for girls and women, using role models and creating a safe space. This builds confidence and empowers girls and women.

**ACTIVITY LEVEL 2 (INTERMEDIATE)**

Organise a mixed-gender tournament discussing gender based violence, addressing how males and females can work together to address the issue.



By raising awareness about an important issue, supports prevention and helps people to know what to do in case they see or experience GBV. It creates better understanding between males and females, and empowers people to speak up.

**ACTIVITY LEVEL 3 (ADVANCED)**

Set a target with your table tennis club to include 50% of female players, train female coaches, and have **women represented** on the board of the club.



By providing girls and women with systemic structures and equal opportunities to participate to sport and take decisions that concern them, structures will become more aligned with what females need.

## How does this benefit my community?



## PROMOTE INCLUSIVE AND SUSTAINABLE ECONOMIC GROWTH, EMPLOYMENT AND DECENT WORK FOR ALL



### Why - Identify the issue you wish to address:

Unemployment - Youth unemployment – Lack of infrastructure - Small businesses closing down - Lack of professional pathways - Same people staying in positions - Accessibility - Other?

### What - Set clear priorities:

Engage local youth - Give young community members a platform to showcase their talents - Build life skills that help with employability - Create a platform for start-ups and entrepreneurship

### Who - Define who can help you on this topic:

Life coaches, local businesses, community leaders, local chamber of commerce, municipality, town hall, etc.

#### More info & ideas:

[Goal 8 | Department of Economic and Social Affairs \(un.org\)](#)

[Sport addressing the Sustainable Development Goal No.8 - EFDN](#)

[Sport as a means to build skills for employability | sportanddev.org](#)

[Economic Development - Table Tennis England Impact Report \(tabletennisengland-impact.co.uk\)](#)

[Promoting vocational education through sport](#)

## CASE STUDY

### BEFORE

- In 2010, the **Ethiopian Government** adopted a five-year plan to promote economic growth and promote skill-building.
- The country had neither a good sporting infrastructure, despite a lot of interest in sports, especially football, nor a **vocational training system**.
- Teaming with the **German Development Cooperation (GIZ)**, the Government launched a sport for employability project in 2014, in close coordination with a **vocational project** that was launched separately through the same partnership.

### DURING

- The two projects powered the construction of new infrastructure, specifically playgrounds and stadia.
- It also **trained teachers and coaches** in the 'sport for development' approach - adding sports in the curriculum and using them to teach useful skills to young people.
- In addition, other activities linked to the resulting sports events also helped **provide a skill-building orientation**.

### AFTER

- With the '**Sport2Work**' methodology created, it served as a blueprint for other similar programmes.
- The approach was also replicated in other programmes, with stakeholders and ambassadors joining the project.



Act Now!

### ACTIVITY LEVEL 1 (BASIC)

Create promotional material for how table tennis can help build different skills. You can also share and translate sport for employability material from the last section.

### ACTIVITY LEVEL 2 (INTERMEDIATE)

Engage volunteers to help with all aspects of the organisation of the event. This can include volunteers for equipment, coaching, technology, catering, and gathering participants. All volunteers can also be participants in the event.

### ACTIVITY LEVEL 3 (ADVANCED)

Organise a feedback session with volunteers on what they learned through the event and how this experience can help them in the future. Provide them with certificates for their contribution and for their CVs.

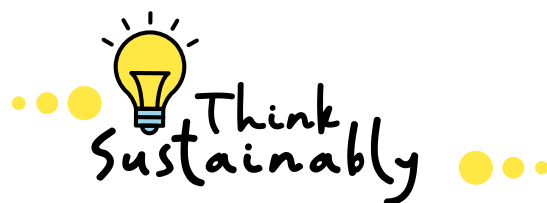
## How does this benefit my community?



The material helps generate awareness about the link between sport and employability.

This actively engages local community members in the event, and provides a first-hand opportunity to young people to expand their skill set.

By providing girls and women with systemic structures and equal opportunities to participate to sport and take decisions that concern them, structures will become more aligned with what females need.



### Why- Identify the issue you wish to address:

Economic inequality - Social inequality - Discrimination of certain groups - Refugee crisis – Other?

### What- Set clear priorities:

Raise awareness about inequality and what causes it - Create safe spaces for different groups to meet - Ensure people without financial means can participate - Practise empathy and share experiences.

### Who- Define who can help you on this topic:

Municipality, local businesses, schools, sport clubs, leadership coaches, educators, youth clubs, etc.

#### More info & ideas:

[Goal 10 | Department of Economic and Social Affairs \(un.org\)](#)

[World Table Tennis Day 2021 Celebration - YouTube](#)

[TT Dream Building - ITTF Foundation](#)

[Table Tennis for Development Handbook \(Page 77\)](#)

#### CASE STUDY

##### BEFORE

- Ayesiza Violet is an 11-year old girl studying in Grade 6 at Busiisi primary school, as part of the Child Rights Clubs in Hoima, Uganda.
- She got **bullied and mocked** for her **height and size**.
- She lost interest in school had no friends, making her feel **lonely** and **discouraged**. As a result, **she lost all her confidence** and almost opted to leave school.

##### DURING

- As part of the **table tennis programme** led by HONERIC in her school, the table tennis coach **introduced her to the game** and encouraged her to be consistent at it.
- As she came to **practice regularly**, she ended up **befriending** one of the players from a higher grade in school.
- She really enjoyed practice and **started liking school again**.

##### AFTER

- Children **stopped mocking** her and she felt **included**.
- Table Tennis has given Ayesiza a reason to feel **motivated** and excited **to attend school** every day.



## How does this benefit my community?

### ACTIVITY LEVEL 1 (BASIC)

Randomise teams when you're organising the table tennis activities. Highlight how important it is to respect your teammates, opponents, and treat them equally. You can also name the teams/tournament along the same lines

### ACTIVITY LEVEL 2 (INTERMEDIATE)

Make a concerted effort to invite young people from all corners and sections of the community. Organise sub-events that encourage interaction. This can be done with community meals and interactive games.

### ACTIVITY LEVEL 3 (ADVANCED)

Set up solidarity schemes for children who cannot afford to join your table tennis club/event. You can help participants with club fees, equipment and/or transport.



It reflects the potential diversity of the community, as well as the importance of non-discrimination in all aspects of life.

The event can become a model for how to organise equality-based sports events, and encourage interaction between different sections of the community.

By giving equal opportunities to people with limited financial means.



## Why- Identify the issue you wish to address:

Sustainable infrastructure and transport – Water pollution – Air pollution – Accessibility – Waste management - Other?

## What- Set clear priorities:

Making sure everyone can access my event - Inviting people from all communities - Removing any obstacles for participants to attend

## Who- Define who can help you on this topic:

Local authorities (for city planning), Para-sport organisations, sign-language experts, and community members to get more people to join the event.

### More info & ideas:

[Goal 11 | Department of Economic and Social Affairs \(un.org\)](#)

[GOAL 11: Sustainable Cities and Communities – Sport for Sustainable Development \(sport4sd.com\)](#)

[Table Tennis for Nepal!](#)

[SDGs in Action: Para Ping Pong Table | HAKUHODO \(hakuhodo-global.com\)](#)



### CASE STUDY

#### BEFORE

- The country of Nepal was impacted by an **earthquake** in 2015 that caused a lot of **devastation**.
- Among other things, it also **destroyed sporting infrastructure**, including the table tennis centres.
- In the lead up to WTDD 2016, a **new table tennis centre** was constructed in the capital, this time with a **focus on accessibility**.

#### DURING

- The centre became a **venue for disabled people** to practise sport, with a lot of participants joining in.
- **Multiple stakeholders** were involved in the creation including the UN, local district associations, national table tennis associations, as well as disability right activists.
- The Table Tennis Centre was renovated and access for disabled people was prioritised.

#### AFTER

- More than **two hundred disabled players** received weekly training sessions.
- It led to an **increased interest in para table tennis**, and raised awareness on issues surrounding social inclusion and accessibility.



**Act Now!**

## How does this benefit my community?

### ACTIVITY LEVEL 1 (BASIC)

Ensure the event is accessible and welcoming to all. Include ramps wherever possible, and put welcoming signs across the venue. Make the event accessible for those with impairments as well by providing written material, media with captions, sign-language interpreters, etc.

### ACTIVITY LEVEL 2 (INTERMEDIATE)

Hold mixed-team (mixed gender, mixed ability, etc.) competitions wherever possible. They need not be competitive in nature, but purely recreational and for fun. These events can be served to show how table tennis itself is an inclusive sport and can serve as a model for inclusion and accessibility.

### ACTIVITY LEVEL 3 (ADVANCED)

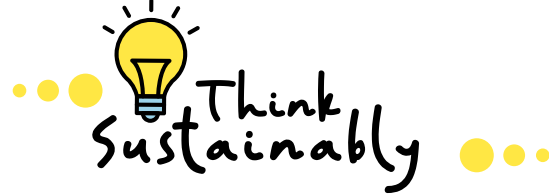
Invite local ambassadors and prominent people from the community with disabilities. Include them in the event, either as participants, or in the ceremonies associated with it.



The event provides a model of accessibility to the community, giving an example that can be replicated.

These competitions give the opportunity and access to play sport. It ensures that the event is inclusive, and can be considered a yardstick for how to include more and more people in sport.

It will showcase the abilities and leadership of people with disabilities.



### Why- Identify the issue you wish to address:

Increasing waste - Lack of awareness about sustainable consumption -  
Harmful production methods - Other?

### What- Set clear priorities:

My event can show how we can adopt sustainable consumption into  
our daily lives

### Who- Define who can help you on this topic:

Local ambassadors, local organisations promoting sustainability, local  
municipalities, and community members.

#### More info & ideas:

[Goal 12 | Department of Economic and Social Affairs \(un.org\)](#)

[GOAL 12: Responsible Consumption and Production – Sport for  
Sustainable Development \(sport4sd.com\)](#)

[Build you own TT table](#)



#### CASE STUDY

##### BEFORE

- The community had a **challenge** with **littering** at their **schools**.
- They organised a table tennis **event for children aged 8-12**.
- Participants were instructed to **bring empty plastic bottles and cardboard** to the event. The team that brought the most, got bonus points.

##### DURING

- Coaches showed the kids how to **build the sport equipment** from bottles and cardboard.
- The equipment was **used during the tournament**.
- During lunch break, coaches and participants had a 30 minute **educational session** about the importance of reducing waste and recycling.

##### AFTER

- At the end all materials used on the day were **sorted** by participants.
- They were either taken home to be **reused or recycled** with the help of the local waste collectors.
- **Littering** around the local Primary School **reduced** significantly.



### ACTIVITY LEVEL 1 (BASIC)

Group together incinerable waste and sorting bin stations. Locate them in visible places, well signposted and aim to have one every 25 metres. Partner with local clubs to help with waste management in exchange for any income from deposits or other benefits for the clubs.

### ACTIVITY LEVEL 2 (INTERMEDIATE)

Donate items (decorations, carpeting, signage, etc.) that cannot be reused to community projects. Plan in advance of event what will go where.

### ACTIVITY LEVEL 3 (ADVANCED)

Incorporate sustainability-related clauses within sponsorship contracts to ensure that various policies and practices (100% no plastic, train-first, etc.) are respected.

## How does this benefit my community?



▶ Awareness about recycling is raised. My community becomes cleaner (*PLANET*). The reputation of my club is raised (*PEOPLE*).



▶ Reduced waste means lower cost for removal (*PROSPERITY*) and lowered impact on the environment (*PLANET*). Donating to local projects strengthens collaboration and bonds in the community (*PEOPLE*).



▶ Sponsors deliver big parts of your event. By integrating sustainable policies in contracts you will be able to control the impact of your event on your stakeholders (*PEOPLE, PLANET*) and save cost (*PROSPERITY*).



### Why - Identify the issue you wish to address:

Rising temperatures – Increased weather-related events and disasters  
– Drought – Flooding – Other?

### What - Set clear priorities:

My event can raise immediate awareness about the need to combat climate change and its related effects.

### Who - Define who can help you on this topic:

Local ambassadors, local municipalities, waste management authorities, and local community members.

#### More info & ideas:

[Goal 13 | Department of Economic and Social Affairs \(un.org\)](#)

[Tanjun Associate LLP - ITTF Foundation](#)

[Get inspired: TT4ALL - ITTF Foundation](#)

#### CASE STUDY

##### BEFORE

- The state of **Uttarakhand** in **Northern India** has large swathes of forested area, as well as many places witnessing the effects of climate change.
- **Deforestation** has been a problem in the state, with associated negative effects including soil runoff and increased greenhouse gases, taking a toll on local communities.
- In 2022, Tanjun Associate, in partnership with the ITTF Foundation launched a project using table tennis as a vehicle to raise awareness about the environment and act against deforestation.

##### DURING

- The project - employed in an **area of mostly marginal farmers** - works with surrounding schools to promote table tennis and use it to teach children about deforestation and sustainable plantation practices.
- For example, it promotes the use of **locally available bamboo** to be put to sustainable use.

##### AFTER

- It is still an ongoing project, however, the project has been **influencing the local community in adopting climate-friendly practices.**



### ACTIVITY LEVEL 1 (BASIC)

Source all the equipment for the event from sustainable sources, if not made from reusable material. Communicate how important it is to do that.

### ACTIVITY LEVEL 2 (INTERMEDIATE)

Alongside the event, conduct a workshop/competition for the children to identify the changes they see around them as part of climate change, and how we can take small steps, even through table tennis - like using reusable or sustainable material.

### ACTIVITY LEVEL 3 (ADVANCED)

Plant trees as part of your event. Get advice from experts about which trees to plant and get permission from landowners/municipality.

## How does this benefit my community?



There is increased awareness about how sports need to become greener, and how table tennis can lead the way.



The competition will help generate an interest in the innovative ways in which we can reduce our consumption and subsequent impact on the climate.



By actively preventing further negative impacts of deforestation and providing natural protection for your community.



## Why- Identify the issue you wish to address:

Internal Displacement – Conflicts within the community - Conflicts between certain groups - Violence at home - Safety concerns - Organised Crime - Other?

## What- Set clear priorities:

Creating understanding and empathy between people - Seeing similarities rather than differences - Being non-judgemental and non-discriminatory - Being non-violent.

## Who- Define who can help you on this topic:

Refugee organisations/representatives, community leaders, religious leaders, local authorities, etc.

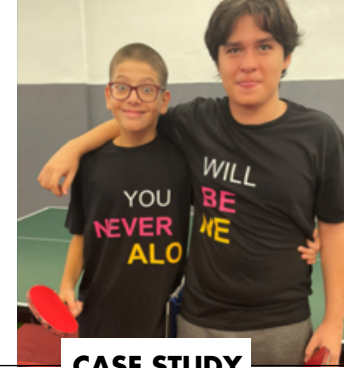
### More info & ideas:

[Goal 16 | Department of Economic and Social Affairs \(un.org\)](#)

[Get inspired: Ping Pong Diplomacy - ITTF Foundation](#)

[50 Years of Ping Pong Diplomacy - YouTube](#)

[Table Tennis for Development Handbook \(page 95\)](#)



### CASE STUDY

#### BEFORE

- In Thessaloniki, Greece, there is a **great rivalry** between two football teams - Aris and PAOK. The rivalry reached another extreme when recently a **fan died** in a fight between fans of the two rival teams.
- Kevin and Thanos are two table tennis players, who also happen to staunchly support these two football teams.
- They were initially **hesitant to even play together** and in fact, several differences arose when they tried playing together.

#### DURING

- The team **asked the boys separately** about the benefits of playing table tennis and how they felt about the sport.
- They both **received a t-shirt** and were asked to pose for a picture together. The text split on both the t-shirts to form one sentence, which was – **You will never be alone.**

#### AFTER

- Playing table tennis has helped them feel **liberated** and **interact with new peers.**
- At the end of the exercise, both the boys could be seen **bonding** with each other and **valuing the commonality** that unites them.



Act  
Now!

### ACTIVITY LEVEL 1 (BASIC)

For your event, everyone is given a country/region they represent. Participants are tasked to learn about that country, and gather as much information as possible (flag, language, people, food, etc.).

### ACTIVITY LEVEL 2 (INTERMEDIATE)

Organise an event where participants (older children or teenagers) self-regulate. Before the event, participants agree on rules and point systems. If there is any conflict, participants discuss until they find a solution. Facilitators will only step in to mediate when players cannot find a solution.

### ACTIVITY LEVEL 3 (ADVANCED)

Organise an event, under expert guidance, with participants from "opposing groups" from your community. Let people interact and play in mixed teams and foster dialogue between participants.

## How does this benefit my community?



By introducing people to realities different from their own, they can start developing empathy and understanding of other perspectives. This will help build the base for a more peaceful community.



By introducing diplomacy, accountability and conflict-resolution techniques, young people will be trained to understand how to solve differences in non-violent ways.



By bringing together people who would usually not interact, it will enhance understanding and willingness to listen to each other, preventing conflict and misunderstandings.



**Why - Identify the issue you wish to address:**  
Environmental - Social - Economical - Other?

**What - Set clear priorities:**  
Identifying people or organisations who have skills, knowledge or resources to help me reach my goals - Identifying how potential partners can benefit from working together.

**Who - Define who can help you on this topic:**  
All local stakeholders who can help you organise the event, with a focus on involving the local community. Individuals, schools, universities, businesses, clubs, sport federations, foundations, etc.

#### More info & ideas:

[Goal 17 | Department of Economic and Social Affairs \(un.org\)](#)

[Swimming initiative at primary school](#)

[Understand Goal 17: Partnerships for the Goals \(Primary\) - YouTube](#)

[Sport for Development and Peace and the 2030 Agenda for Sustainable Development](#)

#### CASE STUDY

##### BEFORE

- Most people in the community **did not know how to swim**.
- There was a severe problem with **children drowning** while playing at the nearby river.
- There was a **lack of** swimming pools (**facilities**) and coaches (know-how).

##### DURING

- The local schools were looking for **partners** to teach students how to swim.
- A **partnership** was formed between the swimming club of the nearby community (know-how), a transport provider (logistics), a private foundation (finance), and the local schools (public).
- A programme was set up to ensure primary school children would learn about **water safety, in theory and in practice**.

##### AFTER

- Children learned how to be **safe around water**.
- Many **learned how to swim**.
- Drownings in the community went down significantly.



**Act  
Now!**

## How does this benefit my community?

### ACTIVITY LEVEL 1 (BASIC)

Find out who in your community has the skills, resources or means to contribute. Ask them if they would like to be involved!



▶ The community will have ownership of the event. It will also be a sign that the community is needed to execute a sustainable initiative like this.

### ACTIVITY LEVEL 2 (INTERMEDIATE)

Have sponsors and event organizers on board who agree on following sustainable models, and strive to include all stakeholders to participate.



▶ The move will have an effect on how the event is perceived as a multi-stakeholder and sustainable effort.

### ACTIVITY LEVEL 3 (ADVANCED)

Set up a networking event around a specific project or topic for businesses, organisations and individuals who are interested in collaborating in a sustainable way.



▶ Build a strong network of people and organisations who can support sustainable projects in the community.



## **PART 3**

### **NEXT STEPS**



## Track and Report

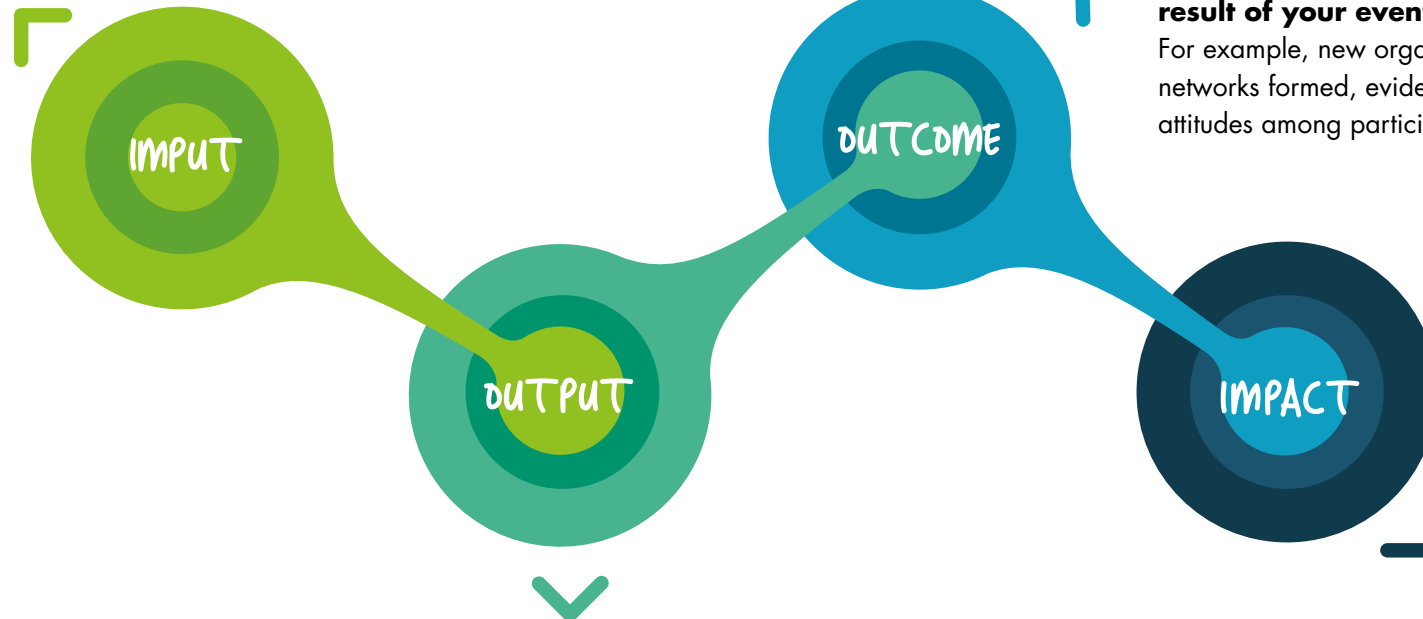
You can't claim what you don't report and you can't report what you don't measure. You can organise the best event and have a wonderful reach but you won't be able to tell your story or show your impact without planning, tracking and reporting.

Here is a simple model that you could use to track your event's activities to:

- check your objectives,
- report on the outcomes.

### 1 What resources were used?

For example, the funds that went in, people involved, and skills employed to organise your event.



### 3 What changes happened as a result of your event?

For example, new organisations and networks formed, evidence of new attitudes among participants, and so on.

### 2 What was accomplished?

How many participants took part? How many and what kind of games were played? How many coaches were trained? Etc.

### 4 What societal benefits occurred?

For example, weight loss among participants, smoking cessation, lower incidents of discrimination, government savings, etc.



### WTTD Sustainable Event checklist (1/2)

Here's a checklist with some general pointers, which you can use alongside the specific activities listed later in this section, to help you organise a sustainable WTTD event.

☐ Did you start planning your event and answer the W's (page 11) Did you take into consideration the sustainable event principles (page 12) Track and report (page 34) à split into three tick boxes:

☐ Did you start planning your event and answer the W's (page 11)

☐ Did you take into consideration the sustainable event principles (page 12)

☐ Are you prepared to track and report (page 34)

#### Communications:

☐ Pre- and post-event communication is done electronically when possible

☐ Event is 100% paper-free or uses very little paper

☐ Name badges/lanyards are reusable and collected at end of event for recycling and/or re-use

☐ Responsible noise management practices are implemented at the event

☐ Sustainable sponsors are sought

#### Catering:

☐ Food, products, and/or ingredients are grown/produced locally

☐ Mostly vegetarian food options are provided

☐ Event has no plastic bottled water, water containers, refillable bottles are encouraged

☐ Sustainable dishware provided to all attendees

☐ Healthy food products (fresh, in season where possible, non-trans fat, low sugar, fruit and vegetables, grains) are chosen

#### Energy Efficiency:

☐ Connect to the grid wherever available, to avoid the use of generators.

☐ Energy efficient venues are prioritised, providing clean and/or energy-efficient heating, cooling, air cooling and venting windows and lights

☐ Event is less than one mile away from provided accommodations

☐ Venue is accessible by foot, bicycle, or public transit

☐ Attendees encouraged to take public transit, bike, or walk to event and provided with info, as appropriate



### WTTD Sustainable Event checklist (2/2)

#### Waste Management:

- ☐ Waste management policy implemented, incorporating waste hierarchy principles: Reduce, Reuse, Recycle/Compost.
- ☐ Recycling, and compost is collected, when possible
- ☐ Event is zero-landfill (no trash is generated at event)
- ☐ Volunteers and/or staff trained in proper waste disposal and items to reuse (lanyards, badges, signage, etc.)
- ☐ Items that cannot be reused are donated to community projects

#### Diversity, Equity, and Inclusion:

- ☐ Sites and venues that are barrier free (e.g. wheelchair accessible) are selected/constructed
- ☐ The event appeals to a wider audience by providing incentives and special activities to attract young people, seniors, and families
- ☐ Females, as well as those from minority and marginalised groups, are supported to apply for staff or volunteer positions
- ☐ Local organisations that support marginalised groups (such as refugees, and asylum seekers) are partnered with to provide opportunities to be involved in the event and table tennis
- ☐ Sustainability training provided for staff and volunteers
- ☐ Consult with target group from the project design phase through to the implementation and evaluation phase following the slogan: "Nothing about us, without us"

## Acknowledgements

The International Table Tennis Federation declared 2023 the year of Sustainability, and the theme for the World Table Tennis Day - *“Think Sustainably, Act Now”*.

Firstly, the ITTF Group would like thank all our partners and projects working every day to create sustainable societies through table tennis.

The Manual is a joint collaboration between the **ITTF Foundation** and the **Sport Impact Group**, to enable the use of table tennis to think sustainably and act now, aligning with the United Nations Sustainable Development Goals (UN SDGs).

The development of this Manual has been led by Daniel Cade, Sarah Crumbach and Mridul Kataria from the Sport Impact Group with the support of the ITTF Foundation’s resources, which shaped the Manual through impact stories, activities, and experiences from table tennis-based development programmes that are being implemented across the world.

The ITTF Group would like to thank all those who have made this Manual possible.

February 2023.



## Annotated bibliography

### 50 Years of Ping Pong Diplomacy - YouTube

Explore the history of table tennis and the concept of Ping Pong Diplomacy through this video.

### Apps & Digital Learning — Curious Learning

This collection of free apps are designed to empower children in fun, self-guided learning through exploration and curiosity.

### Build your own TT table

A guide to building your own handcrafted table tennis tables - courtesy of the ITTF Group.

### Coaching Girls Guide

The guide provides strategies for engaging and retaining girls in sports, providing useful guidance and support for coaches.

### Children and Youth in Sport for Gender Equality Programmes

A mini guide to the various kinds of competencies young people can develop in sport for gender equality programmes.

### Education | UNICEF

An overview of UNICEF's education programmes for girls.

### Economic Development - Table Tennis England Impact Report

A look into the work of Table Tennis England, with a deep dive into reports of how table tennis parlours have contributed to economic development in the country.

### From Sport 2 Life: Using sport to teach life skills | sportanddev.org

The article highlights how the organisations Homeground is using sport and technology to educate youngsters in rural South Africa.

### Get inspired: TT4ALL - ITTF Foundation

This online library by the ITTF Foundation can help you get inspired through useful tips, best practises and guidelines, which are related to the TT4ALL Programme.

### Get inspired: Ping Pong Diplomacy - ITTF Foundation

This online library by the ITTF Foundation can help you get inspired through useful tips, best practises and guidelines, which are related to the Ping Pong Diplomacy Programme.

### Global Goals League - YouTube

This video is about The Global Goals League in Buenos Aires, that gathers people inequalities and diverse realities.

### Linkages with the SDGs - Kazan Action Plan

An insight into the discussions around how the 10 priority SDGs for sports were decided upon after widespread consultations.

### Promoting vocational education through sport

A guide to how the sport and vocational education programme was set up in Ethiopia.

### SDGs in Action: Para Ping Pong Table

A guide to building an adaptive, para ping pong table.

### Sport and the Sustainable Development Goals

An overview outlining the contribution of sport to the SDGs.

### Sport as a means to build skills for employability

A dedicated section on resources on using sport to build skills for employability.

### Sport for Sustainable Development – Sport as an Enabler for Sustainable Development

An overview of how sport can contribute to the 17 SDGs.

### Sportstec (vimeo.com)

A series of videos on how Sportstec carries out activities in its sport-for-development programmes.

### Swimming initiative at primary school

Read how the swimming initiative at a primary school in Gauteng, South Africa is an example of successful cross-sectoral partnerships.

### Table Tennis for patients with Parkinson's disease

Inoue KI, Fujioka S, Suenaga M, et al. Table tennis exercise for patients with Parkinson disease: a prospective pilot study, published online February 25, 2020

### Table Tennis for Nepal

A guide on how the ITTF Foundation setup a para table tennis programme in Nepal along with local partners.

### Tanjun Associate LLP - ITTF Foundation

A guide on how Tanjun Associate is running a sport for climate programme in Northern India.

### TT4Health - ITTF Foundation

A resource library that explains that TT4Health approach, as well as the programmes associated with it under the ITTF Foundation.

### THE 17 GOALS | Sustainable Development (un.org)

An overview of the 17 Sustainable Development Goals.

### TT 4 Development Handbook

The handbook was created from a collaboration between ITTF, GIZ, and Pro Sport Development (PSD). It consists of activities, experiences and impact stories from table tennis based development programmes across the world.

### Using sport to address the Sustainable Development Goals - EFDN

The European Football for Development Network has compiled a guide on how sport contributes to each of the 17 SDGs, with detailed explanations and examples for all of them.

### Understand Goal 17: Partnerships for the Goals (Primary) - YouTube

The video is a short explainer on Goal 17: Partnerships for the Goals.

### Why sport to empower women and girls? - YouTube

Produced by UN Women, the video discusses that while much progress has been made on women's and girls' access to sport, there is still work to be done in ensuring all women athletes thrive in an environment that is safe and that affords them equal opportunities and equal pay.

### World Table Tennis Day 2023 - ITTF Foundation

An overview of the theme and ideas around World Table Tennis Day, 2023.

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For a **Better** Life.

[ITTFFOUNDATION.org](https://ITTFFOUNDATION.org)



[@ittffoundation](https://www.instagram.com/ittffoundation)