

The logo consists of four curved, overlapping shapes in red, blue, green, and orange, arranged in a circular pattern. Below the shapes is the text "Street Sports" in a large, bold, sans-serif font, and "INCUBATOR" in a smaller, all-caps, sans-serif font. A faint, mirrored version of the logo and text is visible below the main one.

# Street Sports

INCUBATOR

Developed by:



Jordan Youth Innovation Forum  
الملتقى الأردني للإبداع الشبابي

*Game*

Funded by:



Danish-Arab  
Partnership Programme

# THE SUSTAINABLE DEVELOPMENT GOALS (SDGs)

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- **What are the Sustainable Development Goals?**
- **How can your project contribute to reaching the Sustainable Development Goals?**
- **Brief description of the Sustainable Development Goals.**
- **The Street Sports Incubator, entrepreneurship and the Sustainable Development Goals.**
- **Three examples of the correlation between entrepreneurship, street sports and the SDGs.**

# WHAT ARE THE SUSTAINABLE DEVELOPMENT GOALS?

- The Sustainable Development Goals are 17 domains of growth for all countries to invest in and transform the world into an equal place for everyone.
- The goals address world's pressing social, humanitarian and environmental challenges.
- The SDGs call for equal rights and access to basic needs such as education, health, social protection and job opportunities for everyone.
- Reaching these goals would lead to an improvement in the quality of life for the poor, global access to education, and opportunities for jobs.
- The goals focus on tackling climate change and promoting a green lifestyle to deal with the environmental challenges that we are facing right now.
- The 17 goals were adopted by all UN member states in 2015 and constitute the UN's 2030 Agenda for Sustainable Development.



## How can your project contribute to reaching the Sustainable Development Goals?

# BRIEF DESCRIPTION OF THE SUSTAINABLE DEVELOPMENT GOALS

## Goal 1: No Poverty

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The first goal is to end the poverty of all forms everywhere. More than 10 percent of the world population lives in extreme poverty i.e. living on less than 1.25 dollar a day. The targets of this goal are to eradicate extreme poverty by 2030, implement nationally appropriate social protection systems and ensure that all men and women have equal rights to economic resources, as well as access to basic services.

# BRIEF DESCRIPTION OF THE SUSTAINABLE DEVELOPMENT GOALS

## Goal 2: Zero Hunger

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The second goal is to end global hunger. This goal targets changing the global food and agriculture system to increase agricultural productivity and sustainable food production for ensuring access to safe, nutritious and sufficient food for everyone everywhere.

# BRIEF DESCRIPTION OF THE SUSTAINABLE DEVELOPMENT GOALS

## Goal 3: Good Health and Well-Being

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The third goal is to ensure healthy lives and promote the well-being of everyone irrespective of the age. It means improving the health of people around the world, reducing maternal and neonatal mortality, ending current epidemics of malaria and water-borne diseases, and achieving universal health coverage.

# BRIEF DESCRIPTION OF THE SUSTAINABLE DEVELOPMENT GOALS

## Goal 4: Quality Education

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The fourth is to ensure equal access to education for all. It would drive upward socioeconomic mobility and escaping poverty. The targets of this goal are ensuring that all youth achieve literacy and numeracy, eliminating gender disparities in education and building upgrading education facilities.



# BRIEF DESCRIPTION OF THE SUSTAINABLE DEVELOPMENT GOALS

## Goal 5: Gender Equality

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The fifth goal is to create greater equality between the genders. It means ensuring women's equal opportunities for leadership, ending all forms of discrimination against women and undertaking reforms to give women equal rights to economic resources.

# BRIEF DESCRIPTION OF THE SUSTAINABLE DEVELOPMENT GOALS

## Goal 6: Clean Water and Sanitation

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The sixth goal is ensuring access to water and sanitation for everyone. Water scarcity is a problem in large parts of the world, with Jordan being one of the most water-scarce countries in the world. The goal is to achieve universal access to safe and affordable water for all, improve water quality, increase water-use efficiency and reduce the number of people suffering from water scarcity.

# BRIEF DESCRIPTION OF THE SUSTAINABLE DEVELOPMENT GOALS

## Goal 7: Affordable and Clean Energy

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The seventh goal is to ensure universal access to affordable, reliable and modern energy services. Among the targets are increasing the share of renewable energy in the global energy mix, enhancing international cooperation for clean energy research and technology and upgrading technology for supplying modern and sustainable energy services for all the developing countries.

# BRIEF DESCRIPTION OF THE SUSTAINABLE DEVELOPMENT GOALS

## Goal 8: Decent Work and Economic Growth

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The eighth goal is to promote inclusive and sustainable economic growth, employment and decent work for all. It aims for a reduction in youth unemployment and the promotion of safe and secure working environments for workers.

# BRIEF DESCRIPTION OF THE SUSTAINABLE DEVELOPMENT GOALS

## Goal 9: Industry, Innovation and Infrastructure

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The ninth goal is to build resilient infrastructure, promote sustainable industrialization and foster innovation. Innovation and technological progress are important for finding long-term solutions to both economic and environmental challenges. Among the targets of this goal are to develop reliable, sustainable and resilient infrastructure, including regional and transborder web of supporting structures, promote inclusive and sustainable industrialization, enhance scientific research and upgrade the technological capabilities of industrial sectors, particularly, in developing countries.

# BRIEF DESCRIPTION OF THE SUSTAINABLE DEVELOPMENT GOALS

## Goal 10: Reduced Inequalities

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The tenth goal is to reduce inequality within and among countries. It aims for achieving and sustaining income growth for the poorest, ensuring equal opportunity and adopting policies which contribute to the mission of greater equality.

# BRIEF DESCRIPTION OF THE SUSTAINABLE DEVELOPMENT GOALS

## Goal 11: Sustainable Cities and Communities

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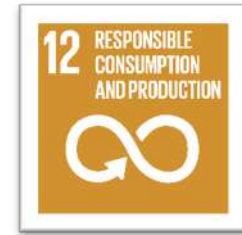


The eleventh goal is to make cities inclusive, safe, resilient and sustainable. Fifty-five percent of the World's population live in urban areas and are expected to rise to sixty-eight percent by 2050. As consequences of the rapid urbanization, the problems of increasing slum dwellers, inadequate and overburdened infrastructure, worsening air pollution, and unplanned urban sprawl have surfaced. Hence, among the targets of the eleventh goal is to ensure access to adequate housing, safe transport systems and green public places.

# BRIEF DESCRIPTION OF THE SUSTAINABLE DEVELOPMENT GOALS

## Goal 12: Responsible Consumption and Production

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The twelfth is to ensure sustainable consumption and production patterns. Worldwide consumption and production continue to have destructive impacts on the planet. Therefore, this goal's targets focus on achieving sustainable management and efficient use of natural resources and encouraging large transnational companies to adopt sustainable practices and substantially reduce waste generation through prevention, reduction, recycling and reuse.



# BRIEF DESCRIPTION OF THE SUSTAINABLE DEVELOPMENT GOALS

## Goal 13: Climate Action

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Climate change is affecting the whole world. The thirteenth goal is to take urgent action in combating climate change and its impacts. Among the targets is to integrate climate change measures into national policies, improve education and awareness on climate change mitigation and promote mechanisms for raising capacity for effective climate change-related planning and management in developing countries.

# BRIEF DESCRIPTION OF THE SUSTAINABLE DEVELOPMENT GOALS

## Goal 14: Life Below Water

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The fourteenth goal is to save the ocean and conserve marine biodiversity. The ocean is essential for the Earth to remain habitable for humans as marine biodiversity is critical for the health of people and the planet. The targets of this goal are to prevent and reduce marine pollution, protect marine and coastal ecosystems and stop illegal, unregulated, and destructive fishing practices.

# BRIEF DESCRIPTION OF THE SUSTAINABLE DEVELOPMENT GOALS

## Goal 15: Life on Land

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The fifteenth goal is to protect and restore the health of our planet. Human activities like deforestation are causing climate and, consequently, affecting the lives and livelihoods of people. Among the targets of this goal is halting the loss of biodiversity, stopping deforestation, restoring degraded forests, and increasing financial resources to conserve and manage biodiversity and ecosystems.

# BRIEF DESCRIPTION OF THE SUSTAINABLE DEVELOPMENT GOALS

## Goal 16: Peace, Justice and Strong Institutions

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The sixteenth goal is to promote just, peaceful and inclusive societies and fight weak and corrupted institutions. Among the targets of this goal is ending abuse, exploitation and all forms of violence, promoting rule of law at national and international levels, ensuring equal access to justice for all, reducing corruption and bribery in all their forms and developing effective, accountable, and transparent institutions.

# BRIEF DESCRIPTION OF THE SUSTAINABLE DEVELOPMENT GOALS

## Goal 17: Partnerships for the Goals

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The seventeenth goal is to revitalize the global partnership for sustainable development as the SDGs can only be realized with strong global partnerships and cooperation. The goal is to promote inclusive partnerships at the global, regional, national and local levels, enhance international cooperation on access to science, technology and innovation, encourage transnational knowledge sharing and stimulate a universal, equitable and multilateral trading system.

# SUSTAINABLE DEVELOPMENT GOALS

## AND “STREET SPORTS INCUBATOR”

-  **3** Good Health & Well-being
-  **5** Gender Equality
-  **8** Decent Work & Economic Growth
-  **10** Reduced Inequalities
-  **11** Sustainable Cities & Communities



## THREE EXAMPLES OF THE CORRELATION BETWEEN ENTREPRENEURSHIP, STREET SPORTS AND THE SDGs

1. A project which focuses on creating public spaces for children and youth to play sports. The project would fulfill target 11.7 **“Provide universal access to safe, inclusive, and accessible, green and public places, in particular for women and children, older persons and persons with disabilities”** of goal 11.
2. Another example project is an app project for facilitating girls and young women to join street sports activities. It would contribute to goal 5. The target under focus would be 5. B **“Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women.”**
3. A third example of a business that recycles or produces street sports equipment or sportswear from recycled materials. It would contribute to goal 12: responsible consumption and production.